# Brands tap into AI and playful pranks to captivate social media audiences this April



In April 2023, a unique trend emerged on social media platforms such as TikTok and Instagram, allowing users to create personalised action figures of themselves using artificial intelligence (AI). This trend sparked much creativity and variation, with participants uploading images and receiving AI-generated miniatures complete with a selection of custom accessories. Some designs were met with praise for their quality, while others were perceived as unsettling. This phenomenon highlights the ongoing integration of AI into creative processes, as brands across various sectors began to engage with this concept.

Among notable influencer partnerships, Lidl, a UK-based supermarket chain, collaborated with social media personality Charity Shop Sue. Appointed as Lidl’s chief Easter officer, Charity Shop Sue featured prominently in an Instagram video where she guided customers through the Easter product offerings, such as promoting the Lidl Plus app and ensuring the store was prepared for the holiday rush. The post, which garnered over 13,000 likes, received positive feedback from followers, illustrating the effective engagement strategies brands are employing through influencer marketing.

April Fool’s Day also captured significant attention, with numerous brands participating in prank-driven marketing campaigns that delighted and surprised audiences. For example, Yorkshire Tea teased a fictional product called the Yorkshire Tea Microbrew, claiming it could brew tea in just 60 seconds using a microwave. This playful announcement generated a variety of reactions among viewers, resulting in over 2.2 million views on TikTok and 55,200 likes, as users debated whether the idea was hazardous or potentially innovative.

Another notable prank came from a collaboration between household companies Oreo and Henry Hoover. The comedic TikTok advertisement introduced a special edition vacuum cleaner styled after the Oreo cookie, leading viewers to comment on its appeal, despite its status as an April Fool’s joke. The video attracted 457,100 views and nearly 50,000 likes. Similarly, Dyson participated in the spirit of the day by unveiling a fictitious product called the Dyson Airbrow, a miniature version of its popular Airwrap designed for eyebrow styling. This humorous approach struck a chord, as the video received 2.5 million views and 95,800 likes.

In the beauty sector, Nature’s Spell collaborated with the Peckham Pimps, who are known for their eye-catching TikTok videos portraying old-school pimp personas. Their partnership involved creating engaging content to promote Nature’s Spell’s products, with a standout video amassing almost 50,000 likes and over half a million views.

Deliveroo also joined in, cleverly marketing the indulgence of Mini Eggs during the Easter season with a TikTok video showcasing a refrigerator filled with the chocolate treats. The video was met with enthusiastic responses, achieving over 7.2 million views and 400,000 likes, and even prompted a playful comment from Specsavers noting their affinity for the “mini fridge.”

Overall, April was a month where brands successfully harnessed social media's creative potential and consumer engagement through trends such as AI-generated action figures and light-hearted April Fool’s Day campaigns, showcasing their ability to connect with audiences in engaging and entertaining ways. Each of these initiatives exemplifies the evolving landscape of marketing in the digital age, where fun and creativity remain at the forefront of consumer interaction.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.followin.io/en/feed/17441013> - This article discusses the viral 'AI action figure' trend on social media platforms like LinkedIn, where users create personalized digital action figures of themselves using AI tools, highlighting the integration of AI into creative processes.
* <https://www.helm.news/2025-04-14/artists-protest-ai-generated-action-figures-trend-raising-concerns-over.html> - This piece covers the backlash from artists against the AI-generated action figures trend, raising concerns over job displacement, environmental waste, and copyright issues, reflecting the broader impact of AI in creative fields.
* <https://www.theagency.com/trends-and-news/1763571-ai-influencers-trend> - This article explores the rise of AI-generated influencers, including virtual brand representatives and hyper-personalized AI personalities, illustrating how brands are leveraging AI in marketing strategies.
* <https://www.themarketersdaily.com/2023/11/04/ai-influencers-why-big-brands-are-turning-to-virtual-trendsetters-national/> - This report discusses the increasing use of AI-generated influencers by major brands, highlighting examples like Lil Miquela and Milla Sofia, and the benefits of virtual trendsetters in marketing.
* <https://www.businessinsider.com/tiktok-getting-into-murky-business-of-ai-generated-creator-ads-2024-6> - This article details TikTok's introduction of AI-generated avatars for ads, allowing brands to create content faster and in multiple languages, showcasing the platform's adoption of AI in advertising.
* <https://www.ctol.digital/news/ai-generated-influencers-new-trend-social-media/> - This piece examines the rise of AI-generated influencers, their widespread acceptance, and the need for transparency in their use, reflecting the evolving landscape of digital marketing.
* <https://www.campaignlive.co.uk/article/brand-buzz-aprils-social-media-highlights/1916329> - Please view link - unable to able to access data