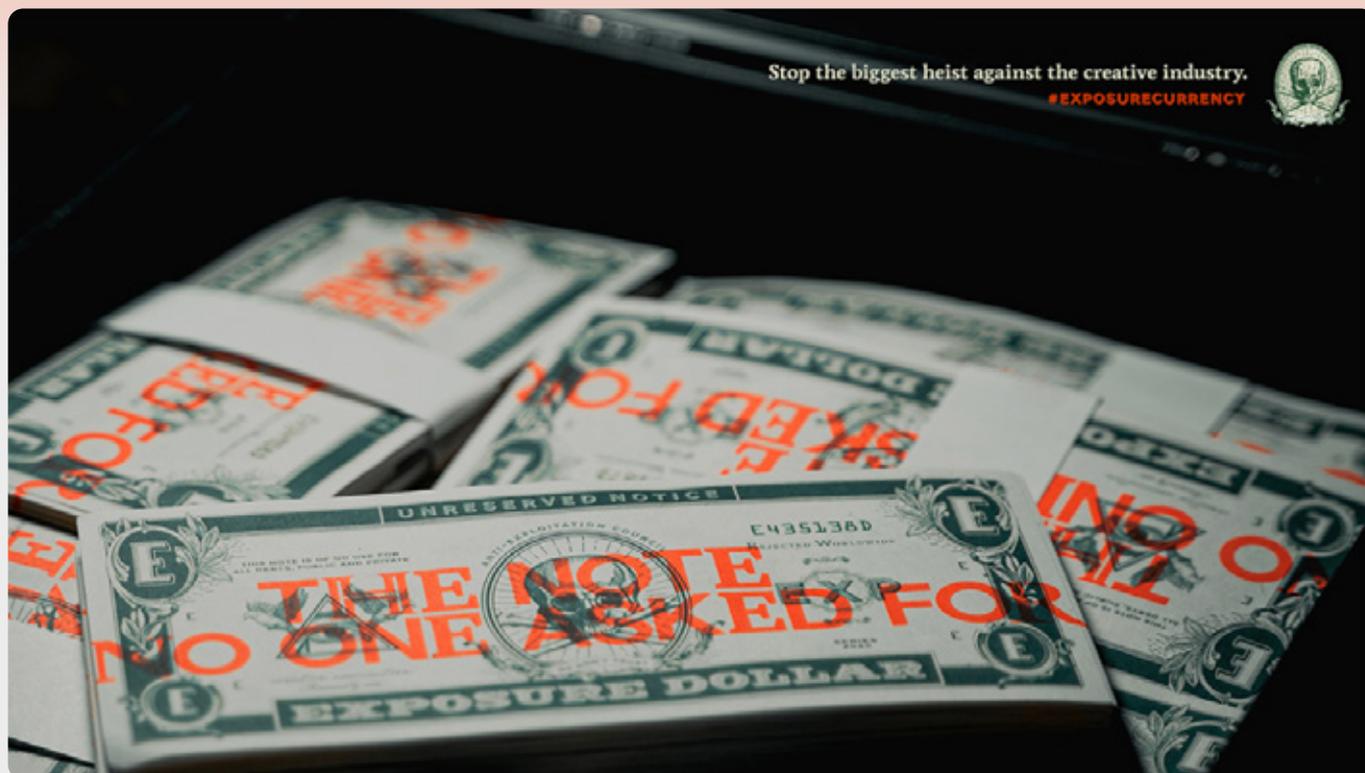


# MARKETING

## #NOTOFREELABOUR: SG AD CREATIVES INITIATE CAMPAIGN TO COMBAT EXPLOITATION



Singaporean creatives Jay Liu and Boston Ho and content creator Jonathan Paul have unveiled a self-initiated and self-funded campaign called “The biggest heist against the creative industry: Exposure dollars” to combat business exploitation in the creative industry.

“The Biggest Heist” is a self-initiated and self-funded campaign by the trio.

The concept was sparked from conversations with fellow creatives and strategists in the industry, particularly the freelance junior creatives. Majority of the creatives revealed that they had faced similar predicaments of working for “exposure” from clients, but in actual fact, being exploited for having no portfolio to justify a pricing.

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FULL ARTICLE – [www.marketing-interactive.com/notofreelabour-sg-ad-creatives-initiate-campaign-to-combat-exploitation](http://www.marketing-interactive.com/notofreelabour-sg-ad-creatives-initiate-campaign-to-combat-exploitation)

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