

desmondchan

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freelance copywriter

Annex 88

Clients: adidas Originals and Levi's

Worked on an adidas collab with the NBA during All Star break + wrote manifestos for Levi's

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

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

J. Walter Thompson New York (JWT)

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

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

improv

Magnet Theatre 2018-Present