

Tradie: Bamboo Socks Tradie gets footloose with new bamboo socks spot via The Incubator

Aussie underwear label Tradie continues to expand their range with the launch of a new bamboo sock collection.

The latest in a series of spots featuring Tradie ambassador Nick Cummins in the true-blue Aussie outback, this spot shows a whole new side to the Honey Badger. Dancing like nobody's watching, in a matching set of Tradie black undies and socks, the Badger gets fully footloose and fancy-free.

Filmed on a classic location in Broken Hill, in this 30 second TVC our Aussie icon is evidently in his element. Putting their 'Tradie Tough' claim to the test, the bootless Badger channels his inner cowboy and kicks up his heels to a rootin' tootin' tune. "Our latest spot in the Broken Hill series is an absolute winner," says Tradie founder Ben Goodfellow. "What better way to show the strength and comfort of our bamboo socks than by dancing around in the tough environment of the Aussie outback?"

Melbourne creative agency The Incubator continues to bring home the Tradie goods with this latest spot. Kyran Docker, Creative Director at The Incubator said "We're just trying to have fun with this brand, it's great working with Nick, he really gets into character. Who knew he could line dance?"

The 30 second spot is currently airing on TV and social media.

Watch the spot here: <https://www.youtube.com/watch?v=p8TRUwVKywA>

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