

# desmondchan

## freelance copywriter

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### **Edelman**

Clients: Samsung

Worked on the 2020 planning to show clients how far we could take their brand. Also worked on partnerships with ESPN for College Football, Aviation Gin with Ryan Reynolds and Netflix to launch their new movies - El Camino: A Breaking Bad Movie + 6-Underground

### **Laundry Service**

Clients: Hennessy and Belvedere Vodka

Creative development for multiple 360- campaigns + launched a new campaign for Hennessy's Never Stop, Never Settle campaign and for their Master Blender's brand

### **Decoded Advertising**

Clients: Heluva Good! Dip, Planet Oat Oatmilk and HP

Worked on TV + produced radio, OOH, print, social and digital work. Also brought on to develop the brand voice for Heluva Good! dip one day before the client meeting

### **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

### **Mekanism**

Clients: Ben & Jerry's

Led creative development for stunts, activations and social ideas

### **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