

**MIAMI
AD
SCHOOL
EUROPE
AGAINST
HUMANITY**

HOW TO GET STARTED

1. Download this PDF and either print it out at your agency's set up to save money on paper, or go to the local print shop.
2. To achieve a nice result, ask for paper with a higher weight. It should be at least 100 g/m² thick.
3. Your agency should have one of those fancy paper cutters, which you can use to cut the cards to size. If that is not an option, a metal ruler and a utility knife should be sufficient.
4. We recommend storing the cards either in the empty drawer next to your desk or buying a container box to keep the cards from getting lost.

THE GAME

This card game is made by students from Miami Ad School Europe. We shamelessly copied the idea from the original game "Cards Against Humanity" and another copy of the hereof called "Advertising Against Humanity".

What is not copied, and created genuinely by the students behind this project, is the content of the game. We dove deep into all the creative industry and advertising clichés we could think of and we spared no pun.

WHAT IT'S GOOD FOR

Miami Ad School Europe Against Humanity is a game for people who have been irreversibly traumatized by the wonders of the industry. It has been un-scientifically proven to have a healing and calming effect on players.

BEST SERVED AT

For full effect the game should be enjoyed after, or (why the hell not) during, a long day, (or night) at the agency. The weekly status meeting would also do just fine.

For a 360 experience, combine it with a generous amount of strong alcoholic beverages and greasy agency fast food.

BASIC RULES:

Every player gets 10 Pink Cards. The person who last lost a pitch, gets promoted to Card Director and plays a Black Card. The Card Director reads the question, or fill-in-the-blank phrase on the Black Card out loud. Each player hands one face down Pink Card to the Card Director to fill in the blanks, or answer the question.

Next, the Card Director presents each card combination to the group, reading each Black and Pink Card combination out loud, for an optimal experience.

The Card Director then chooses the funniest combination and kills the rest of the ideas. Whoever submitted the winning Pink Card, gets a Titanium Point.

USE 2 PINK CARDS

Sometimes, you will need more than one Pink Card to fill the blanks on a Black Card. If this is the case, the Black Card will **NOT** be marked with "PICK 2" on the bottom.

You should be smart enough to figure it out.

To make sure the Card Director doesn't ruin your idea by messing up the order of your Pink Cards, make it idiot-proof and arrange them in the order that the Card Director should read them: place the first Pink Card face down and then the second card, face down, on top of that.

SCRIBBLE CARDS

Some things just can't be expressed with words. That's what the Scribble Cards are for. We would advise you use a pencil instead of something permanent. Or just leave the card untouched and scribble your genius on a normal piece of paper.

PRECIOUS FLAMINGO AWARD CARDS

Sometimes, there are card combinations that just hit the right spot better than others. When players unanimously agree that a certain card combination is so damn good that it deserves an award, they can shortlist it. At the end of the game, players review all shortlisted card combinations and judge which ones really shine through.

Winners are rewarded with a precious Flamingo Award Card. Each Flamingo Award Card is worth 5 Titanium Points.

AGENCY RULES:

BAD MANNERS

If someone replies to a text, e-mail, or call during the game, the owner of the electronic device has to reply to the text, e-mail or call, by reciting the last winning combination of cards without any further explanation.

JUST A MIN

The player who decides to be a buzzkill and leave in the middle of the game to do "stuff", must be taught a lesson. Players may steal his cards and replace them with shitty ones from their pile.

THE PITCH

If during a round, a player feels they have too many shitty cards in hand, instead of sucking it up and moving on, they can make a scene and ask for this round to turn into a Pitch.

During a Pitch round, players don't just simply hand in their cards. They have to sell them first. Before each card is handed over to the Card Director, each player must present a series of arguments and insights on why his or her answer is the most brilliant one.

The Card Director decides on who wins the Pitch and the winner gets a number of Titanium Points, as high as the losers in the room.

THE PINK FLAMINGO

Every time someone shouts "Pink Flamingo!" everyone has to stand on one leg like a flamingo, for at least 3 rounds. If someone dares to break the Flamingo Circle before the 3 rounds are over, they lose all of their Titanium Points, which are divided among the remaining, more reliable players.

MOM'S EXECUTIVE DECISION

If the Card Director can't decide on a winning card combination, the Card Director has to call his/her mom to make an executive decision.

