

Tait &  
Copywriting &  
Ideas &  
You.

Midweight-ish copywriter,  
Tait Ischia, has five years  
experience in weird corners  
of the industry.

Has worked for Right Angle Studio,  
DTDigital, Badjar Ogilvy and Native Digital.

Has freelanced for Loud and Clear, Thick, Belike  
and Hive Creative.

Across clients such as Honda, MINI, MYER, nab,  
iPrimus, Warner Music, Grolsch, Strike Bowling,  
Department of Finance, himself, and others he  
cares not to mention.

A lot of the following needs to be played with,  
watched, or viewed for full effect.

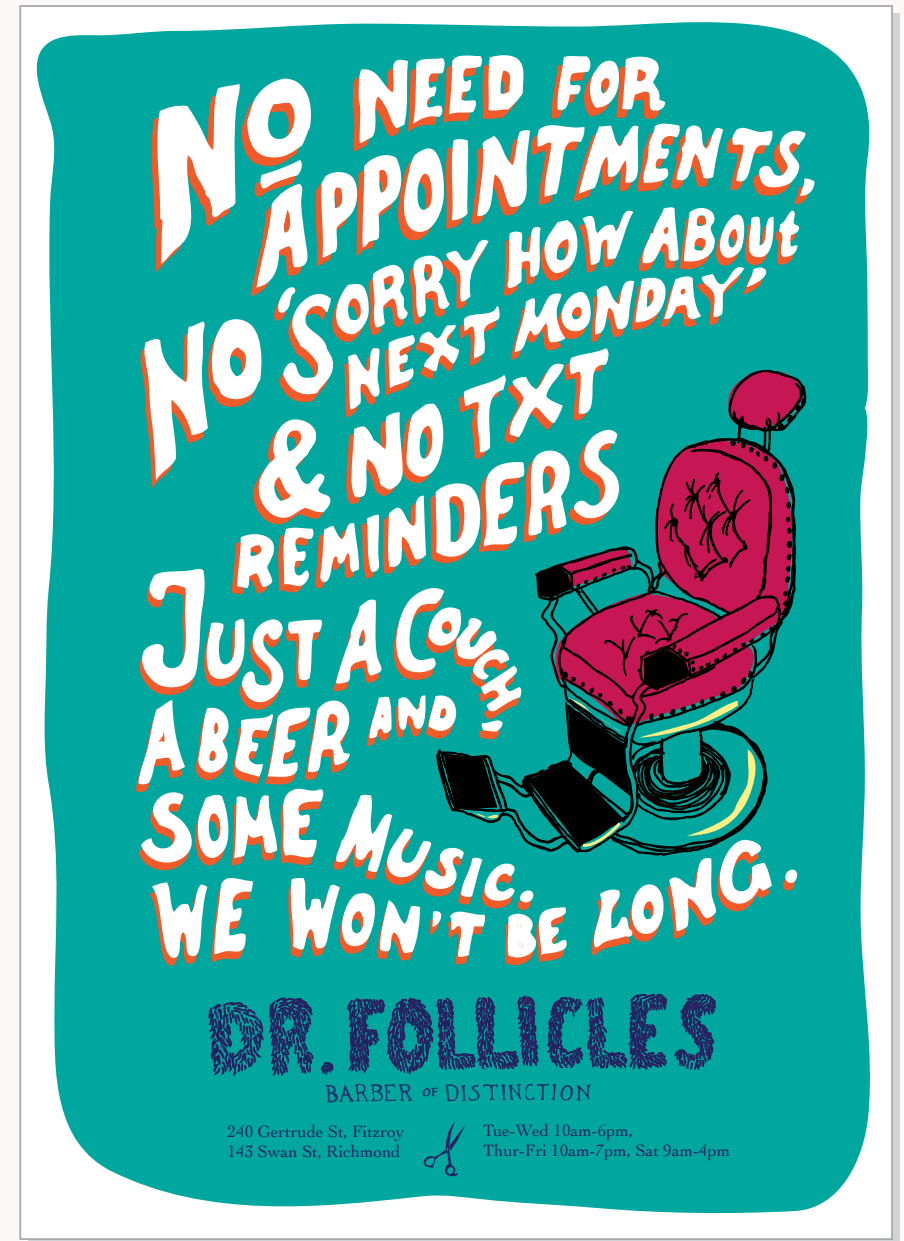
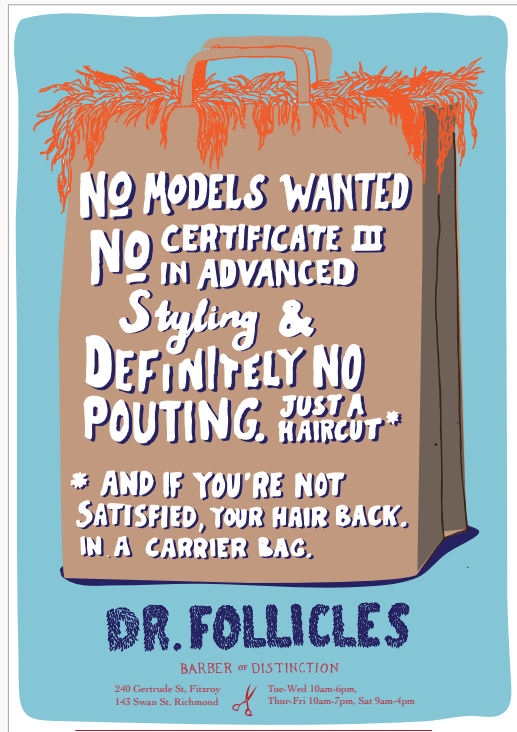
But the ideas should be as clear as a Windex'd window.

