

Ads ^{of} the World

BY CLIOS

THE BIGGEST HEIST: EXPOSURE CURRENCY



The 'I scratch your back, you scratch mine' idea of not paying a creative for their work and giving them 'exposure' in return just isn't right. A creative loses up to US\$6,620 every year through creating actual work for no pay. Upon the completion of the Exposure Currency, a series of visually-provoking advertisements that resemble an illegal money heist is conceptualised to raise awareness for the social campaign.

Set in a shady and illegitimate art direction, the copy reveals a twist that the use of these notes are truly the biggest embezzlement in the design and creative industry, and does not have any worth. Embodying the social hashtag #NoToFreeLabour, these Exposure dollars are then sent out to opinion leaders and the media, encouraging them to take a stand in this movement.

FULL ARTICLE -
www.adsoftheworld.com/campaigns/the-biggest-heist