THE INTERN

Every round, pick one random Pink Card from the pile and put it into play. This card belongs to an imaginary player nicknamed The Invisible Intern.

If The Invisible Intern ends up with the most award cards, the players are obliged to invite the real agency intern to their next game. No excuses; there's always an agency intern if you look close enough.

50 CAMPAIGNS

If it takes a player more than one minute to decide on which Pink Card to play, the Card Director may punish them with the 50 Campaigns drill.

The disgraced player must now come up with 50 campaign ideas and present them at a place and time of the Card Director's choice.

SHUT THE F*CK UP

If someone can't shut up while the Card Director presents the card combinations, that person gets 3 fair verbal warnings. After that, the chatterbox loses one Titanium Point every time they Oops Do It Again.

WHO'S THE BOSS

The bosses aren't allowed to participate until they are drunk enough to fail a breathalyzer test. Or, if they can't locate their noses.

SHOTS FOR HUMANITY

The game requires players to take a shot every time someone uses the word 'client' or 'creative'.

THE DRAMA KINGS AND QUEENS

Players who create a scene when their card is not picked up, shall be referred to from this point on, and until the end of the game, as the Bitching Director.

#YOLO:

Play it with the client.

DOs & DON'Ts

DO re-read the Black Card with every Pink Card combination. You know, give the audience a holistic experience.

DO take videos when the Card Director shares the most hilarious Pink Card responses.

DO reflect over your career choices during the game.

DO engage into meaningless small talk about agency gossip.

DO exchange personal stories about advertising, no matter how embarrassing they might be.

DON'T just present like you want to lose a pitch on purpose - no one wants that.

DON'T forget to remind players of their funny responses until it stops being funny.

DON'T forget to verbally abuse the Card Director if their dialogue delivery sucks.

DON'T forget to recognize your co-players for their creativity. Someone could easily forget your name on the next award credit list for Cannes.

DON'T pretend you haven't been there and done that. You know that sh*t's true.

Cards should be expressed with character and attitude. DON'T read them like a legal disclaimer at the end of a drug commercial.

DISCLAIMER

No fun-guarantee for people outside the creative industry.

This satirical piece of work was put together by a few neurotic advertising students and their teachers. All names, characters, businesses, places, and incidents mentioned here, are sadly a product of the writers' day to day reality. Any resemblance to actual personalities, or events, is purely deliberate.

Before you start drafting complaints regarding wrong interpretations of the advertising industry, take a moment and ask yourself: 'is that really the best use of my time?' If you still insist on complaining, you may contact us at:

MiamiAdSchoolEuropeAgainstHumanity.de

For all your other problems, please call a therapist, or try some yoga.

<p>Miami Ad School. The best school for _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____ : the case study.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Hi _____, I'd like to join your _____ network.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Congratulate _____ on their new position as Head Of _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Join Miami Ad School Europe now and enhance your skills with rock-solid _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Devour The Rainbow. The story of _____ being eaten by _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>In today's AdWeek special, _____ remembers the days before _____, when advertising was still cool.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>It's a shame so many people leave advertising for _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Audi's new TV commercial is inspiring little girls to embrace _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Strategic research indicates that people turn to advertising only when they need more _____ in their lives.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>New study indicates that the vast majority of advertisers tend to have a subconscious, insatiable need for _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The most Googled term amongst creatives is _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Introducing Radical Advertising. It's like advertising but with more _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>And the Titanium Gran Prix for _____ goes to _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____ : Just do it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>There are some things money can't buy, for everything else there's _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Heineken refreshes the parts _____ cannot reach.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Are you tired of _____ ? Try _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Probably the best _____ in the world.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____ : It's everywhere you want to be.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Here at Miami Ad School Europe you will be getting the most of classes taught by _____ and other industry professionals.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>New One Show guidelines now prohibit _____ from award submissions.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Welcome to the 65th International Festival of _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____: Finger Lickin' Good!</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>_____: Tastes so good, _____ ask for it by name.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>I would walk a mile for _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Ultimate _____ Machine.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Think _____. Think different.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>After weeks of hardcore brainstorming we decided that the concept is _____!</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Even _____ taste(s) better than AD entry level salaries.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____. agency-tested, client-approved.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Making _____ bigger.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>_____.pdf</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The task was _____, so we developed _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____! Best start to a magical Customer Journey.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>In order to keep the account we resorted to _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>For the next idea I will pull _____ out of _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A pitch night would be incomplete without _____ and _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Client called, they loved the idea but they want to see more _____ and less _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>I'm sorry, Boss, but I couldn't finish the presentation because of _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

If you think about it, all great campaigns are based on _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

I learned the hard way that you can't win a Cannes Lion with _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

My worst work experience involved _____ and _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Work-life balance for me is _____, combined with a good portion of _____.