# Dr. Follicles

**Client:** Dr. Follicles - a barbershop for men

**Brief:** Convince guys this is the place to get their hair cut

**Idea:** No hair dressing, just your hair cut, with scissors

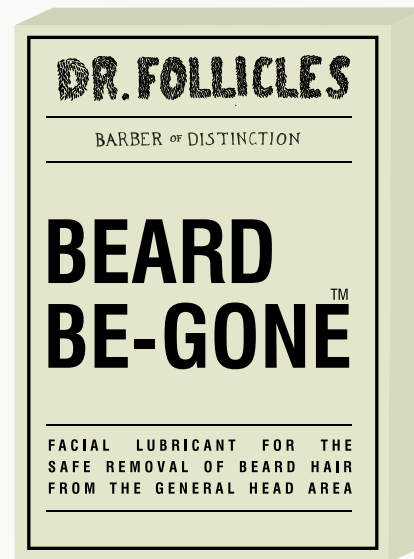
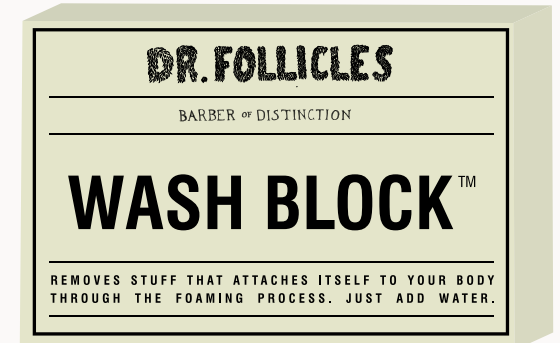
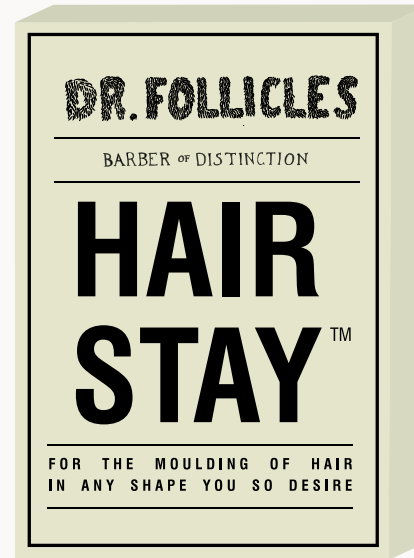


# Dr. Follicles

**Client:** Dr. Follicles - a barbershop for men

**Brief:** Create a line of products

**Idea:** No hair product, just your hair washed,  
and the other things that happen in the bathroom



# iPrimus Help Centre

**Client:** iPrimus

**Brief:** Create a usage meter for the iPhone

**Idea:** Yeah, a usage meter, but beat the call centre in Pong, and you'll win free data

It's a usage meter with extra stuff.

