



Since 2017 Benjamin's work as a copywriter and content creator has appeared across broadcast, cable, and digital platforms—including national campaigns for Fortune 100 brands, iconic entertainment outlets like The Onion, Funny or Die, and The Tonight Show, and in social campaigns for fast-growing DTC brands that rely on organic engagement. His digital shorts have garnered millions of views, been selected as L.A. Times Critic's Picks, and are frequently shared by top websites such as GQ, Rolling Stone, Vulture, and The Verge.



 **the ONION** **FUNNY or DIE** *CollegeHumor*  **Ranker**

RollingStone **GQ** Los Angeles Times **SLATE**

VULTURE **THE VERGE** *BUSTLE* The Daily Dot



v's'ble





Ideated and scripted two spots for Hotels.com's NBA-centric national broadcast campaign starring Ike Barinholtz and Sam Richardson.

HOME ON THE ROAD - DOWNTOWN

We open on Ike and Sam standing side-by-side at the manager's desk of a high-end hotel.

IKE: Hey, do me a favor real quick — put your arms like you're hugging an invisible beach ball.

Sam forms a hoop shape with his arms.

SAM: Like this?

Ike tosses a balled up piece of paper into the hoop.

IKE: Curry, from downtown!

SAM: You know, you could have just asked me to make a hoop.

IKE: Yeah, but you wouldn't have done that.

SAM: Alright, my turn.

Ike forms a hoop and Sam tosses the paper ball into it.

SAM: LeBron, from uptown!

IKE: What? What's uptown?

SAM: We are. Everything north of the freeway is considered uptown.

IKE: Yeah, but all three pointers are from downtown.

SAM: What if the basket is downtown? Then shouldn't three pointers be from uptown, since it's farther away?

IKE: Dude, you're totally overthinking this. Just shoot another basket.

He forms the hoop again and Sam takes a shot.

SAM: Harden, from outside of the tri-county area!

TITLE: Find your perfect somewhere on the Road.

LOCKUP: Hotels.com/NBA Partner logos

IKE (O.C.): Totally overthinking it.



Ideated, scripted, produced, and edited three pieces of interactive branded content for Walmart's Eko.com.



"Find Grandma's Favorites" invites the user to find three products Grandma is excited to use her gift certificates on. At the end of the game, the user can choose to add the products to their own shopping cart on Walmart.com.



"Happy Clouds" allows the user to customize a piece of original art, then make it themselves as they follow along with a video tutorial. If the user doesn't have the supplies they need, they can add all of them to their cart with a single click.



"Winter Wonderland" is a seasonal companion piece to "Happy Clouds," and allows the user to customize and then create a piece of original holiday-themed art. If supplies are needed, they can add them to their cart with a click.

ADWEEK®

Ideated, pitched, and wrote a high-performing editorial analyzing the success of Hilton's 10-minute-long TikTok ad.

ADWEEK


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VOICE

Hilton's TikTok Ad Changed the Social Marketing Game for Good

How did the centenarian brand demand unbroken attention from some of the most distractible viewers on Earth?




Some rules are meant to be broken—but to break them just right, first you have to know your audience. Adweek; Getty Images, TikTok: @Hilton

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PREMIUM

By Benjamin Apple

MAY 15, 2023

ICYMI: In February, [Hilton Hotels & Resorts](#) released a 10-minute [TikTok](#) video—yes, you read that correctly—that took viewers on a sprawling journey, spanning dozens of locations and multiple genres, featuring appearances from more than half a dozen beloved TikTok creators.

Not only did the spot earn some 4 million views within its first two days online, but that pace actually accelerated, with the video averaging over 2.2 million views a day in its first two weeks.

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How exactly did the 104-year-old chain of brick-and-mortars that started out in the era of newspaper advertising leapfrog the competition, demand 10 minutes of [unbroken attention](#) from some of the most distractible viewers on Earth, and quite possibly cement itself as Gen Z's favorite place to stay for years to come?

The reasons are simple, clear and reproducible—but brands and agencies who think they can replicate the success of this spot without putting in the same amount of legwork will be sorely mistaken. Only those who invest the time and energy to understand and engage with their audience on a deeper level the way Hilton did will be able to replicate their spectacular results.

Platform fluency

Instead of opting for a faster and cheaper multi-platform approach—making a generic vertical video and publishing it everywhere—Hilton chose to create a video that was custom-made for the specific social channel where they wanted to make inroads.