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AGAINST HUMANITY

In 5 years, I see myself _____, naked in the middle of Madison Avenue.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

I submit award ideas to forget _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

I built my career on _____ and _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

My proudest achievement this award season was _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Advertising is the right industry for me. I'm young, creative and full of _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Advertising taught me _____ through _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

In my opinion, advertising would be much better with more _____.

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AGAINST HUMANITY

Advertising burnt me out so I became _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

When I was an intern at Chiat/Day™, I excelled in _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

A TED Talk where _____ discusses the development of _____ in the market.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Dear adam&eveDDB, I'm having some trouble with _____ and I would like your advice.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

I want to love my job but _____ make(s) it really hard.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

When _____ make(s) me feel like a failure, I think about _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

_____ inspired me to become a copywriter.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

I wanted to intern in New York so I could learn _____ from _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

What will always get you a Cannes Lion?

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

<p>During a client meeting I like to think about _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>We find your portfolio to be a perfect example of _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Print is dead. _____ killed it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Sometimes working in advertising can be summed up as: _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>_____: Makes advertising great again.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Getting featured in Lürzer's Archive is equivalent to _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Ultimate _____ Machine.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____: When you got it, flaunt it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Reach out and touch _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Hey, _____, squeeze this.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Club Med: The antidote for _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____ gives you wings.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>_____: I'm loving it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Have a Coke and _____.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>_____: Because I'm worth it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>How does our agency manage to build such strong client relationships?</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>How do I always come up with awesome ideas?</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>What makes the client happy?</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>What got me fired from my last agency?</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Where's the beef?</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

What's a creative's best friend?

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

What does the world hate the most about advertising?

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

How is H&M going to offend the world in its next move?

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

"I do not regard advertising as entertainment or an art form, but as a medium of _____."
D. Ogilvy

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Old-school advertising is finally agreeing to let go of _____.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Why did the agency lose the pitch?

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

What never fails to liven up the agency Friday night-shift?

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Instead of pencils, D&AD now awards ingenious creatives with _____.

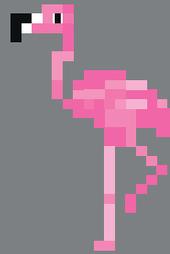
MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

_____? Let the juniors do it.

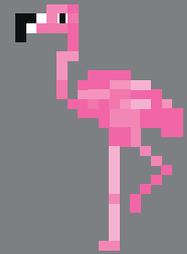
MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

What is my teammate hiding from me?

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY



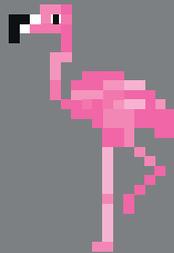
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AGAINST HUMANITY



MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY



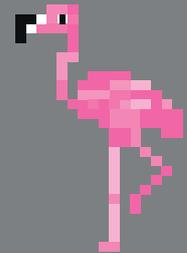
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MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY



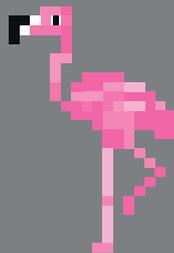
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MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY



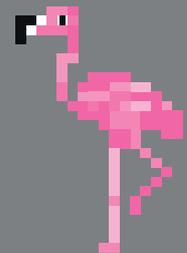
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MIAMI AD SCHOOL EUROPE
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MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

<p>Freemium online tutorials.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Forwarding inappropriate e-mails to the client.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Sadistic clients.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The agency's perpetual internal review process.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Bipolar Copywriters.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Burnt-out Art Directors.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Sociopathic Creative Directors.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Lonely creatives.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Art Directors who can write.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>"Social media experts".</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Narcissistic Account Directors.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Drunk interns.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Helpless designers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Clueless planners.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Freelancers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Lazy Brand Managers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Homophobic clients.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Ego-driven advertising teachers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Mr. Worldwide Chief Narcissistic Officer.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The native emoji-speaking Copywriter.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