You can get the call centre to call you about anything you like. Just press a button.

Or if you run out of data within the monthly billing period, and your speed slows to dial-up, you can get one extra gigabyte, free.

But only if you beat our call centre in a game of Pong. And only once a month. But it's pretty easy. You'll probably win.

Watch the following video for a demonstration:

<http://www.vimeo.com/21622969>

**Finalist, 2011 MADC Awards**

Best Use of Mobile Device




# Lykke Li

**Client:** Warner Music / Lykke Li

**Brief:** Promote Lykke Li's new album release

**Idea:** A 'Lykke' button posted on music blogs and a print ad for Frankie Magazine

 Lykke this blog post.

Ned | 02.22.11 | 400 people have viewed this article | [1 Comment](#)

 Tweet  0  Like  Ned Dwyer, Tim Pashen and 3 others like this.





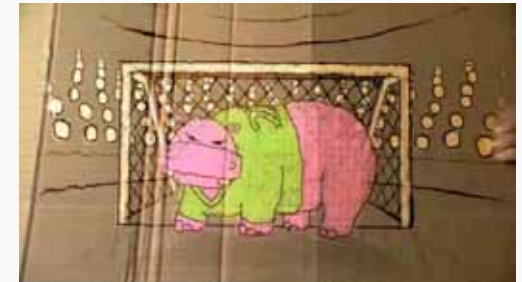
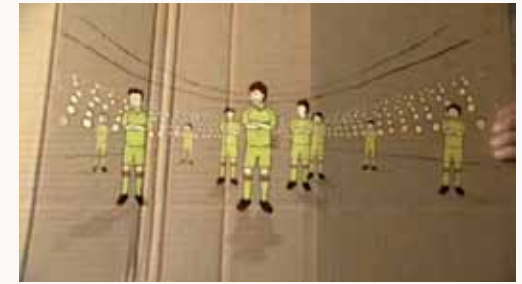
# Carn the Kids TVC

