

JAKOB RAUBER

SCRIPT & COPYWRITING PORTFOLIO

PAGE 3-21 MAIN PROJECTS

PAGE 23-38 ADDITIONAL WORK

IDEAS ON PERSPECTIVE

The pieces in this portfolio are presented to illustrate my creative approach and the thinking behind my ideas. While some might have advertising elements, they are primarily demonstrations of my conceptual frameworks.

WHY NOT USE AN X INSTEAD?

WHAT'S DIFFERENT? NOTHING BUT THE
X! COULD BE CATALAN THOUGH!

YOU EVER TRIED CATALAN

CHOCOLATE ICE CREAM? NO, NEVER, BUT
SOUNDS LIKE SAN SEBASTIÁN
CHEESECAKE TO ME.

SOME PEOPLE THINK IT'S SUGER-FREE

CAUSE OF

THE X?



XOCO

This piece demonstrates the powerful impact of even a single letter change on perception. By substituting the "CH" in "chocolate" with an "X," the word unlocks a surprising chain of linguistic and cultural associations, leading to unexpected territories like Catalan desserts and sugar-free alternatives due to the presence of "X" in xylitol. The altered "XOCO" visually represents this potential for a minor alteration to trigger a cascade of new meanings and connections.

“ARE YOU EVEN
CHINESE?”

“NAH, BUT I WAS
CONCEIVED IN
TOKYO.”

GIVING THE DOG A BONE...

This piece plays with the audience's need for categorization and clear understanding by creating a surprising and illogical exchange. The unexpected answer – linking the question of ethnicity to the place of conception – disrupts typical frameworks but ultimately offers a humorous form of resolution, akin to "giving the dog a bone." It demonstrates the power of thought-provoking language to create intrigue and subvert assumptions.

EX-WIFE

OR

FIRST
TRUE
LOVE?

This piece starkly contrasts the power of language to frame past experiences. Both phrases might describe a similar reality, yet they evoke drastically different emotional landscapes – one potentially negative and associated with separation, the other positive and nostalgic. This highlights how the words we choose shape our perception and memory of the past.



IS YOUR BUSINESS
CASH ONLY?

OR

IS YOUR CARD
READER
PERMANENTLY
BROKEN?

DO WE
LOOK
LIKE WE
ACCEPT
CARDS?



This concept explores a bold branding strategy that directly addresses customer assumptions about cash-only businesses, such as the broken card reader suspicion. By humorously leaning into these perceptions with a self-aware and slightly rebellious voice (“Do we look like we accept cards?”), the piece demonstrates an unconventional approach to gaining authenticity and memorability through edgy transparency.