Anorexic influencers.	B-rated celebrities.	Angry white trash.	Underage influencers.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
Conservative social climbers.	Men with mascara.	The Millennials.	The Creative Technologist.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
The few ad women of the industry.	The 40-year-old Junior.	Kendall Jenner.	Steve Jobs.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
Christopher Walken.	Paul Arden.	Luke Sullivan.	Leo Burnett.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
Bill Bernbach.	The Saatchi brothers.	Betty Crocker®.	Mr. Whipple®.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			

The Quaker Oats
Guy®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Hot pizza
delivery guy.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Aunt Jemima®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The man your man
could smell like®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The Giant
Angry Panda®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The Pillsbury
Doughboy®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The most interesting
man in the world®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The Kool-aid Guy®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The Michelin®
Tire Man.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The Charmin Bear®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The cute
Huggies baby.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The Kinder Penguin®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

The Jolly Green
Giant®.

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Instagramming.

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Blogging.

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Ad blocking.

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Winging it.

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Mansplaining.

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AGAINST HUMANITY

Hating myself.

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AGAINST HUMANITY

Generalizing.

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AGAINST HUMANITY

<p>Faking it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Sacrificing a pay raise.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Doing drugs.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Fucking the client.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Brainwashing pop culture.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Recycling first ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Freeing the nipple.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Drunk-sharing confidential agency info.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Choking on snackable content.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Ignoring the brief.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Brainstorming while high.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Inserting a Cannes Lion into my anus.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Masturbating to my own ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Winning a Lion 10 years ago.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Not taking a shower in days.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Eating, breathing & shitting Adobe™.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Shuffling pixels till my fingers bleed.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Having zero skills but tons of opinions.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Dancing naked over dead ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Not giving a shit about offending people.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Coming up with celebrity ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Quitting advertising.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Shooting in South Africa.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Serial pitching.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Buying the world a Coke®.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Telling the truth for a change.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Making the packshot bigger.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Stealing art.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Fixing it in post.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Fat shaming little kids.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Making money on other people's misery.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Having more burnouts than orgasms.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Doodling mimetic images of an erect penis.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Headlines that insult an egg's intelligence.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>George Clooney selling overpriced coffee to bored housewives.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Jumping from the edge of a digital platform.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Publicly apologizing for accidental racism.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Explaining adulthood to Millennials.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Promoting functional alcoholism.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Placeholder.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Washed up creatives.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Natural women in DOVE® commercials.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Chester Cheetah®.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Cornelius the Kellogg's rooster®.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Flat Eric®.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Wendy & The Beef®.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Gentleman Fox®.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Selling sex to kids.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Getting myself fired.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Removing pimples in Photoshop®.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Gaining 10 pounds during a Facebook internship.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Misunderstanding the meaning of "execution".</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Spinning around in a white dress while on my period.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Laying people off before Christmas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Binging on leftovers from client meetings.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Pretending to think it's a good idea.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Coming up with innovative ways to kill a Planner.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Misspelling the brand model in the mockups.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Not having a clue about the product.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Kissing a Clio like no one's watching.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Winning D&AD Pencils with someone else's idea.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Bullying teenagers into consumerism.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Falling truly, madly, deeply in love with my own ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Sniffing blow in the agency toilet.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Something only a man can do.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Gently massaging a broken-down ego.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Making the world a more Photoshopped place for all of us.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Feeding the world with lies.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Happy Caucasian families having breakfast.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Realizing it's all been done before.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Branding according to race.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Using emojis in the body copy.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Killing rainforests with bad ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Claiming Nutella is part of a healthy and balanced diet.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Wondering if it's all worth it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Destroying a brand's image in a single move.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Being trapped inside a massive Haribo Bear.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Superegos.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Strategic blowjobs.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Fearless girls.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

