

Ash Mahtani - Copywriting Portfolio

On the next few pages, you'll see some articles written for Loot Crate's monthly magazine. These articles, much like the crates themselves, are "by geeks for geeks," and each follows along with the theme of the crate. In this case, the theme is "versus," celebrating iconic pop culture brawls.

LC EXCLUSIVE CONTENT

HOW TO DEFEAT ANY OPPONENT (FOR GEEKS AND GAMERS)

By Ash Mahtani

WARNING! Reasonable discourse has broken down. The phrase "the world only makes sense when you force it to..." by punching it very hard in the face" has gained popularity. Everyone is picking sides and gearing up for an all out brawl the likes of which has never been seen this week. Follow the steps outlined below to defeat any opponents who come your way. Any deviation from these steps could result in:

- BRUISING
- BLOODY NOSES
- BROKEN LIMBS
- IRREPARABLY DAMAGED FRIENDSHIPS
- ELABORATE REVENGE PLOTS
- SOMEONE ELSE TAKING YOUR NAME & ADDING EXTRA SPIKES/POCKETS TO YOUR OLD CLOTHING IN AN EFFORT TO APPEAL TO THE FICKLE YOUTH

DEVELOP IMMUNITIES

Analyze the attack styles of your potential challengers. Some may fight you with their fists or swords or possibly a rock, but there are those who will take a different approach. As a general rule, if a stranger hands you a mysterious beverage and laughs maniacally when they think you're about to take a sip, don't drink that thing. In some battles of wits, this may be unavoidable. In order to combat this, you must slowly build your tolerance to various terrible things (the more obscure the better, for some reason). Unfortunately, immunities cannot be built up against people, awful personalities notwithstanding.

WORDS WIN WARS

Some people just aren't strong fighters and that's okay (sometimes even hilarious). In the event that you cannot rely on your muscles and fighting moves you learned from brightly clad gentlemen in spandex to win a fight, you should use your words. Clever, devastating words. If you can't punch them in the face, punch them in their stupid, fragile emotions. After all, a fist can hurt your face, but a single carefully crafted sentence can unravel a person straight down to their core. Or possibly cast a spell if you're very lucky.

VERSUS

LOOT CRATE MAGAZINE

Back when we had an editor who wasn't me, I pitched a series of fun "How To" articles — more as entertainment than actual practical advice, of course. I worked with some of our in-house designers and illustrators to give the articles an infographic style that would really help the parody hit home.

3 TRAINING MONTAGES HELP



In order to win some fights, it's likely that you'll need to bulk up fast and get a year's worth of training done in a single day. This cannot be achieved by squatting and yelling alone (NOTE: we are currently fact-checking this statement, stay tuned for details). Instead, find a catchy, inspirational song (three to four minutes minimum) and attempt to do multiple different workouts at once, changing exercises in line with shifts in the melody. This is especially helpful if you start off being terrible at said exercises and become increasingly more competent as the song swells to its finale. This method can also be used to win dance competitions.

4 PLANNING MAKES PERFECT



If comic books have taught us anything, it's that you can defeat any opponent as long as you have adequate time to plan your battle and stack the deck in your favor (both literally and figuratively). Lay elaborate traps for your enemies, enlist help from allies (but give them no credit) and pay no heed to collateral damage. All that matters is victory. Even if "victory" is pretty loosely defined as getting a few lucky shots in and delivering a cool one-liner.

5 BE MORE POPULAR



Simply put, fights are a bit like high school: the most popular people tend to win them even against staggering odds while the losers sit in their darkened rooms lamenting about how unfair everything is. "Scientists" have dubbed this "plot armor." It is high impenetrable. The trick is achieving this popularity. A cooler costume, a gruff attitude (concealing a heart of gold) and choosing enemies who categorically "suck" will all work strongly in your favor.

6 AS A FINAL APPROACH



When in doubt, act crazy. No one wants to fight a crazy person. The wild card always wins because they have nothing to lose. And they have access to a bunch of deadly gasses (don't laugh, this is serious).

▼
THIS MESSAGE BROUGHT TO YOU BY THE LOOT DEFENSE FORCE OF THE GREATER LOS ANGELES AREA.

