

Tradie storms our screens with new TV spots via The Incubator

NRL's Cameron Munster, Josh Addo-Carr and Christian Welch are set to storm our screens off the field this week, starring an uproarious series of new TVCs celebrating Tradie's proud Melbourne Storm sponsorship. Whether trying to squeeze three big rigs into a tiny bathtub, or unleashing an epic deodorant battle, the boys whipped up a perfect storm while showcasing Tradie's signature body wash and deodorant range.

Ben Goodfellow, Tradie founder says: "We're extremely proud to be sponsors of the Melbourne Storm, one of the most successful clubs in NRL history, and we're sure they'll be great ambassadors for our Tradie body range. Plus our products will help make all their victories smell even sweeter this season."

"The boys were game for everything we threw at them during filming, and we're excited to show how much fun these ads are." said Kyran Docker, Creative Director at The Incubator.

The two new 15 second spots will air on National TV from Sunday 23rd May.

Check them out here:

<https://youtu.be/ZRellqiznU0>

<https://youtu.be/sBJwogbxLqç>

Credits

Client - Tradie

Tradie Founder - Ben Goodfellow

Tradie Brand Manager - Simone Hyde

Creative Agency – The Incubator

Account Director - Jeremy Walsh

Creative Director - Kyran Docker

Copywriting - Sophie Hanlon, Sean Brisbane

Production Company - Truce Films

Director - Nicholas Clifford

Executive Producer - Elise Trenorden

DOP - Joel Betts

Offline Post - Luke Dickinson

Grade/Online - Retrobox

Sound - Windmill Audio

Contacts

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