From start to finish, Hilton's spot demonstrates a deep understanding of TikTok trends and

the ONION

Crafted headlines and web series for the iconic satirical news outlet known for its razor-sharp take on contemporary issues.

NEWS

Intelligent, Condescending Life Discovered In Distant Galaxy

Published February 6, 2022



NASA scientists, whose intelligence was called "adorable" by the pompous alien race.

NEWS IN PHOTOS

Tesla Debuts Carless Driver

Published January 29, 2020



NEWS IN BRIEF

Mosquitoes Don't Even Need To Bite Us, Study Shows

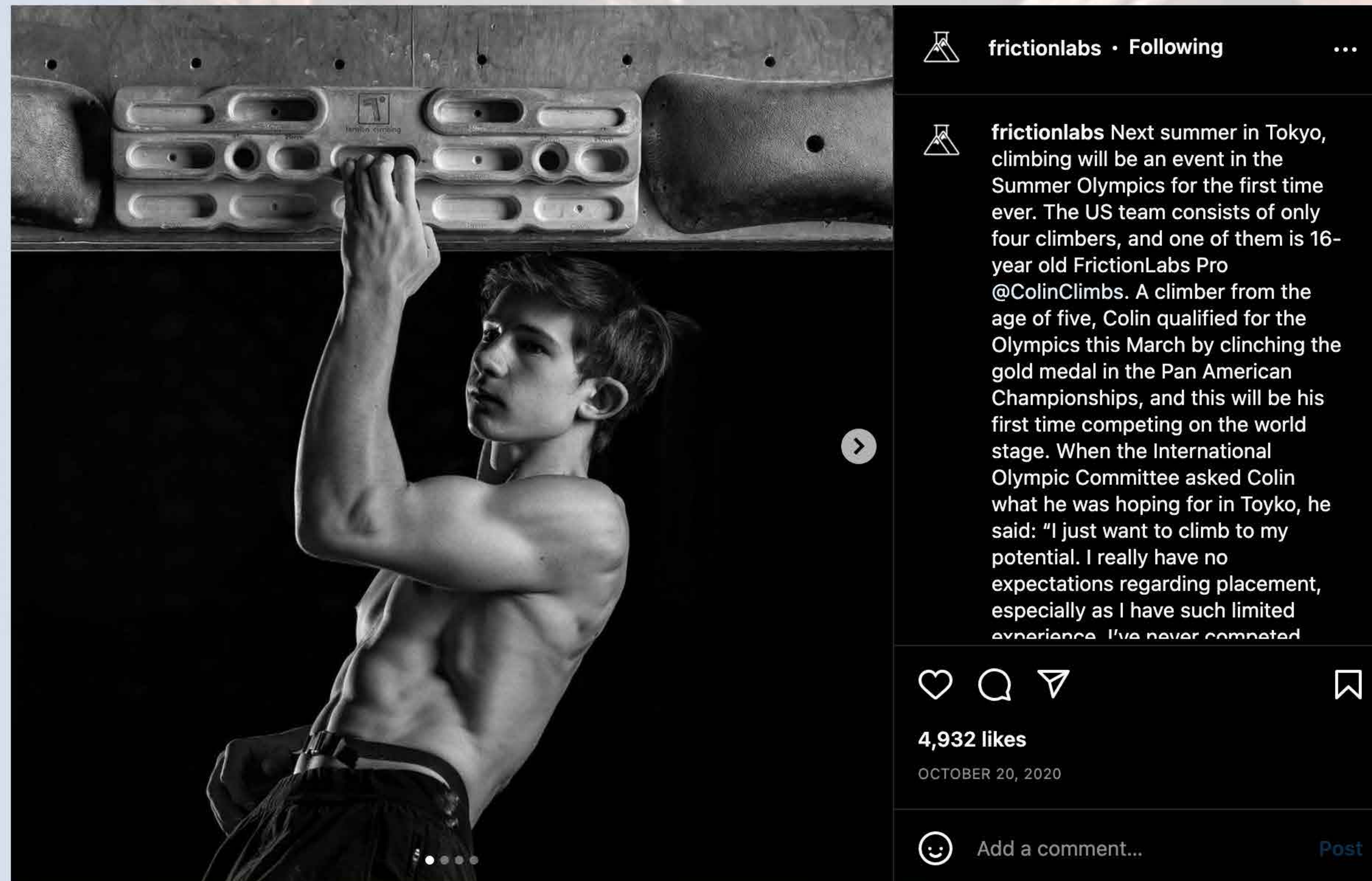
Published May 4, 2023



FrictionLabs®

THE NEW STANDARD IN CHALK

Crafted attention-catching social media content, direct marketing emails, and blog posts, an up-and-coming fitness brand. Boosted conversions, followers, and engagement across all verticals.



