# Brands embrace creativity on April Fool's Day with whimsical pranks



April Fool's Day, celebrated annually on 1st April, is a day notorious for pranks and hoaxes. This year's festivities saw an array of whimsical and imaginative tricks from a variety of brands, businesses, and individuals seeking to amuse and bemuse audiences worldwide.

In the United Kingdom, Asda, a popular budget supermarket, introduced a fictional “Pocket Tap Policy,” claiming that customers must visibly display a back pocket to gain entry to their stores. Those without pockets would find relief, however, as Asda purported to provide free stick-on pockets at the door, each carrying the company’s slogan, "That's Asda Price." Staff were reportedly trained on this playful initiative.

British staple Heinz Beanz, known for its baked beans, teased its social media followers with an announcement of a new “Dubai Beanz” flavour, boasting pistachio filling. The post on X (formerly Twitter), which garnered attention from their 26,000 followers, humorously alluded to the city’s famous confectionaries, mixing cultural references with food.

Sweet company Wild Thingz made headlines with its proposal for a new product featuring manure-flavoured gummies, hiding a single flavour within every packet. The taste was described as an “earthy, farm-fresh explosion,” adding an element of curiosity and shock to their launch.

In a twist on health trends, Subway revealed a fictional product line of “footlong protein shakes,” claiming they would allow customers to drink their sandwiches, with shakes packed with impressive amounts of protein. Each shake supposedly channelled the essence of popular sandwiches, including the English breakfast and meatball marinara.

Dole Sunshine, known for its tropical fruit products, falsely claimed to offer pineapple-flavoured eggs, stating that the chickens were fed pineapple. Its vibrant promotional materials, issued via Instagram, left many consumers confused, reinforcing the light-hearted spirit of April Fool's.

Waitrose announced a cheeky joke about restricting chocolate Easter egg sales to adults only, suggesting children would require identification to purchase Easter treats. This playful ruse aimed to generate amusement among shoppers, enhancing its visibility during the festive Easter season.

Homeware retailer Lakeland celebrated its 60th anniversary by fabricating the world's first diamond-encrusted air fryer, boasting security measures to protect the lavish appliance. The extravagant display was set for their Kingston store, inviting curiosity about this ostentatious product.

Babybel took a whimsical approach by promoting a “wax sleeping bag” designed for cheese lovers, enveloping customers in a relatable narrative around their well-known products. Their Instagram announcement sparked intrigue among fans about its practicality for festival seasons.

The Gym Kitchen leveraged British tea culture with a fictional “high protein tea” that reportedly packed an extraordinary 50 grams of protein per bag. This creative idea was championed by the brand's founder, Segun Akinwoleola, who aimed to blend health-consciousness with traditional British rituals.

Birds Eye joined the fun by unveiling the “Waffholes,” a supposed new product designed to resolve the longstanding question of what happens to the leftover potato after making waffles. Their humorous narrative tapped into a familiar consumer curiosity.

The Heathrow Express took a playful leap by announcing the "Henry Express," a fictitious spring cleaning train that would tackle litter on the tracks at high speed, featuring the iconic Henry Hoover as its figurehead.

Tim Hortons, the Canadian coffee chain, teased patrons with the concept of a crispy chicken donut sandwich that would only be available to those embodying politeness and kindness, a cultural nod to Canadian values.

These pranks illustrate how April Fool's Day remains a platform for creativity, humour, and light-hearted engagement, allowing brands to playfully interact with their audiences in unexpected ways.

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

## References

* <https://www.indy100.com/news/best-april-fools-pranks-2025> - This article lists various April Fools' pranks from 2025, including ones similar to those described like singing nappies and Nerds' candy-coated chicken, though it does not specifically mention the brands you mentioned. It highlights the creative and humorous initiatives brands take on this day.
* <https://www.tomsguide.com/news/live/april-fools-day-2025-live-best-pranks> - This page covers the live updates of April Fools' Day 2025 pranks, though it primarily focuses on other types of pranks rather than those specific to the brands you mentioned. It emphasizes the blend of creative and cringeworthy pranks across various companies.
* <https://www.asda.com/> - Asda's official website could provide information or evidence of their participation in April Fools' Day pranks, although specific details about a 'Pocket Tap Policy' may not be directly available due to the nature of April Fools' content.
* <https://heinz.co.uk/> - Heinz's official website might have once featured an April Fools' post about Dubai Beanz, but such content is usually removed after the prank date. Users would need to check their social media channels for evidence of this specific prank.
* <https://www.subway.com/en-gb> - Subway's UK website might have been involved in promoting a fictional product line related to April Fools', such as protein shakes mimicking their sandwiches, though direct evidence may be lacking as it's a prank.