

Who's the fool with those headlines?

Misleading media headlines are to be expected on 1 April each year as April Fool's Day is celebrated globally...

It puts many on edge, stating they 'don't trust anyone or anything' on the day, despite the fact that the jokes are meant to expire at noon. The tradition goes as far back as the year 1700 – and some say it actually extends back to the 1500s – when English pranksters would play practical jokes on those still “ringing in the New Year” on [All Fool's Day](#), according to [History](#):

With the role of social media, those pranks have evolved from physical hijinx to digital word play. Practically everyone's a prankster today, with many choosing to alarm friends and family with status updates along the lines of “I'm pregnant” and “I'm engaged”. But it's the bigger news headlines by reputable media houses that bring the most shock value bang for buck – as well as somewhat surprising brand announcements, like the following:

Kit Kat sushi, anyone?

“ KIT KAT Sushi is on sale, today April 1st!

It goes perfectly with "Sake KIT KAT". [#AprilFool pic.twitter.com/tlzGx2L4r](#)— KIT KAT Japan (@KITKATJapan) [April 1, 2016](#) ”

This grumpy office kitty cat surely wouldn't say 'no' to sushi (without the chocolate)...

“ Tomorrow is the scariest day of the year for digital newsrooms. <https://t.co/ul6E1763ld> [#AprilFools pic.twitter.com/rHxwL7YRdb](#)— David Beard (@dabeard) [March 31, 2016](#) ”

Then there are many who hope our local government and others will use the day to point out questionable campaigning has been a joke all along...

“ My only hope for April Fools Day is..... [#AprilFool pic.twitter.com/PmjJY07eW9](#)— Mr Chris Geiger (@Chris_Geiger) [March 31, 2016](#) ”

At the very least brands are acknowledging the general public's wariness of campaigns launched on the day and incorporating it into their brand messaging:

“ Spend £50 on site & receive a FREE [@MakeupGeek](#) foil pan! You'd be an [#AprilFool](#) to miss out!
<https://t.co/Td0PUjTB02> [pic.twitter.com/ruka7Ah5J1](https://t.co/Td0PUjTB02)— BEAUTY BAY (@beautybay) [April 1, 2016](#) ”

So it's actually a great opportunity to launch something different - like this:

“ For April Fools, The Onion should run real news all day.— John Wiswell (@Wiswell) [April 1, 2016](#) ”

.That said, we advise keeping a sceptical mindset, at least until noon... and brands, keep in mind that your joke may well [backfire](#)!

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