

HEY KECK, PLS MAKE THE BELOW AMENDMENTS BEFORE WEDNESDAY'S ANNOUNCEMENT! K THX BYE. MINSTER.

{The Punch Up}



OBI WAN KENOBI

"The script. I always believe. is the foundation of everything." — ~~Ewan McGregor~~

NICE RHYME, PR PEEPS LOVE THAT SHIT

Award-winning Comedians move from the stage to the page. launching first-of-its-kind bureau of comedy writers

Introducing The Punch Up! A bureau of Australia's brightest comedy writers, ready and raring to collaborate. If you have content that needs to be engaging, memorable and, above all else, funny - we're the people you need. We work in light entertainment and narrative television, radio, print, and now we're sharpening our pencils to work on your project.

PENCILS? WHO USES THOSE ANYMORE. IF WE DO, THEY BETTER BE FREE RANGE. WE WANT TO LOOK WOKE AF

Sure, the name might conjure up images of a friendly friday night biff, but a 'punch up' is a comedy industry term for taking an existing script and *punching it up* so it's funnier, flows better, and really pops off the page. **SPOILER ALERT:** comedy is not made up on the spot. Comedians make jokes look spontaneous and effortless and that's the trick. Not all jokes start off golden, most are shit and the same goes for ideas or scripts. It's all about taking that turd and polishing it until it shines!

IDEATION?? LOL THAT CAN'T BE A WORD. IS THIS MORE MARKETING WANK?
SHOULD WE START DROPPING 'SYNERGY' INTO CONVOS MORE?

It's not just scripts we give a comedy wash to, The Punch Up also collaborate in the ideation phase to create winning concepts across any platform.

MB, THIS MAKES ME SOUND LIKE I CAPTAINED THE FIRST FLEET. TBF I'D LOOK GREAT IN THE BIG HAT.

The Punch Up was born after one of the founders, Nicolette Minster, kept seeing campaigns that, despite their best efforts at reaching an audience through humour, still fell short. Yet here she was "a comedian, almost oppressively surrounded by funny, irreverent and influential voices delivering brilliant content on the daily". The missing link, was the link itself. So she asked friend and award winning comedian Simon Keck, if he'd be interested in starting a bureau of comedy writers. "It was a no-brainer!" he said, "As a comic you'll hear someone tell a perfect joke that seemed to be right under your nose the whole time. That's what The Punch Up is. Everyone knows comedians are the comedy experts, but no one has organised them until now".

FFS NO ONE GIVES TWO GOLDEN SHITS ABOUT YOUR AWARDS MB

ENOUGH! WE GET IT!

TRUE. I HAVE SO MANY MATES DYING FOR THE OPPORTUNITY TO SELL OUT

Other than decades of writing and comedy awards under their belts, the biggest asset The Punch Up have is knowing their audience, something every comedian learns on stage night after night. The name of the game is curation. Everyone has a different sense of humour in much the same way that every project is different, we excel at finding the writer, amongst our experienced and diverse collection, who is the best possible fit for a project. Sort of like tinder, but way less gross.

REALLY? CALM YOUR FARM YOU EGOTISTICAL WANK MACHINE

Ultimately the goal is to do what we love; be funny and show off how clever we are. If we can help our clients be hilarious, more relatable and influential to their audience by sharing our expertise, then it's the perfect marriage of creativity and business.

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