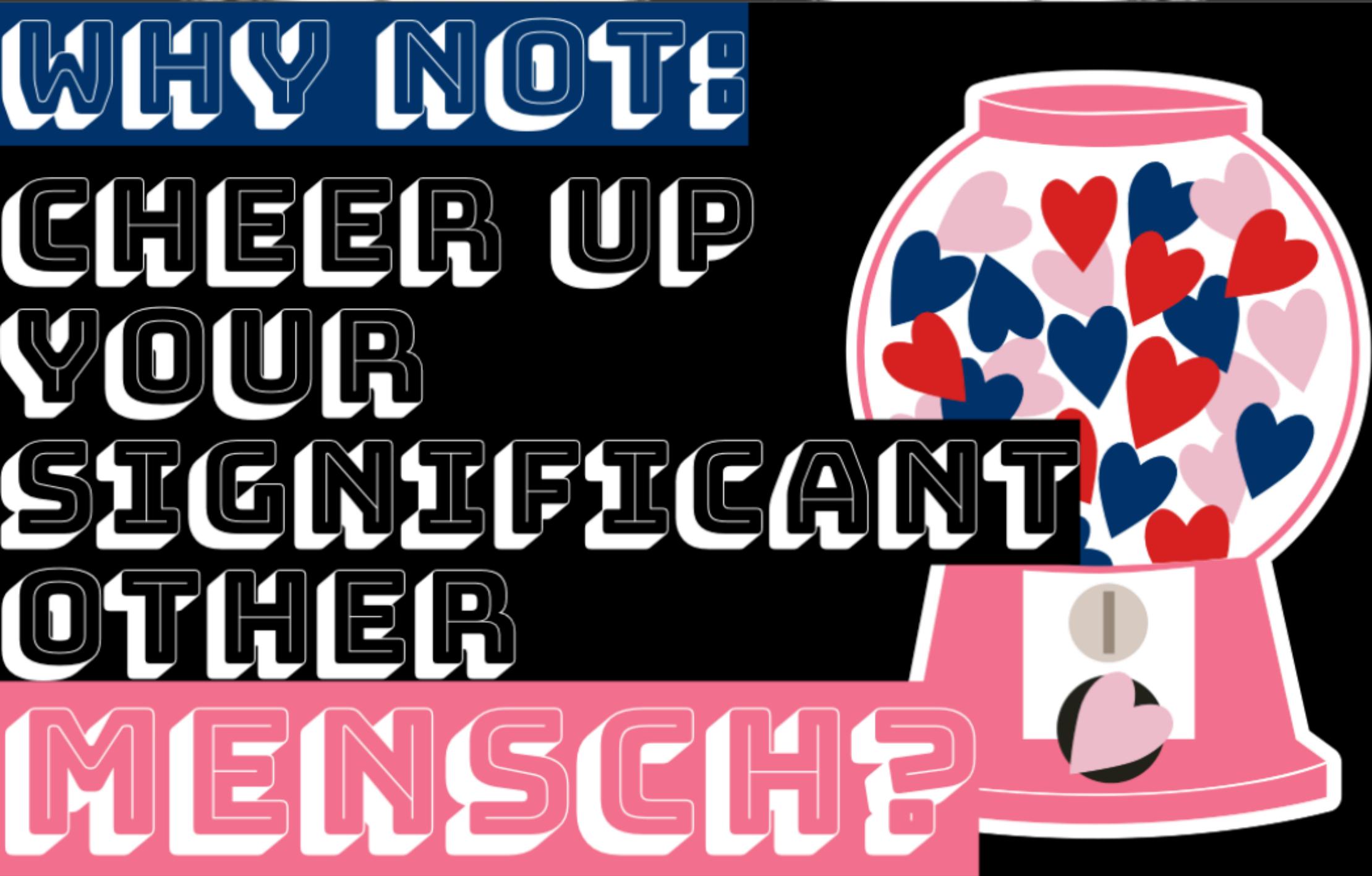
DO YOU WANT 6 OR 9
MC NUGGETS?

I WANT 20 MC NUGGETS!

WANNA EAT IN FRONT OF
THE TV OR WITH ME IN
THE KITCHEN?

I DON'T WANNA LOOK
AT YOU EATING
MC NUGGETS!

This concept uses direct and humorous dialogue to tap into the often-ambivalent relationship people have with fast food like McDonald's. By candidly acknowledging the "guilty pleasure" aspect and the nostalgic connection many have with McNuggets, the piece aims for relatable humor and a sense of self-awareness that can build trust with a more conscious consumer base.



This ad concept uses the phrase “Cheer up your significant other Mensch?”. The core strategy is the deliberate substitution of the word "mensch" for a more conventional term of endearment when addressing a significant other. This specific word choice aims to resonate with a particular audience, creating a sense of familiarity and connection through shared language. The unexpected replacement adds a touch of warmth and specificity to the message, making it more impactful for that target group.

IS IT FRENCH OR
COULD IT BE
CORSICAN?

FRENCH UP
THE FRENCH

The core idea here is to take something – let's say something French. We then evaluate how this is perceived in our target country. For example, 'French' might be considered sophisticated in the U.S. However, since this perception is already well-known and widely used, we dig a little deeper and introduce 'Corsican,' which, while legally French, adds a layer of curiosity and the unknown to that sophistication. Of course, this wouldn't work in France itself. But outside a certain region, we can leverage people's imagination and perception with this approach.

GOAT MILK? WHAT?
IT'S LACTOSE-FREE,
BUT STILL NOT VEGAN!

IF THEY
FEAR THE
VEGANS
GIVE THEM A
GOAT!



This concept explores how to leverage existing social resentments surrounding certain product categories. Recognizing the socially charged nature of some milk alternatives, it strategically positions goat milk – a familiar dairy product – as an appealing option for those resistant to mainstream non-dairy trends and their perceived cultural associations.

The call to action, “Give them a goat!”, directly targets this sentiment.

WOULD YOU ATTEND A
LECTURE ON THE HISTORY
OF MODERN UZBEKISTAN?



WOULD YOU ATTEND A
LECTURE ON THE HISTORY
OF MODERN UZBEKISTAN
READ BY WILF FERRELL?



