

There are plenty of creative people trapped in dull careers. What they don't realise is that there is a far more exciting industry waiting to hire and embrace people like them.

We reach out to these potential creatives with a tongue-in-cheek print ad that tells the story of a bored office worker who has picked up a piece of paper and a stapler, and created magic with it.

We point out that this person, and anyone like them, belongs in our industry and should consider switching up their career.

