



AD OF THE DAY: MONSTER - ADWEEK

That's a terrific ad, which you don't come across very often. The ad for jobs site Monster conveys what it wants in an awful manner, without actually giving too much importance to dialogue. The by-now very popular ad, created by BBDO in New York may be aided by the fact that advertising creatives feel uniquely qualified to weigh in on hating their jobs. Compliments to the director Dr Noam Murro for a great performance.
Read the full article here:

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