This ad uses unexpected humor to make even a seemingly unappealing topic intriguing. By introducing Will Ferrell as the presenter, it shifts the focus from the content itself to the potential for entertainment. The humor creates an engaging scenario that makes the idea, and by extension, any topic, more appealing simply through the unexpected and amusing delivery. It highlights the power of creative humor to capture attention and generate interest in anything.

OUR VISION IS TO CREATE
TRANSFORMATIVE
EXPERIENCES THROUGH ART
AND CULTURE.

WE AT UMBRELLA MUSIC ARE BANNED FROM SEVERAL PADDLE BOAT RENTAL STATIONS. WE DO MISS THE 90S, BUT STILL ENJOY THE INTERNET. WE'RE CONVINCED NORAH JONES SITS EVERY LIFE SITUATION. WE LOVE RAP MUSIC, CHANSON, KELLOGG'S SNACKS, AND FRESH-CUT FLOWERS – AND DREAM OF ONE DAY BRINGING ALL FOUR TOGETHER.

IN THE MEANTIME, WE PRODUCE MUSIC, SOUND DESIGN, AND SONIC CONCEPTS FOR ARTISTS, BRANDS, AND CURIOUS COLLABORATORS OF ALL KINDS. FROM HEARTFELT TO HILARIOUS – WE MAKE THINGS SOUND LIKE THEY MEAN IT.

COMING SOON INFO@UMBRELLA-MUSIC.COM COMING SOON
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SHOWCASE

ABOUT

HOME



SHOWCASE

ABOUT

HOME

EXPLORE OUR WORK

BOOK A SESSION

CHECK OUT REVIEWS



SHOWCASE



Girco
UMBRELLA

All I get
is
SIDE-EYE

THESE ARE MOMENTS
OF COMMUNICATION,
REFRAMING, AND
REINTERPRETATION.

HUMOR AS A TOOL.
IDENTITY AS
PERSPECTIVE.
THANKS FOR
LOOKING.

WHAT'S GLAÇAGE?

I DON'T KNOW, BUT I
LIKE THE THINGY
UNDER THE C!

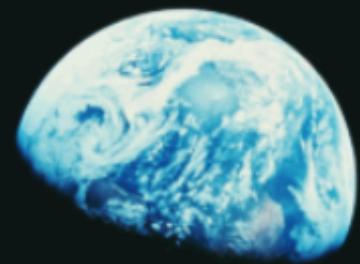
IS IT A BABE

NACH ITS
LEVANTINE



ARE YOU NOT A
MORNING PERSON?

OR



ARE YOU
P.M.-ORIENTED?



**FUNCTIONING
CATHOLIC**

CAN YOU CREATE ME A
FLAVOR? WHAT KIND OF
FLAVOR? I DONT CARE, AS
LONG AS IT HAS BOOZE IN
IT! I'LL NAME IT
DESPERATE DADDY!

DAY
DRINKING
IS LUCKY



WHY NOT ADD SOME
WHITE CHOCOLATE TO A
STRAWBERRY SORBET
AND CALL IT?



WHY NOT CALL
COLA SORBET?
PEPSI SORBET?



CORN ICE CREAM? IT'S
POPCORN ACTUALLY.

ALRIGHT THEN, SCOOP IT
UP! CALL ME BY YOUR
NAME!

SOME FEAR
THE MAIZO



WHY NOT LET A
LABRADOR MAKE AN
ALBUM?

LBRR AFURMATIVE ACTION

- 1. labra labra (balkan dance mix)
- 2. A labra (feat. Lil Wayne)
- 3. Bark in the Park
- 4. Treat me like a Lady
- 5. Grab a Stick
- 6. Pork Devotion
- 7. I got fur

Your heart
is my
corazon

WHY NOT
START A
PODCAST
ABOUT
CLASSICAL
MUSIC
AND
CALL IT



THE
PLAYLISZT

شو بتشتغل ؟

BRONZAGE!

بتحكّي فرنسي؟

BRICOLAGE!

وحدة المائية جاية على بالي



DIE BOTIN

WENN MAN IHR DIE TÜR AUFHÄLT SAGT SIE DANKE;
SIE SAGT ES AUF EINE WEISE DIE SAGT, DASS SIE ES NICHT BRAUCHT -
DAS DANKE SAGEN, NOCH DAS TÜR AUFHALTEN.

SIE BRINGT PAKETE UND DAZU EINEN KLEINEN SPOTT.
DIESER IST NICHT MIßGÖNNEN, NOCH MIßFALLEN.
IHR SPOTT LIEGT DARIN, DASS SIE ES NICHT WICHTIG NIMMT,
WAS SIE DA TUT;
UND TROTZDEM TUT,
WEIL DAS WESHALB SIE ES TUT
WICHTIG IST.

