

Kenny **Keil**

Writing **Portfolio**

kwkeil@gmail.com
714.642.1414

Advertising

I'm a natural storyteller and problem solver. I love advertising because it allows me to be both. Sometimes my mission is to be cool. Other times, funny. I may have even been poignant once or twice. No matter what, I always try to be authentic to the message and audience I'm serving.



WORD UP! starring Cam'Ron

Client: Hypnotiq

My role: Concept, treatment writer/designer, script writer

Hypnotiq knew that their brand was largely associated with hip hop culture of the late 90s and early 00s. So, we decided to embrace that. I conceived WORD UP! as a hip hop trivia gameshow with eye-boggling graphics and retro prizes straight out of a Hype Williams fever dream. The spot starred rapper and social media darling Cam'Ron, and the results were hilarious... Not to mention insanely GIF-able.



Fast Foodies Know The Deal
Client: Checkers and Rally's

My role: Treatment writer/designer, storyboard artist, some concept work

The best way to reach people is to meet them where they are. Instead of going the traditional fast food commercial route, Checkers and Rally's wanted to reach their audience in a more authentic way. So we connected with some Fast Food Influencers on social media and tasked them with giving us unscripted reviews of various Checkers and Rally's menu options. My job in conceptualizing and designing these spots was to make sure things looked and felt as authentic as possible. The food was real, the talent was natural, and the results have been great.



Be Heard

Client: Fresh Empire

My role: Treatment writer/designer

Being approached by the FDA to pitch for a campaign targeting the youth of hip hop culture has to be one of the least expected – and most rewarding – projects I've worked on. The idea was to speak openly and authentically to teens about living tobacco free. The challenge was to not come off as corny or posturing. The solution? Just be real. By street casting real teens, teaming up with artists and influencers from the generation we're addressing, and simply using our own connections within the culture, we were able to convey a positive, aspirational message that connected with our audience.



3AM: NOLA
Client: Reebok

My role: Treatment writer/designer

Reebok's 3AM series takes a documentary/editorial approach to advertising. Being a Louisiana native I was well aware of New Orleans's affinity for the brand. I knew this would be a great opportunity to create something that felt organic, and years in the making. We got to showcase some really amazing talent in the city as well.

Music Video

Every song is trying to tell a story, convey a mood, or sell you a hot new artist. When writing a music video treatment my goal is to find the essence of a song and bring it to life through performance and storytelling.



2 Chainz, Watch Out Client: Def Jam

My role: Concept, treatment writer/designer

This song had all the makings of a hit – Simple, fun, and ridiculously catchy. All it needed was a visual hook to match. I generated a bunch of ideas for this one – All of them would have made for decent videos, but *this* video needed to be great. It was a lesson in the power of simplicity. After boiling our ideas down to their essential ingredients, I realized what this song really needed was 2 Chainz's giant head pasted onto athletes, social media influencers, and everyday people. It was funny, it was visually interesting, and it showed in its own ridiculous way how music unites us all. The treatment worked. This video was a viral smash and got nominated for Best Hip Hop Video at the VMAs that year.



Rae Sremmurd feat. Gucci Mane, Black Beatles
Client: Interscope

My role: Concept, treatment writer/designer

This song is all about feeling like a rockstar. So, we made them rockstars. I love the vintage vibes to this one – The fashion, the film grain, etc. Some cool Beatles easter eggs, too!



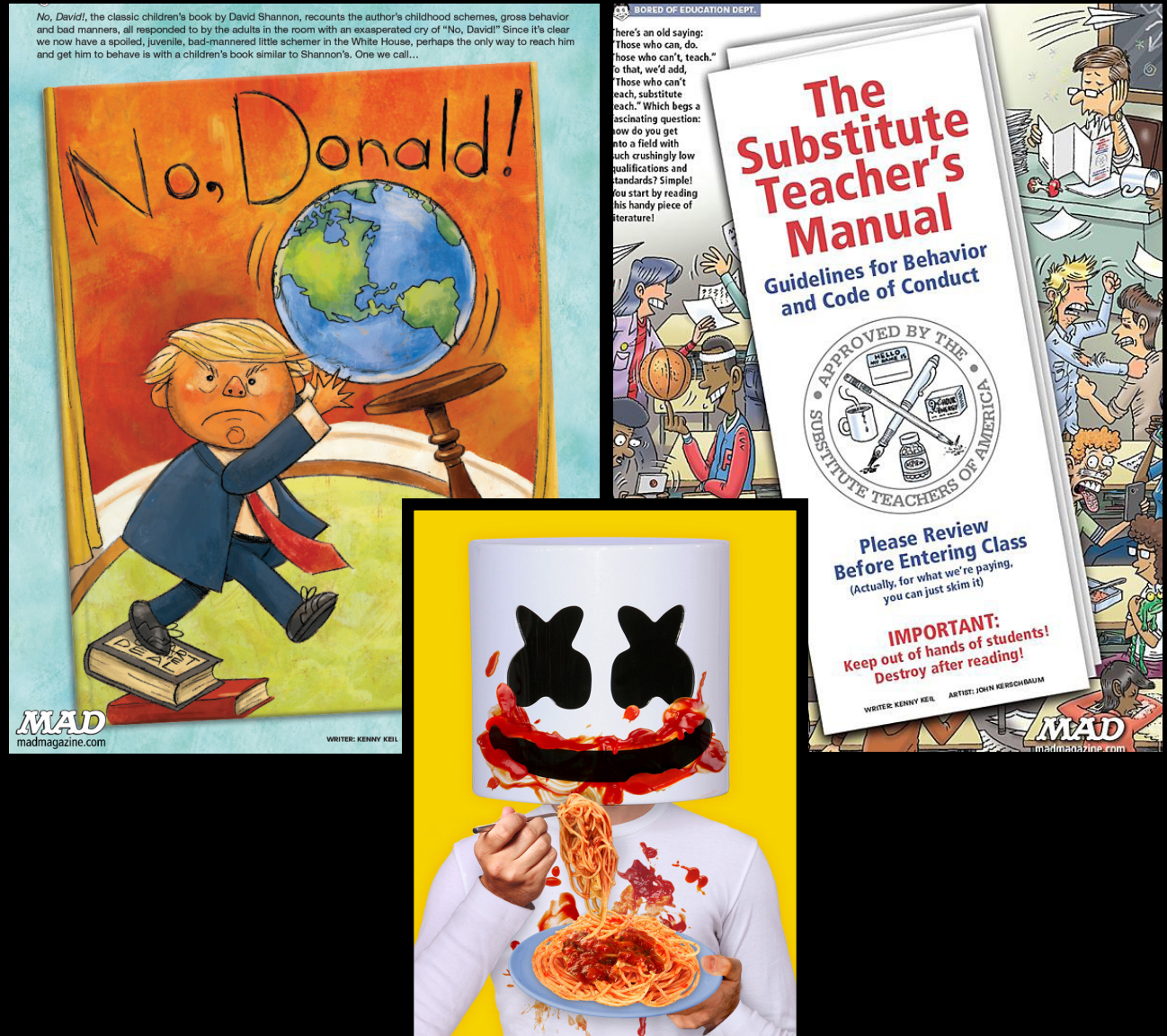
Aluna George, Mean What I mean
Client: Interscope