LE EXCLUSIVE CONTENT

HOW TO SURVIVE A ZOMBIE APOCALYPSE

(FOR GEEKS & GAMERS)



By Ash Mahtani

WARNING! Patient Zero has made some poor decisions and the dead have begun to rise. Follow the steps outlined below to survive the zombie apocalypse. Any deviation from these steps could result in:

- VARIOUS BITES & SCRATCHES
- TURNING INTO A ZOMBIE
- SMELLING LIKE DEATH
- LOSS OF LIMBS
- EATING FRIENDS & FAMILY MEMBERS

1

CARDIO IS KEY



Shortly after the coming of the zombie apocalypse, you will notice that there are certain things the walkers cannot do. The most important of these functions happen to be running and climbing. The dead are limited to shuffling slowly on the ground, much as they did in life. It is important that you build as much stamina as possible for steady, long-distance running, jogging and biking. You may also want to learn how to climb a tree.

NOTE: It is not necessary to yell "PARKOUR!" while performing these actions. But it helps.

2

GO NORTH



There is some debate as to whether it is better to travel north or south during a zombie apocalypse. In the south, you can travel lighter due to milder weather but are more likely to encounter zombies (major population centers tend to be in areas of relative warmth). While cold weather can preserve zombies better, they are also prone to freezing due to their inability to regulate their internal body temperature and unwillingness to wear coats. It is therefore safer in the short term to travel north and return south once the majority of the zombie horde has decomposed.

3

LEARN NEW SKILLS



..... In all likelihood, you will not end up in a plucky band of survivors consisting of a scientist, an engineer, a doctor, a former police officer, and a biker with a heart of gold. So, whenever possible, search out libraries and book stores. The internet is gone now so these will be your only sources of information and your best way to gain new knowledge about various trades and skills.

BONUS: It is very likely these locations will be empty aside from one zombie trapped under a fallen stack of books.

4

JAWBREAKERS HELP



..... "Killing" a zombie requires a direct hit to the brain. This can be difficult. Instead, the zombie's teeth and/or jaws can serve as an excellent alternative target. If they cannot eat you or turn you into one of them, they're harmless (if a little annoying) and could even potentially be used to perform simple tasks.

5

LOOK ALIVE



..... As the zombie apocalypse continues, you may find yourself looking gaunt and dirty. You may stop smiling or laughing or talking. This could land you in a difficult or even life-threatening situation as other survivors may mistake you for a zombie and take the appropriate steps. Avoid this with simple actions like talking to yourself (and others), trying out funny walks or waving your arms in the air like you just don't care.

.....
AS A FINAL RULE: You may find that the greatest threats in any post-apocalyptic world are other living people. This cannot be avoided. Be smart, be brave and hope for the best.

THIS MESSAGE BROUGHT TO YOU BY THE LOOT DEFENSE FORCE OF THE GREATER LOS ANGELES AREA.

SKYRIM COIN PIN



Skryim will be released for Nintendo Switch later this year!

Take a coin from the world of *Skryim* and buy yourself something nice! Like a chicken. So you won't have to steal it. And the guards won't hunt you for the rest of your days.

The company I've spent the last four years writing for ships pop culture products in a box every month. So that means I write a lot of product descriptions. A lot. Like, whatever number you're thinking of right now? Double it and then add seven more for good measure.

According to our brand guidelines (I wrote those, too), our voice is always fun, informative, and a little bit funny. We make references, sure, but we're never out to prove we're the geekiest people in the room. Our personalities do that for us anyway.

The following are a few descriptions for a few different products, just to give you an idea of the style and the range of items we send out on a monthly basis.

Oh, and the items in the bottom left corner are for dogs. Because dogs are awesome.



EXCLUSIVE LUMPY SPACE PRINCESS FLYING DISC (CARTOON NETWORK)

Oh my glob! Whether it's floating through Lumpy Space or dashing across the dog park, this lumpin' awesome *Adventure Time* flying disc featuring everyone's favorite princess is the perfect new toy for your lumpy pup.