DIE NUMMER MIT DEN PAKETEN.
DIE HALBEN WÜNSCHE, DER GANZE MÜLL;
SIE SIEHT ES,
SIE BRINGT ES.
SIE SCHWIMMT NICHT DAGEGEN.
SIE SCHWIMMT ÜBERHAUPT NICHT.
SIE LÄUFT.
UND WENN SIE WAS IM SCHUH HAT, DANN MACHT SIE'S RAUS.

UND SIE BESTELLT AUCH,
UND WENN SIE ES TUT,
DANN BEKOMMT SIE EIN PAKET.
UND WENN SIE NICHT ZUHAUSE WAR,
DANN GEHT SIE AM ABEND ZUM NACHBARN.
UND WENN DER NICHT ZUHAUSE IST...

KLEIDER MACHEN LEUTE

ODER
WIE MACHEN KLEIDER LEUTE WIRKLICH?

WIRKT EIN MENSCH DURCH DAS WIESO ER ETWAS TRÄGT?
EIN SCHMALER GRAD ZWISCHEN DEM TÄNZELNDEN ÜBERLEGEN EINES KINDES
DAS DIE SCHULTASCHE AUSSUCHT UND DEM WUNSCH ALLEIN ZU GELTEN.
DIE FREUDE AM SCHÖNSEIN ODER MOTIV.

EIN MANN IM ZUG: ER STEHT SEITLICH ZUR TÜR. ER TRÄGT EIN ROTES HEMD.
DER BAUCH SPANNT IHM DARIN.

EINE FRAU STEIGT EIN MIT TOCHTER AUSSTAFFIERT
DIE TOCHTER.
DIE MUTTER SAGT IHR WAS DAS SIE SCHON WEIß.
SIE STEIGEN AUS.

EIN HUND MIT HALSTUCH STEHT DAZWISCHEN.
ER WEIß NICHT DASS ER UNBEHOLFEN IST.

EIN ANDERES MAL IST ES SEHR KALT.
ES WIRD TIEFER IN DIE SCHRÄNKE GEGRIFFEN.
KONZEPTE VERSCHWINDEN;
SIE SIND NICHT TRAGBAR
HEUTE

ODER

DIE FRAU IN HUTLADEN MEINT ZUM KUNDEN ER WIRKE ZU ÜBERLEGT.

VERMARKTUNG

ACHT NEUN MITARBEITER IN EINER FILIALE
ARRANGIEREN SICH WÄHREND DER TAG VERGEHT
BERÜHREN UND RÄUMEN SIE WAREN. HIN UND WIEDER KNIET JEMAND.
OFT WERDEN SIE GENAU DANN ANGESPROCHEN. EINE KUNDIN FRAGT NACH GRAUPEN;
SIE WIRD VERWIESEN
AN ANDERE KÄRFE.

DER PFANDAUTOMAT WIRD ENTSTÖRT; SIE HASSEN IHN GEMEINSAM
WÄHREND SIE VOR DEM EINGANG RAUCHEN.
AUF DEN NAMENSSCHILDERN STEHT MITARBEITER.
SIE MÖGEN WEDER DIE NAMENSSCHILDER NOCH DIE KUNDEN.
AUS WUT.

UND DIESE WUT KÖCHELT STÄTIG VOR SICH HIN
IM HINTERZIMMER STEHT DER TOPF. MANCHMAL SPRITZT ES UND MAN STARRT
AUF DEN FLECK. UND DER FLECK BEKOMMT GESICHTER DIE DANN SCHIMPfen.

AUF DIE FIRMA DIE DIE KUNDEN MIT KLEINEM D DUZT WÄHREND SIE SIE SIEZEN SOLLEN.
UND SIE SCHIMPfen AUF DIE KUNDEN WELCHE KAUFEN UND NICHT MERKEN WESHALB
SIE GEDUZT WERDEN, ODER SCHLIMMER, DIE KAUFEN OBWOHL SIE BEMERKEN WAS
NICHT GROß GESCHRIEBEN STEHT.

EINE MITARBEITERIN SITZT
AN DER KASSE UND NUSCHELT NOCH SCHÖNE TAGE IN DEN ÄTER.

HOHE KREISE
SCHÄTZEN
NUN AUCH
DIE RANDSCHICHTEN
DES GETREIDES.