Grip Tips: Build Your Base! Inbox x

FrictionLabs®

THE NEW STANDARD IN CHALK

Hello again Benjamin! Keah and Kevin from Friction Labs here with Grip Tips — the regular feature where we fire a highly concentrated stream of pure knowledge directly into your inbox!

Today's Grip Tip? **Beat the heat with a base layer!**
Liquid chalk gives you great coverage that's long lasting and non-messy, which you then can touch up with

The New Liquid Chalk That's Better Than Hand Sanitizer

When the COVID-19 pandemic first hit, it was a shocking and confusing time for all of us. But we knew two things: One, we couldn't give up climbing, and two, we had to find a way to do it safely. Enter Secret Stuff Hygienic

Secret Stuff Hygienic... and the Science Behind It

When the COVID-19 pandemic first hit, it was a shocking and confusing time for all of us—including the Friction Labs team. Even as we started sheltering in place along with 7 billion other humans, we knew two things: One, we couldn't give up climbing, and two, we had to find a way to do it safely.

We'd already created an alcohol-free version of our liquid chalk, which we call [Secret Stuff® \(Space Jam\)](#). But when it was discovered that COVID-19 could be transferred by contact and that gyms were looking for hygienic solutions, we had an important reason to try the opposite approach...

What if we could create a chalk with 80% ethanol—the same concentration the CDC, WHO, and FDA recommend for killing the novel coronavirus?

FORMULATING THE FIGHT

After extensive experimentation with different formulas in the lab, we struck on one that we really loved, [Secret Stuff Hygienic](#), or SSH—the world's first



Wrote and produced exclusive comedy, pop culture, and educational content for a variety of video and social platforms.

Ideated, punched up, edited, rewrote, published, and managed digital content of every kind.

Developed a slate of written and video programming with the input of creatives, execs, clients, and talent.



AMY
... So we took him to the vet and had him put down.

TIM
Oh, that's too bad.

KATE
I'm sorry to hear that.

AMY
Well, he deserved it.

A waiter, PETE, approaches.

PETE
Hey guys! My name's Pete, I'll be your server tonight. Would you guys like to hear the specials?

AMY, TIM & KATE
Yeah, I guess so, sure.

PETE
So first up we have a pan-seared sea bass that comes on a bed-o'-beans; next up we have a vegetarian split pea soup, the ingredients of which arrived in a box that was smeared with shit, and finally we have a nice pork chop.

AMY
What was the second one again?



GAVIN
Okay. So. If you had a button you could press. And you would get a *million dollars*. Cash. But - everyone in the world would die. ... Would you do it?

TIM
Everyone in the world?

GAVIN
Yeah.

TIM
Don't you mean one person?

GAVIN
What?

TIM
Well, I've heard this before but it's supposed to be that one person dies. Like a random person that you've never met. And you get a million dollars.

GAVIN
Well, that can't be it. That's easy. Just push it.

TIM
(confused and a little shocked)
What?

GAVIN
It's harder if it's everyone. It's a better dilemma.

TIM
If you get a million dollars, and everyone dies.

GAVIN
Yeah.



NARRATOR (V.O.)
Warp drives are possible - if you stretch the laws of physics! They're a staple of science fiction, but traditional physics says they're impossible.

Beams of light move at 186,000 miles per second because they have zero mass - but humans and spaceships have plenty of it. Moving an object with mass at the speed of light would require infinite energy. So if we wanted to travel to the nearest star system, it would take thousands of years.

But in 1994, Miguel Alcubierre came up with a way to cheat the system. While Einstein's theories set the cosmic speed limit, they also said that the fabric of spacetime itself is flexible. So Alcubierre theorized that it might be possible to warp the spacetime continuum itself around an object, while the object remains safe inside.

In this way we can cause an object to change location without needing to accelerate it - thereby bypassing the pesky laws of physics, and making the impossible possible.