EXCLUSIVE DRAGON'S BREATH BITES DOG TREATS (LOVING PETS)

These all-natural duck jerky treats were inspired by the fiery blast of a dragon's breath! ... Assuming that dragon's breath tastes like delicious duck. And is 100% made in the USA.

EXCLUSIVE HOW TO TRAIN YOUR DRAGON PET SHIRT (DREAMWORKS)

You probably wouldn't describe your pup as "the unholy offspring of lightning and death itself" but that doesn't mean they can't rock this tee featuring Toothless, the fearsome and adorable Night Fury from *How to Train Your Dragon!*

LOOT SOCKS

EXCLUSIVE RICK AND MORTY SOCKS

Kingdoms are often won through war and revolution. Sometimes, these revolutions take the form of hyper-intelligent dogs in robotic suits who rise up against humanity like Snowball did in the "Lawnmower Dog" episode of *Rick and Morty*. Don't even trip, dawg.

EXCLUSIVE KINGDOM HEARTS SOCKS

When you walk away, you don't hear me say, "Wow, those socks are awesome!" We love the world (worlds?) of *Kingdom Hearts* and couldn't resist the chance to share this simple and clean design with you featuring a subtle Heartless emerging from the darkness.

LOOT WEARABLES

EXCLUSIVE ASSASSIN'S CREED: ORIGINS LIGHTWEIGHT HOODIE

The newest entry in the *Assassin's Creed* series takes players to ancient Egypt, which inspired our design for this hoodie, featuring the Assassin symbol in gold foil and hieroglyphs spelling out the Creed's maxim, "Nothing is true, everything is permitted."

Now I'd like to show you a few emails.

This first one was part of a win-back campaign. We tried a few different approaches, but this was not only my personal favorite, it was our best performing test!

People like it when you're funny. Or they're just lonely. Hard to say.

The image shows a screenshot of an email template for Loot Crate. The background features the Guardians of the Galaxy Vol. 2 cast: Gamora, Star-Lord, Rocket Raccoon, Groot, and Drax. The text is white on a dark background. At the top left is the Loot Crate logo. The main heading reads "WE WANT YOU BACK". The body text is a win-back message with placeholders for a first name and a promo code. At the bottom right is an orange button that says "RE-JOIN LOOT CRATE". Below the email content are social media icons for Facebook, Twitter, Instagram, YouTube, and Tumblr. At the very bottom is a navigation menu with links to "Loot Crate", "Loot Crate DX", "Loot Gaming", "Loot Anime", "Loot Wear", "Loot Vault", "Community", "Refer-A-Friend", and "FAQ and Help".

LOOTCRATE

MARVEL
GUARDIANS
OF THE GALAXY
VOL. 2

WE WANT YOU BACK

Hey {first.name}...

We're just going to come out and say it: We miss you. We can't eat, we can't sleep, we sit in the dark thinking existential thoughts a lot... Remember when you were a Loot Crate subscriber? Those were great times, right?

Sorry, that was intense. We just wanted to say hi, we love you and we're here anytime you want to come back. No pressure.

And, for a limited time, we'd like to offer you 15% OFF using code {promo.code}!

[RE-JOIN LOOT CRATE](#)

f t i y t

Loot Crate Loot Crate DX Loot Gaming Loot Anime Loot Wear Loot Vault
Community Refer-A-Friend FAQ and Help



Fallout
CRATE

UNBOX THE WORLD OF FALLOUT (MINUS THE RADIATION)



FIRST CRATE'S THEME IS VAULT-TEC



Hey, Vault Dweller! The first Fallout® Crate is ready to order! We're starting off on our journey through the Wasteland with a celebration of VAULT-TEC – the company that saved humanity from total atomic annihilation – and all the Vault Dwellers who survived, with an EXCLUSIVE figure, hoodie and more!



BONUS! Pre-order a 1-year Fallout® Crate subscription and get a Nuka Nuke USB Hub!

Plus, each crate comes with a piece of a Power Armor build-a-figure.

Collect all the crates in year one to construct yours.



RESERVE YOUR SPOT TODAY

As you might've guessed, this next one was for a new product launch: Fallout Crate.