**Client:** LeasePlan's Childrens' Charity

**Brief:** A fun day out for kids

**Idea:** A day at the soccer from the perspective of a wild imagination

<http://vimeo.com/8212384>

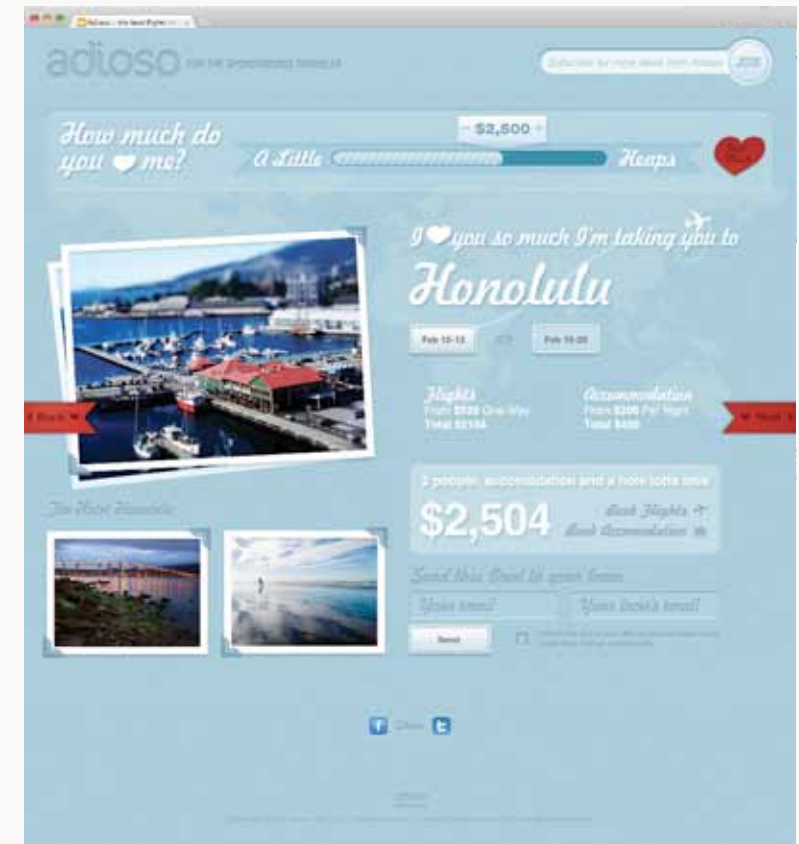
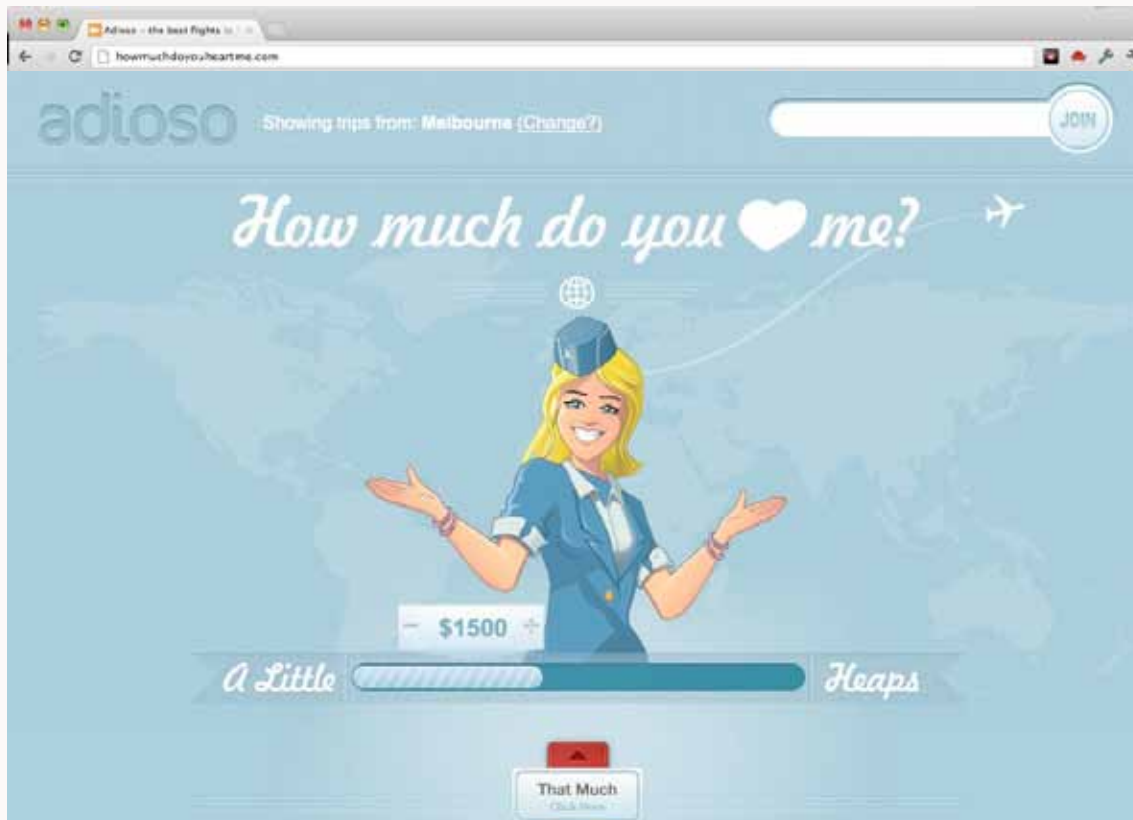


# How much do you heart me

**Client:** Adioso — a travel search engine [<http://adioso.com>]

**Brief:** Promote Valentine's Day flight and accommodation packages through Adioso

**Idea:** A microsite that packages return flights and accommodation for two depending on the price you're able to afford.





