

# Sometimes clever works

And sometimes clever is too clever. But. There are times when that clever wordplay is just right. For instance, MetLife. For the **if** in life. You see, **if** is right there in the middle of the word **life**. And what does MetLife do? It sells insurance, and you get insurance for the what ifs in life. Rarely does something like this work so well. So kudos to MetLife. I love that wordplay. On the other hand, there campaign also centers around Snoopy. Why? Who knows. The big plus is that it is recognizable.

Can you think of other really clever ads? I will try to keep a list.