The Fallout video game series isn't just popular for its post-nuclear (Bethesda's not a fan of "post-apocalyptic") setting. It's also full of snark.

My goal was to incorporate a bit of that while also getting across that: A) we have a new product, B) there's some cool stuff in it, and C) you can get a free bonus item if you subscribe for longer.

It was one of our most successful product launches!

This next one was... a strange case.

As you may remember, there was some major flooding in Texas a short while back. Well, we'd put out a Halo Crate with the theme "Flood Warning" (the Flood were a parasitic alien enemy in the game). Total coincidence.

So we talked to our partners at 343 (makers of Halo) and decided on a name change for the theme. To make sure no one got confused, we put together a quick email for our subscribers clarifying the situation.



Spartan:

Due to recent events in Texas and across the globe in India, Nepal and Bangladesh, we've decided to change the latest Halo Legendary Crate theme name from "Flood Warning" to "Quarantine Zone."

More importantly, in the face of tragedy, we must all work together. We are at our strongest when we are united, when we reach a hand out to help those who need it most.

Right now, you can make a real difference by donating to the [Red Cross](#) and other organizations to help relief efforts for those affected by Hurricane Harvey and the floods in [India](#).

**Stand together,
Loot Crate & 343**



[Loot Crate](#) [Loot Crate DX](#) [Loot Gaming](#) [Loot Anime](#) [Loot Wear](#) [Loot Vault](#)
[Community](#) [Refer-A-Friend](#) [FAQ and Help](#)



The following was an article rewrite done for a company looking to rebrand themselves as edgy and hip.

25gb Free For Students

There is literally no catch

Did you read the headline? That's it. If you're a student with a .edu email address (or, y'know, a k12.state.us, ac.uk, or schools.nyc.gov address if you wanna get all technical or whatever) and you sign up, we will give you 25gb of free cloud space. There's no catch. You don't have to earn points, you don't have to refer anybody (but, c'mon, we're awesome, you should), and you don't even need to take some boring survey about clouds. Which is good because, let's face it, you know nothing about clouds. They're just hanging up there all ominous and occasionally they dump water on you and nobody even questions it. Sheep.

Why are we doing this? No idea. We're irresponsibly nice. Recently, we gave all our existing users a bump from 5gb of free space to 10gb of free space. And everyone was just like "yes, we totally deserve that for all the nothing we do."

Oh and Existing Users? Keep an eye on your inboxes. We'll be sending out a link for you to claim your additional 15gb really soon. Because we believe in equality, dammit. This is America. You can't tell, but we just saluted a flag and threw more free space at the huddled masses while a bald eagle sang the national anthem. Oh say can you see... a bald eagle singing the national anthem? Yes. We just did.

So now you all have 25gb of space that you can use for whatever you want. Assignments, projects, design docs, videos, all those creepy photos you take... Whatever. Seriously. You can even store stuff from your smartphone. We've got some recently

updated apps for Android and iOS because we're prepared for everything.

Now go SIGN UP. Do it. Because, let's face it. Computers crash. External hard drives stop working if you look at them wrong (shut up, we did experiments). And there's a pretty high chance that, one day, you'll drop your phone in the toilet (and every time you take a call after that, you'll know). So sign up and then continue to visit our blog. We're also on Facebook and Twitter, socializing like a mofo. Tell your friends.

- The Team at 

Here's a blog post I wrote. It's great.

Drive

When I was 16 years old, my parents hired a driving instructor to teach me how to drive. His name was Bob.

My first interaction with Bob would come to set the tone for all of our adventures together. He pulled into my driveway with his red Camry and told me to get in. Now, for those of you who don't know-- and I, at the time, did not-- driving instructors have a second brake pedal installed on the passenger's side in case of emergencies. I didn't even know that was possible. To me, it just seemed like a weird footrest.

For the next few minutes, Bob tried desperately to get the car to move. It wouldn't budge. He stepped on the gas. He adjusted every possible gear and lever he had at his disposal. He cursed loudly. And, finally, he widened his eyes and snapped his gaze onto me.

"Are you pressing the brake?"

"No!... Yes. Yes, I am, Bob. I don't know why I said no. In my defense--"

"Get your foot off the pedal."