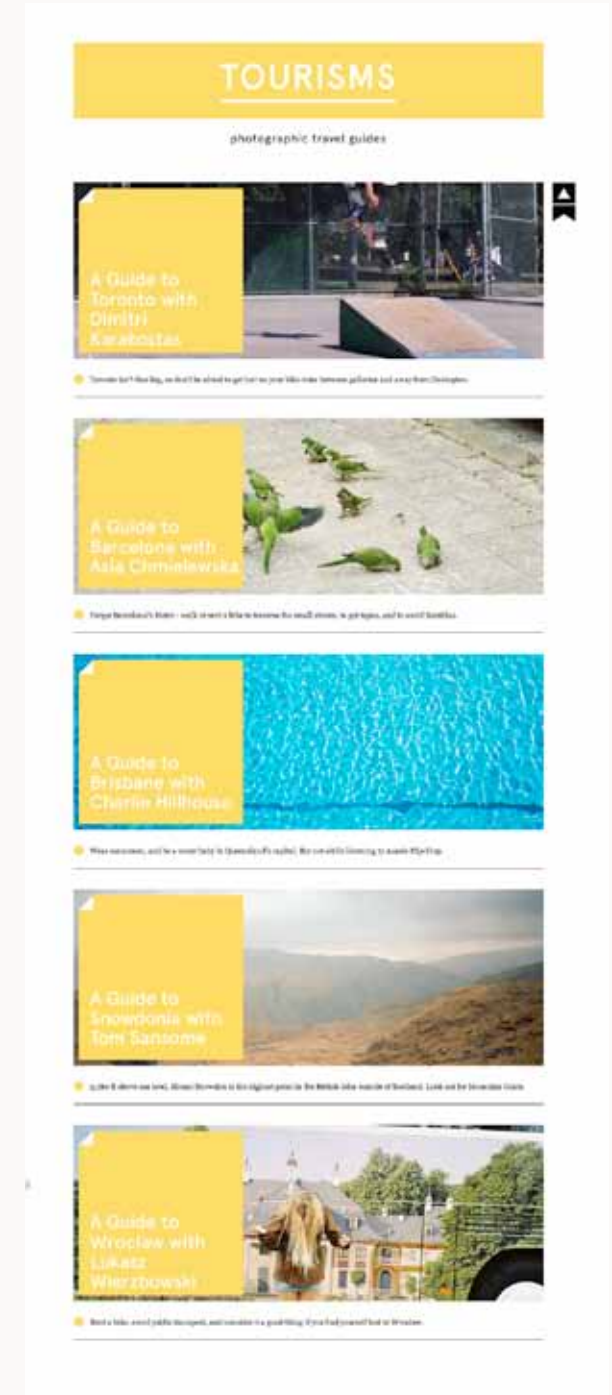
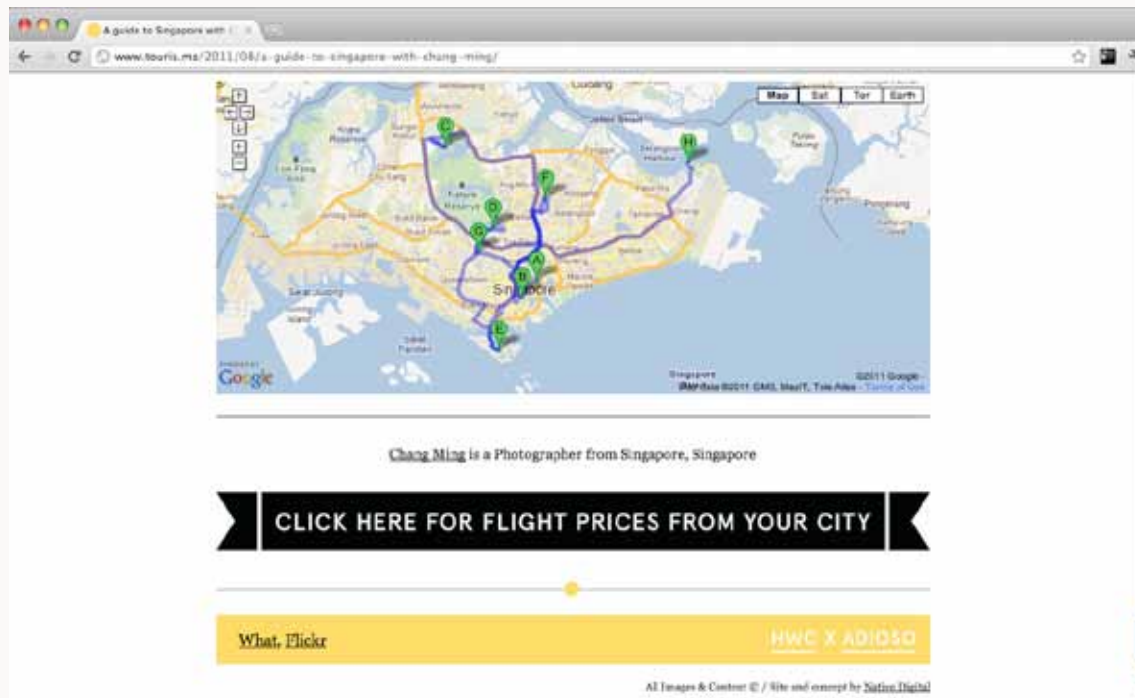
# Tourisms