Budget cuts.	Fake ideas.	Unpaid internships.	Stolen thoughts.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
Stupid ads.	Mood boards.	Multiple burn-outs.	Humiliating puns.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
Thesaurus synonyms.	Wannabe virals.	Key Penis Indicators.	Cat-generated user videos.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
Ultimate bullshit briefs.	Super Bowl ideas.	Dynamic driving shots.	Condescending brand statements.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			
Idea-shitting pills.	Yo Mamma™ jokes.	Meaningless FMCG products.	Over-the-top, epic voice overs.
MIAMI AD SCHOOL EUROPE AGAINST HUMANITY			

<p>Sales-raising cleavages.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Badly dubbed commercials.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Sexism and racism and all of the -isms.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Cute babies in tiny costumes.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Jokes from the 90s.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Excessive Metaphors.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>First world problems.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Anger management seminars.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Netflix campaigns.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>QR codes on billboards.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Highly hyped Creative Schools.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Slow servers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Conference calls with 8 hours time difference.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>365 Facebook posts.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Clickbait.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Catchy jingles that everyone loves to hate.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Cool looking ads that have nothing to do with the product.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Cheap sexual innuendos.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Made-up social media impressions.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Miami Ad School students.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

Five briefs at the same time.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Lense flares.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Sexy women in sexy bikinis.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Poor casting choices.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Uninspired manifestos.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Generic pay-offs.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Imaginary case studies.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Unicorns with a super-healthy bowel movement.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Client-worshipping rituals.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Hyper-consumerism.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Snackable content.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Banner work.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Lorem fucking ipsum.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Very big data.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

PuppyMonkeyBaby.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Carvertising.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Marketing.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Shockvertising.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Innovative ass-licking.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Modern day slavery.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Brainwashing for the masses.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Master in bullshitting.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Feedback from hell.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Racism.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Sexism.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Prejudice.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Chauvinism.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Homophobia.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Racial bias.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Misogyny.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Xenophobia.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Reverse racism.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Self-congratulation.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Gender inequality.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Budweiser®.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

"Art".

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Dickheadery.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Miami Ad School.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Subliminal advertising for avocados.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

Monday morning motivation.

MIAMI AD SCHOOL EUROPE
AGAINST HUMANITY

<p>Mangina.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Movember.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Product placement in B movies.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Physically uncomfortable teamwork.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Some kind of health benefit.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Lean, mean, insight making machine.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Advertising utopia.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Hardcore market penetration.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Forceful brand engagement.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Organic megalomania.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Distorted reality.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Self-esteem assassination.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Self-loathing and insecurity.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Vulgarity and alcoholism.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Spelling mistakes.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Poor taste.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>'Business' trips to Thailand.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>White male of a certain age behind the wheel.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Coffee injections at regular intervals.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Nerve-wracking nightmares about timings.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Blue liquid in tampon commercials.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Not just creative, IKEA creative.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Client presentations with pixelated photos.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Digital agencies with websites from the 00's.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>PowerPoint presentations with missing fonts.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Pop Culture Engineering.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A giant dick statue.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A conference room full of dead strategists.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A heartfelt message.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A terrifyingly accurate targeted ad.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A cool, hip Hashtag.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>An Economist headline.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A Fiverr budget.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A racially-mixed group of teenagers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A rich asshole in his 40s.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A storyline with more holes than Swiss cheese.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A disappointing Super Bowl commercial.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A pro-bono campaign.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A real job.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>An ad that thinks it can change the world.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>The "sex sells" Mantra.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The creative ranking.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The ego problem of the industry.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The beauty of capitalism.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The Proud Whopper.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Real Men Of Genius.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The upcoming pitch massacre.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The best thing that ever happened to advertising. Ever.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The Milka cow.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Ronald McDonald's disturbing relationship to children.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Nyan Cat's proud ass.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Don Draper's hat collection.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The Marlboro's Man coolness.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Innocent Smoothies' naive optimism.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Gisele's punching bag.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Mr. Clean's shiny, bald, sexy head.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Colonel Sanders' inexplicable goatee.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Victoria's dirty little secret.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A press release that's begging for attention.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Getting creative with the time sheets.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>A creative erection.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>An idea as old as lies.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A female Cannes Lion.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A strategy as flat as your dreams.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A celebrity sex tape.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A strong, bold, confident man with a small penis.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A caring, loving grandmother in menopause.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A mild cocaine addiction.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A profound hatred for women.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A tearjerker campaign.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A drawer full of old and smelly ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A concerned consumer.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The poop emoji.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The world's biggest assholes.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The smell of a frustrated focus group.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Art Directors Club™.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The Chinese market.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Pepsi fiasco.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The golden hour.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Big Idea.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Liam Neeson's gamer swagger.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>William Bernbach reading my headlines out loud.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Award categories that are more creative than the works themselves.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Patchwork family values.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The pink Energizer Bunny's confused sexuality.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The 7-minute abs commercial.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A typ.o</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Senior Stock Photo Researcher.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Finishing touches that no one notices.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The mid-level marketing team.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Art Of Storytelling</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Brandumentary.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Matthew McConaughey's carvertising career.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The day I got into advertising.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Dreaming of the day when feedback makes sense.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Coming up with Christmas promos in July.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A journey to New Business.</p>	<p>A depressingly low click-through rate.</p>	<p>Creative savagery.</p>	<p>Kim Kardashian's PR team.</p>

