

# Tradie goes for 'ultimate iso' in new outback workwear TV Campaign via The Incubator

Aussie underwear label Tradie has taken self-isolation productivity to a whole new level in their latest television commercial.

Some people bake sourdough, others do 5,000 piece jigsaws... but that's not challenging enough for Tradie's favourite brand ambassador Nick Cummins: he's putting their Tradie Workwear range to the ultimate test during iso, by building a humungous fence.

Filmed in outback Broken Hill, the spot features Honey Badger, clad head to toe in Tradie Workwear, planting the first of 23,495 fence posts — with questionable success, but infinite style. Why is he building a massive fence? Who knows? Who cares? While we may never understand the enigmatic workings of the Honey Badger's mind, one thing's for certain: Tradie workwear is the best clothing choice for a mission this epic.

"I'm really excited for the release of our new Tradie Workwear advert," says Ben Goodfellow, founder of the iconic Tradie brand. "Continuing on from our last 'no bounce' outback spot, Nick is now demonstrating how tough our Tradie Workwear really is when working out in the elements. I'm sure all Australians are going to love this advert and it will cement Tradie as Australia's favourite true blue, tough as nails workwear brand."

Melbourne creative agency The Incubator was once again tasked with building on Tradie's highly popular advertising archive. Kyran Docker, Creative Director at The Incubator said "It's been great to be part of the ongoing evolution of this brand, and seeing the effort it takes to dig a hole."

The 30 second spot will air on TV for the first time on 7th June 2020.

Watch it here: <https://www.youtube.com/watch?v=FZ1-X8HO91Y>

Client - Tradie Underwear

Tradie Founder - Ben Goodfellow

Tradie Brand Manager - Simone Hyde

Creative Agency - The Incubator

Account Director - Jeremy Walsh

Creative Director - Kyran Docker

Writer - Skye Davidson

Production Company - Plot Media

Producer - Virginia Kay

Director - Nicholas Clifford

DP - Joel Betts

Editor - Luke Dickinson

Grade/Flame - Chris Reynolds

Sound design - Dead on Sound

PR Agency - Lampoon Group

Lampoon Group CEO - Josh White

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