

# Tradie hires Inspired Unemployed to launch new Body Spray range via The Incubator

Building on their reputation for funny all-Australian ads, Tradie have teamed up with creative comedy duo, The Inspired Unemployed, for the TV launch of Tradie's new Body Spray range.

Tradie's series of 15 second Body Spray TVCs show these best mates deeply enjoying each other's scent in a locker room. "Having these two front our new Tradie Body Spray is perfect," says Ben Goodfellow, Tradie founder. "They're such naturals; within 5 minutes the scripts were out the window. I've always our brand ambassadors should be people any Aussie would want to have a beer with, and I certainly want to have a beer with these guys!"

Rising stars of The Inspired Unemployed, 25 year olds Matt Ford and Jack Steel are besties from Sydney, with a passion for surfing, snowboarding and generally goofing around. Their scruffy good looks and self-deprecating humour have seen them grow an impressive following of more than 435k on Tik Tok and 370k on Instagram in the past 18 months. Thanks to their unique style of whacky physical humour, collaborations with brands such as Fendi, GQ and the Aria Awards have seen the boys become hotly pursued talent, who are these days far from unemployed.

"Working on this project with Tradie turned out to be one of the better collaborations we have done so far" the pair said of the shoot. "The guys gave us a tonne of freedom and let us push the boundaries a lot with ideas and acting, which we find creates a much more authentic result and is how we normally like to work. It definitely helped that everyone on set were bloody legends to work with too, which always makes for a better result."

Kyran Docker, Creative Director at The Incubator was quick to sing their praises too. "Funny is in their DNA. We barely needed to give them any direction, they just instantly got what we were trying to do and ran with it."

The new 15 second spots will air on National TV from this weekend. Sniff them out here:

Date Night: <https://youtu.be/WedQgQYKf58>

Twenty Four 7: <https://youtu.be/DkX8fyq2BHQ>

Workout: <https://youtu.be/oRLoabx0Svk>

## Credits

Client - Tradie

Tradie Founder - Ben Goodfellow

Tradie Brand Manager - Simone Hyde

Creative Agency - The Incubator

Account Director - Jeremy Walsh

Creative Director - Kyran Docker

Writer - Alison Rentoul

Production Company - Plot Media

Producer - Virginia Kay

Director - Nicholas Clifford

DP - Max Walter

Editor - Luke Dickinson

Colour Grade & Online - Manimal Post

Sound Design - Dead On Sound

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