"Okay, Bob."

And then we drove away.

For the first time, I looked into the back and I noticed a quivering fat boy sitting there quietly. Naturally, I asked "hey, Bob, why is there a kid in the back of your car?"

"That's William. He's a student."

"Hi, Will."

(SILENCE)

And then we dropped William off at home. In spite of the fact that I always had my lesson at the same time on the same day every week, I never saw William again. To his credit, William was a master of stealth and camouflage and I often imagine that he went on to be a super spy.

Regardless, Bob eventually let me drive the car. I remember my first time driving with Bob very clearly. I remember it clearly because of one very specific moment. A moment that went something like this:

"Keep going. Nice and easy."

"Bob--"

"Check your mirrors every five to eight--"

"Bob--"

"--Seconds and brake before you turn--"

"Hey, Bob--"

"WHAT?!"

"There's a squirrel in the center of the road, Bob. What should I do?"

"Just keep going. He'll move."

"He's not moving, Bob!"

"He will! Just keep--"

"BOB! HE DIDN'T MOVE AND NOW HE'LL NEVER MOVE AGAIN!"

"PULL OVER!"

And that's how I killed a squirrel the first time I drove a car. I never trusted Bob again after that.

Bob taught me for a couple months and, honestly, I wasn't too terrible a driver. We had our disagreements on how certain things should be done. For example, there was that one time I was driving on the highway and Bob caught me sidling up to an eighteen wheeler and he asked me what I was doing and I replied "the fast and the furious" and he yelled at me. And there was also the fact that every week he asked me if I watched hockey and every week he was unreasonably upset that I told him I wasn't some maple-syrup-drinking Canadian. But, generally speaking, things were going well.

I took the driving test 3 times and failed twice. The first time I failed, it was for no apparent reason. I did everything perfectly. I even managed to parallel park with the utmost precision in spite of the fact that my tester was a whale of a woman whose girth completely blocked both windows on the passenger side of the car. But she failed me. Her reasoning? "You looked back when you reversed. You're supposed to use the rear view mirror." To which I mumbled "you were supposed to eat the salad not the bakery next door."

The second time I failed with the exact same tester. This time I was "too close to the cone." Did I hit the cone? No. But I was

within 6 inches of the cone and that was apparently "too close." I tried to reason with the behemoth, saying "but, ma'am, the cone is supposed to represent the curb and, even if I did hit the curb-- which you admit I did not-- that wouldn't actually damage my vehicle or the curb!"

But she was unswayed by my words, as I imagine she was also unswayed by most things that sway people of average proportions.

The third time I asked for a new tester. I'll admit that I wasn't having the best day. I nudged one of the cones. And guess what? He didn't even give a fuck. He just looked at me and said "You passed and I gotta go to the bathroom." And then he was gone...like some ethereal sprite that needed to pinch a loaf...

Which left me with Bob. I looked at him and held up the sheet that said I passed.

"Bob."

"Yes, Mr. Mahtani?"

"We are equals now, Bob."

"No."

We went to the DMV and I got my provisional license. Two days later, while driving back from the mall on my own at night, a dumbass with no headlights on swerved into my lane as I was turning onto the road and I ended up driving onto the divider. Where I stayed for five minutes as I yelled "fuuuuuuuuuuuuuuuuuuuck!" and other drivers probably said "what's that dude doing on the divider?"

And that's the story of how I got my license.

Want more?
ALSO AVAILABLE:

- Organic social posts:

<https://www.instagram.com/p/BVNPfYZD34o/>

https://www.instagram.com/p/BYTgu_Yjnek/

- BuzzFeed-Style Quizzes:

<https://www.lootcrate.com/community/daily-crate/loot-quiz-guardians-of-the-galaxy/>

<https://www.lootcrate.com/community/daily-crate/loot-quiz-kingdom/>

- Branded Content:

<https://www.lootcrate.com/community/daily-crate/breaking-news-leaked-transmissions-from-weyland-yutani-covenant-mission/>

<https://www.lootcrate.com/community/daily-crate/breaking-news-leaked-transmissions-covenant-mission/>

- Scripts both long and short.