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[YouTube Clip Sends 18-Year-Old Student to Apple](#)

Nick Haley made an iPod touch commercial for the electronics company

Apple has recently recruited an 18-year-old university student from Warwick to make an advertisement for one of the company's latest products, the **iPod touch**. You must be wondering why, of course. Well, as it turns out, the song **Music Is My Hot, Hot Sex** (by **CSS**) inspired **Nick Haley** to make an advertisement for Apple's iPod touch. It turned out to be so good that Apple has taken the guy aboard. Nick Haley is currently studying politics at the University of Leeds. He made this 30-second advert giving a tour of the iPod's features. Posting it on YouTube, the video "was watched 2,131 times, attracting such comments as 'That's awesome!!!!!!!!!!!!!!' and 'Makes me want to buy one and hack it'," according to timesonline.co.uk. Luckily for Nick, some of the viewers were actual Apple employees (HQ guys that is), who directed the company's advertising agency. It didn't take long for Nick to get an email from the Apple folks, in which the company was asking him whether he was interested in producing the clip professionally. "I was sitting on the bus and I got this e-mail on my phone," Mr Haley, told "The New York Times." The message read: "We represent Apple and we've seen what you have produced and we'd like to have a chat with you." Mr. Haley thought the message "seemed ridiculous and far-fetched. My initial reaction was someone wanted to steal it." That wasn't the case, of course, thus, he's was flown out to L.A. this month where Apple "compensated him like any creative professional, for his idea and his contributions to the creative process," an Apple spokesman declared. The company declined to reveal figures, as far as Nick's compensation went, but did say they would be "making a significant financial contribution toward his education at Leeds." Mr. Haley also received several Apple products for his ad, including a Macbook Pro. "My input was totally respected," Mr. Haley said. He used words such as "overwhelming," "surreal" and "fantastic," to describe the experience of working with advertising executives. The new iPod touch advert is already airing in the U.S., and is due to appear in Europe within the following weeks.