

Fake ads. Worth the reward?

Should one idiot (let's call him the client) be able to stop a great idea?

It's happened to everyone. Just when you think you'll never crack your latest campaign, it hits you. The great idea. It's everything great advertising should be but there's a problem. The client. He feels retail is cutting edge. So, what do you do? Are you gonna allow a little man to stop it from happening or do you ask him if he'll sign it off if you run it once in the Timbuctoo Daily press with a readership of 2 just so you can collect an award?

Fake ads are happening all the time and while one part of me disagrees with it, another part can't help but wonder how much those great ads have inspired the rest of us to create better work and improve creativity overall.

Are these ads making it unfair to the creatives who play by the rules and enter legit work or could they be the reason clients start to believe in good ideas?

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