Wrote monologue jokes, sketches, desk bits, Thank You Notes, and more for the popular late night variety show. Worked with the host, producers, and celebrity guests to produce dozens of in-studio and pre-taped segments.

JIMMY

Johnny! Johnny!

LIGHTS UP

JOHNNY

What is it this time?

JIMMY

That's "All-Star" by Smash Mouth again. That's not your song.

JOHNNY

Not my song? Frig you, it's not my song! It's 100% my song! It's about another time I listened to "All-Star" by Smash Mouth!

JIMMY

You can't just write a song about listening to an already-famous pop song! And Roots, why are you guys playing along with him?

QUESTLOVE

We just like his song, Jimmy.



Thank you, "No smoking" signs on airplanes, for letting me know that my life depends on an aircraft that hasn't been updated since 1980.

Thank you, croissants, for letting me know how annoying someone is based on how they pronounce you.

Thank you, bonsai plants. Or as I call you, yoga plants.

Thank you, visors, for basically being baseball caps minus yarmulkes.

Thank you, jelly, for letting me paint my breakfast.

Thank you, chewing gum. For letting my mouth have all the fun while my stomach's like "Hey man, what gives?"

Thank you, urologists and proctologists, for being the number one and number two doctors in the world.

Thank you, envelopes. Or as letters call you, sleeping bags.

Thank you, kilogram, for being a unit of measurement. And for sounding like a telegram that murders you.

Thank you, stethoscopes, for letting doctors listen to my heart. (sad/wistful) Something I'm still learning how to do myself.

Thank you, handshakes. Or as hands call you, sex.

Thank you, New Year's Resolutions. Or as they're called in February, "Say what?"

Thank you, anything that looks remotely similar to an iPad. Or as my parents call you, iPads.

Thank you, postage stamps. Or as mice call you, posters.



Treated, punched up, and scripted a national TV campaign for Pandora's streaming service. Evoked the director's vision with compelling language and impactful storytelling. Provided creative feedback and design input.

"Dance like no one's watching." Easier said than done, especially with moves like mine. But when YOUR JAM comes on, you can't help it. A switch flips in your brain and you're no longer self-conscious - or even self-aware. The music video in your mind takes over, everything else fades away, and suddenly you're moving. What excites me the most about this piece is the opportunity to dive into that rich vein of heightened reality before snapping back to the inevitably comedic reactions of the "real world." I appreciate the opportunity to pitch on a spot that pairs sincere music and sharp comedy in such a personal way.

Ok, cool - let's jump in!

Our protagonists are sweet but not sugary - we recognize and relate to them on a personal level. That vibe should take us through all of our "real world" moments.

Then once the music starts and we jump into their headspace, our protagonists level up to become the fully realized "rock god" versions of themselves - without ever losing that thread of charming sincerity. They're real people, really cutting loose, and not a moment too soon. Even they are surprised by how much fun they're having. Their faces say "Oh god my favorite band just pulled me on stage to play the guitar solo and I'm actually killing it right now, how is this happening, nevermind, who cares!"

Finally when we snap back to reality, something's different - everything's just a little bit brighter and easier than before. We feel like we can take on the world. Like we just listened to our favorite song.

look & feel.

Our real world and music video moments should feel like they're from totally different dimensions. Up top we see the world through static shots at wide, flat angles, establishing an almost cinema verité vibe that's complete with ambient sound. Viewers should immediately feel like whatever they're watching is "really happening" in a way that will grab their attention and hold it.

As we meet our protagonists, we dial up the intimacy by stepping into the space with medium shots of their physical activities, plus closeups that will remind us from their expressions just how routine a routine can be.

Once we dive into music video world, everything changes. It's still the same space, but our naturalistic lighting turns to lasers and crisscrossing spotlights, the camera comes alive to follow our protagonists' movements on steadicams, everything is deeply saturated, and we cut quickly from action to explosive action, mirroring and emphasizing our protagonists' emotional heights.

Just as when we do music videos on SNL, nailing the visuals of the genre will be key to each spot's success. All of these elements should combine in a way that makes it clear we're not just having any old daydream - it's an unmistakable leap deep into Music Video territory.

casting.

Such dynamic and personal performances call for naturally emotive actors - the kind of talent who conveys full paragraphs with a glance. In my experience, I've learned that the smallest look or gesture from the right actor will land harder than a thousand clever jokes - and since these spots are driving home the power of music to elevate our experiences, we're gonna wanna see and feel that in every frame.



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