

ART DIRECTOR VS COPYWRITER

WE'RE BOTH PEOPLE. JUST VERY, VERY DIFFERENT KINDS.

BEHIND EVERY MOANING ART-DIRECTOR IS A COPYWRITER WONDERING IF
THERE'S A TUMBLR ABOUT THEM.

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4TH AUG 2014 | 6 NOTES

What it's like when a Creative finds out they've won a pitch for their agency

 image

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1ST AUG 2014 | 26 NOTES

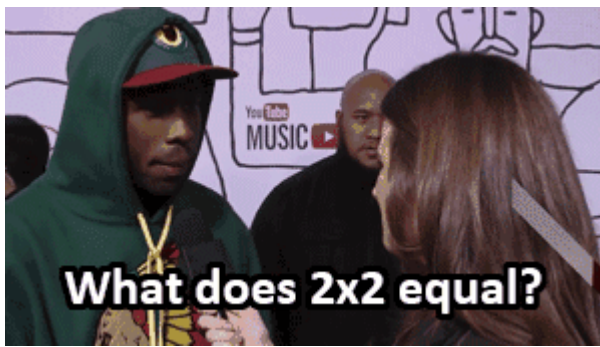
The 7 stages to Creative Brainstorming.

Step 1. I am awesome...

Step 2. This is hard...

Just a moment!

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Step 3. What is this shit...

image

Step 4. I am shit...

image

Step 5. What about that idea from 2008...



Step 6. This could be ok...



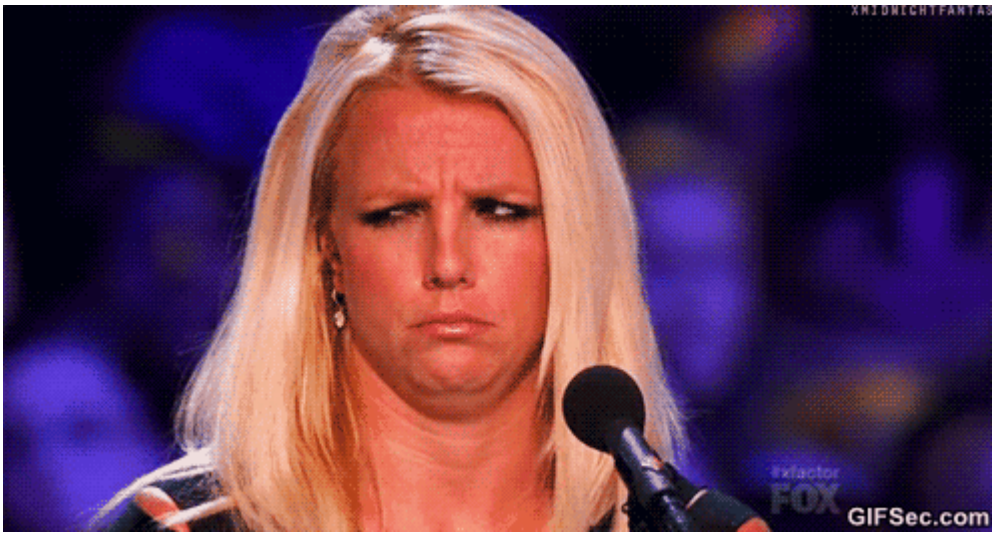
Step 7. I deserve a raise...



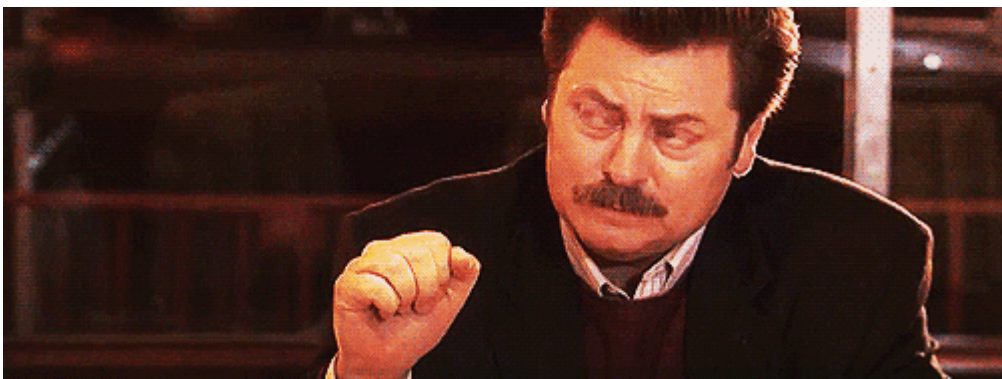
28TH JUL 2014 | 9 NOTES

Our ECD wants to make changes to a client approved film that's about to go live

Me



My Copywriter



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21ST JUL 2014 | 10 NOTES

What its like working after a 62hour week



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11TH JUL 2014 | 12 NOTES

Friday morning meetings with my Copywriter and I



27TH JUN 2014 | 16 NOTES

Getting briefed at 5pm on a friday

My Copywriter



Me



25TH JUN 2014 | 11 NOTES

We've written 32 scripts in 2days

Me



My Copywriter



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4TH JUN 2014 | 17 NOTES

Reflecting on our jobs

My copywriter



Me



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30TH MAY 2014 | 10 NOTES

When I get nominated for colleague of the month at work and my
Copywriter doesn't

Me



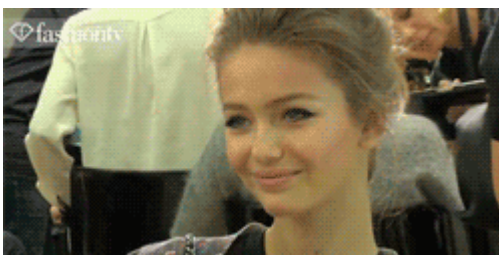
My Copywriter



22ND MAY 2014 | 20 NOTES

When another teams idea is chosen over ours

My Copywriter



Me



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