

HENRY BIRT

Copywriter

Campaign: Coca-Cola



Insight: Glass is a renewable resource that can be used repeatedly.

Idea: “Share and share again”
Previous generations handing a glass coke bottle to the present/future.

Campaign: McCain



Insight: People forget about electronic devices when there's good food.

Idea: “Food worth pausing for”
Screens of electronic devices that are idle or paused.



Campaign: McCain



TV Ad Concept

Title: “Diversion”

Client: McCain

Length: 15 Seconds

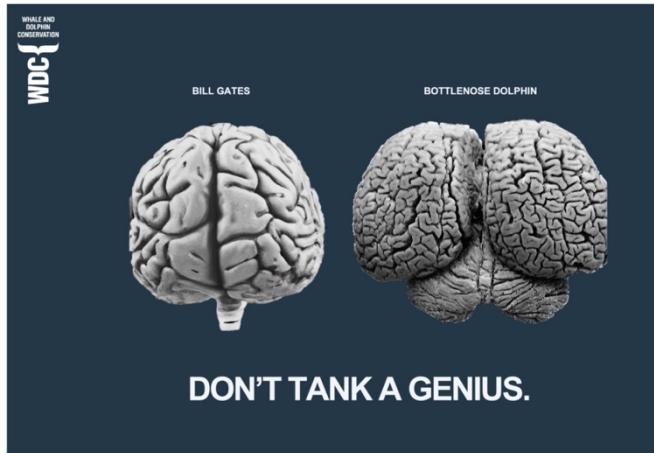
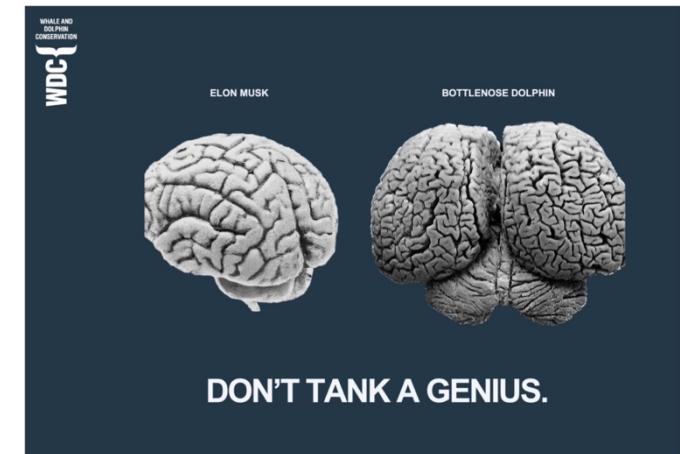
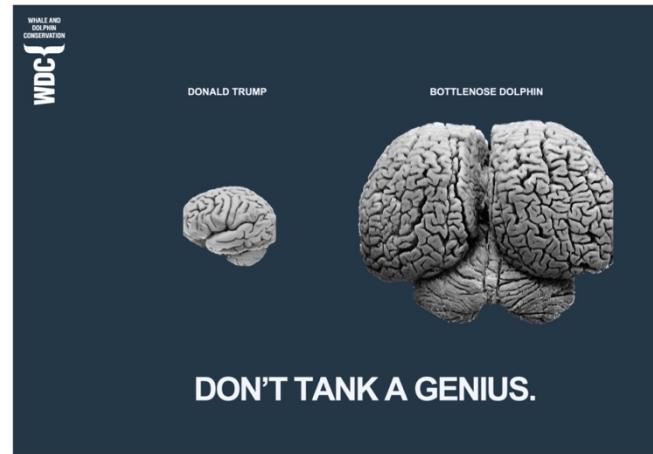
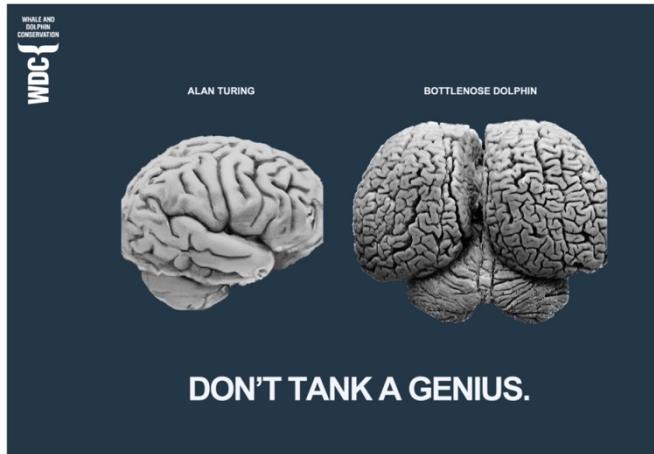
We open on a paused television screen during the middle of a regular ad break.

10 seconds of bizarre, frozen silence.

VO: McCain's, food worth pausing for.

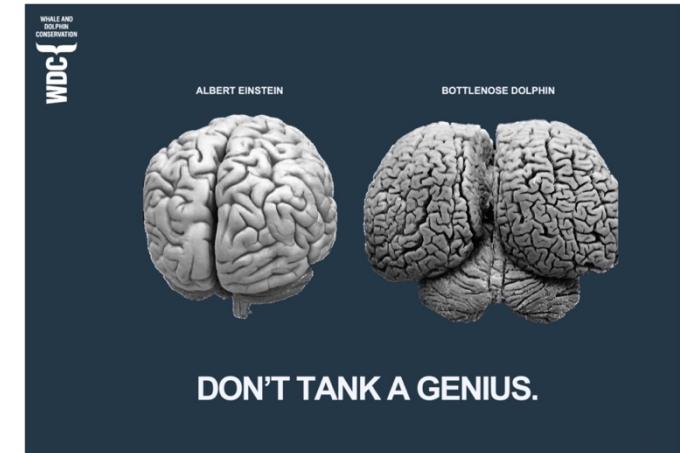
The McCain's logo fades on to our screens as the V/O reveals what is happening.

Campaign: WDC



Insight: Bottlenose Dolphins have larger brains than humans.

Idea: “Don’t tank a genius”
Comparing the brain size of genius humans from the past to the brain size of dolphins.



Campaign: BeFibre



Insight: Don't be caught out by in contract price changes with other companies.

Idea: "Send Price Hikes Hiking"
Sending money hiking through the alps.

Radio Ad Concept

Title: "Squander"

Client: BeFibre

Length: 15 Seconds

We hear the sound of huffing and puffing; the clattering of hiking equipment being carried. A distant hawk caw sounds.

Voice 1: *10:99, how much further?*

Voice 2: *just two more miles fiver.*

Voice 1: *you said that two miles ago!*

V/O: *Send price hikes hiking.*
BeFibre.