
AD EXEC LISTS HIS TOP FIVE PET PEEVES



This article goes over the top five pet peeves in the advertising industry. First is the word "just". It is mainly used to undermine the company making their work seem insufficient. Second, is the fact that a "one-off" does not exist. Third is the concept behind the word campaign. It is used to describe companies way too often even though it may not really be a word. Fourth is the concept of being "too smart". The fifth one is to begin by saying, "I am not XYZ, but". These five show the importance of words and their meanings in articles. Read the full article here: [Top Five Ad Industry Pet Peeves](#)

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