**Client:** Adioso — a travel search engine [<http://adioso.com>]

**Brief:** Inspire travelers to buy flights through Adioso

**Idea:** Photographic travel guides in partnership with Hard Workers Club, a photography community—each guide links directly to flight prices calculated by Adioso's search engine.

<http://touris.ms>



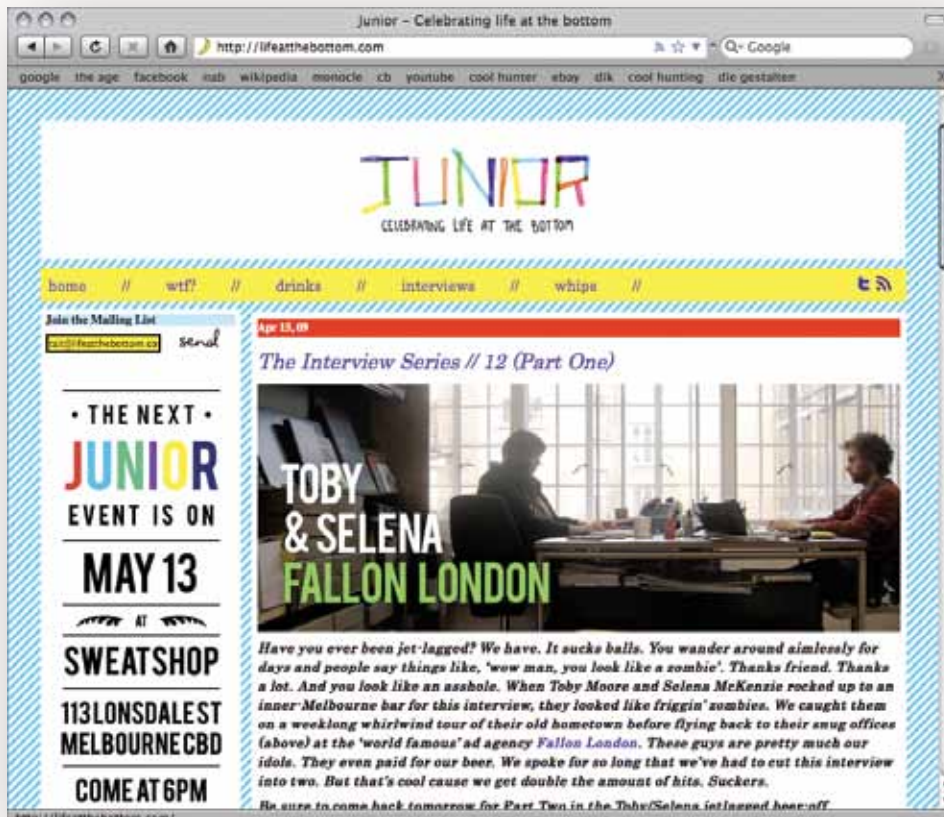
# Junior

**Client:** Me

**Brief:** To figure out why I want to be in this industry

**Idea:** Ask successful creatives and post the interviews online

<http://lifeatthebottom.com>



Featuring interviews with:

Todd Sampson (Leo Burnett), Paul Graham (Anomaly), Eric Quennoy (Wieden+Kennedy), Todd Lamb (Mother), Toby Moore & Selena McKenzie (Fallon), Nancy Vonk and Janet Kestin (Ogilvy), Glendyn Ivin (EXIT Films), Wil Anderson (Comedian), Ant Keogh (Clemenger), Scott Thomas (Obama design guy)

For more writing,  
visit the blog.

[taitischia.com/blog](http://taitischia.com/blog)

See my CV on LinkedIn too.

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