My role: Treatment writer & designer

This video was a dream come true: Specifically, my dream to shoot a music video at that creepy abandoned water park in the middle of the desert somewhere between LA and Las Vegas. You know the one.

Comedy

Funny is my natural habitat. Before I even knew I was an artist, comedy was how I related to the world. To this day, it's one of my favorite means of human connection. I've written over 100 pieces for *MAD Magazine*, shorts for *TBS* and *Funny or Die*, and have a number of screenwriting projects in various stages of development.



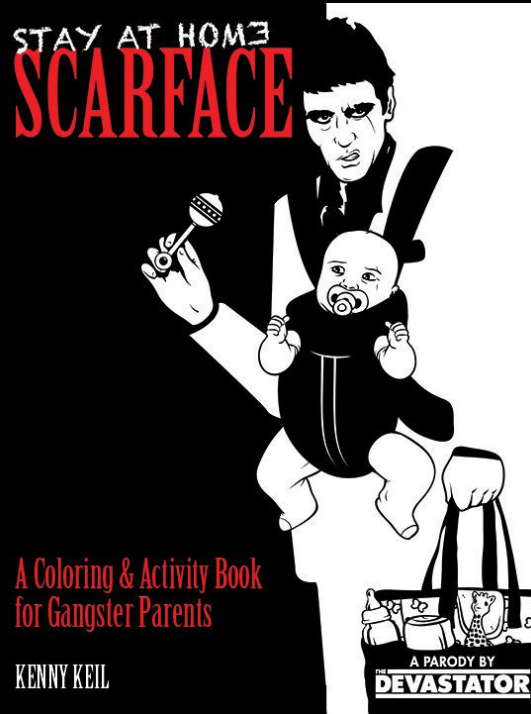
MAD Magazine

My role: Writer and occasional artist

MAD Magazine was a huge influence on me growing up, and the comedic sensibilities it taught me still inform my work today. It still blows my mind that I get to work for them now! Above are a few pieces I wrote that were especially well received in print and online. More samples are available upon request!

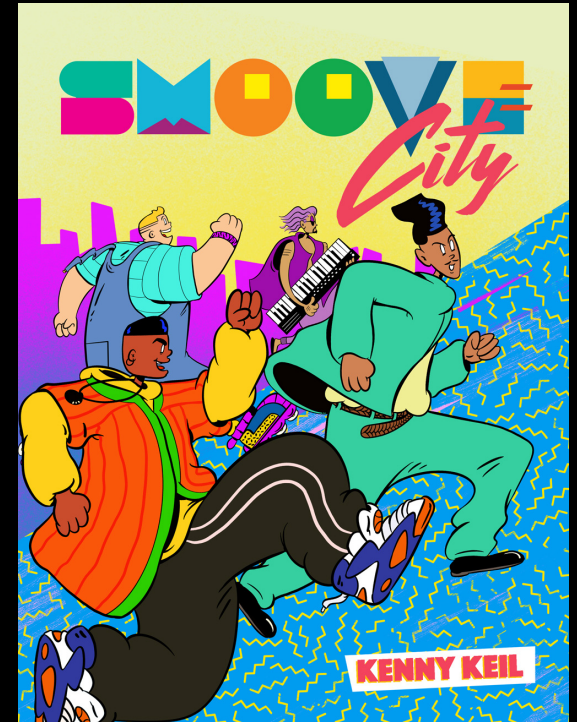
Creative

It all comes back to storytelling with me, and there's basically no medium that doesn't interest me. Working in animation, short film, prose, and comics has helped me to hone my craft as a professional.



Stay-At-Home-Scarface (Devastator Press)

This book about Tony Montana becoming a dad was an Amazon best-seller!



Smooove City (Oni Press)

A coming-of-age comedy taking place in the world of early 90s R&B. Dropping next Fall!



Hotlanta Waxxx

An animated series I co-created and wrote for Outkast's Big Boi.

Storyboards

The pitch sold, the script's approved. Now... How are we going to bring this thing to life? I can help with that, too. I've storyboarded advertising and narrative projects for film, web, and TV, with a client list including Casio, Fresh Empire, Major League Baseball, Telemundo, Bird Scooters, and more.



Hey

thanks

Kenny Keil
kwkeil@gmail.com
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