

DESMOND CHAN

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Freelance Copywriter

Decoded Advertising

Clients: Heluva Good! dip and Planet Oat Oatmilk

Worked on TV + produced radio, OOH, print, social and digital work.

Rise New York

Worked directly with CCO Flavio Vidigal to win a new business pitch for North America.

Led tone of voice development, created brand anthem spot, tagline, OOH, print + activations

VaynerMedia

Clients: Chase

Led creative development for a 360-campaign. Pitched TV shows + treatments, concepted stunts, activations, OOH, etc. Also launched a social campaign involving Kevin Hart

BBDO Hong Kong

Brought on for a New Business Pitch involving BBDO's entire SouthEast Asia network

Critical Mass

Clients: Citibank

Worked directly with client, on-site, to transition projects from their previous agency

Mekanism

Clients: Ben & Jerry's

Led creative development for stunts, activations and social ideas

Seiden Advertising

Clients: New York Presbyterian

Convinced client to double their budget and produce an unplanned TV and digital spot

Also produced radio, print, and OOH units

Berlin Cameron

Clients: Capital One

Sold through a 360-campaign + produced video spots to help launch a social campaign

McCann Erickson New York

Clients: Microsoft, New York Lottery, NY&Co + New Business

Worked on TV, OOH, Stunts, Print and Social

Involved in a pitch where the client locked us in a room and gave us 2 hours to come up with ideas and executions for a hypothetical problem

J. Walter Thompson New York (JWT)

Clients: Puma, Schick, Listerine, Nestle + Macy's

Worked on TV, OOH, Stunts, Online Video Content, an App + Print