<p>Having Alka Seltzer® for breakfast, lunch and dinner.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Building up a supreme tolerance to caffeine.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Farting agency dogs.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Word of mouth.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Behind-the-desk lunch breaks.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Sunday morning feedbacks.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Unpaid overtime, panic attacks and lack of respect.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The unfathomable depth of client stupidity.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The importance of being corky.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The Hipster.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The 6-second Storyteller.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The God Complex.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The 26-year-old ECD.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The mid-level marketing team.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The 100th consecutive night shift.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>One more phallic-shaped "creativity award".</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Some random tagline.</p>	<p>Maybe what the world really needs right now, is more branded content.</p>	<p>Wieden+Kennedy's new gift to the world of advertising.</p>	<p>Pretentious Entrepreneurial Spirit.</p>

<p>Cynicism at its finest.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Award-o-philia.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Account brutality.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Banner pollution.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Something I accidentally read on a LinkedIn post about great leadership.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Pitch rage.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>20,695 Euros for a "One Year subscription" to the Cannes Lions Archive.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Digital first, relevance second.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Something about screenagers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Same shit, different agency.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Buy one, get one free.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Student work.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Crowdsourced incompetence.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Best Use Of Background Noise in TV commercial.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>An experiential idea nobody wants to experience.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>An intellectual herpes.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A Pitch Team made up almost entirely of freelancers.</p>	<p>A social media shitstorm.</p>	<p>A "viral" video with 127 views.</p>	<p>A confused corporate identity.</p>

<p>An AdAge news alert.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A tortilla chip that stands for "togetherness".</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A client who likes to come up with ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A badly photoshopped armpit.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A stunning average of 21.6 Twitter followers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A Diversity Marketing Workshop hosted by 5 white men.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A "Thoughts & Prayers" campaign.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A sponsored Tweet.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A miserable brand-consumer connection.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A renowned film director who's not doing it for the money.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A good Snapchat integration.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A wide range of unrealistic ideas.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A loooooong list of deliverables.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A disruptive laundry detergent commercial.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>An inspirational quote on a nature landscape background.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Whassup-ing people in the agency like it's 1999.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Not replying to a single fucking e-mail.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Home-officing.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Making shit up.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Being a dick to interns.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Exporting the last JPG at 4am.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Flirting on LinkedIn.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Reminding people how amazing life is if you are young, skinny and rich.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Bitching & Moaning.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Feed-backing back and forth, to eternity.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Teaching a copywriter how to mask in Photoshop.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Capturing the heart of the consumer.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Shoving sales messages down people's throats.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Wondering when was the last time the agency dog peed outside the agency.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Pre-rolling in the deep.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Pitching on Labor Day.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Doing a shitload of work for free.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Poisoning social media platforms with advertising.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Reading marketing reports in the bathroom.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Ripping apart someone else's work.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Convincing myself I'm a Brand Storyteller.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Rubbing my New York Festival shortlist in everybody's face.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Over-abusing the word "holistic".</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Excelling in overthinking, failing in doing.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Old-school campaigns.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>YouTubers.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Shady seeding techniques.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Childless experts on Mom Demographics.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Stock photos of people using mobile devices.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Axe Balls!</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Emotional visuals of people doing stuff.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Delusions of grandeur.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Extremely tight deadlines.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Spectacularly stocky images.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>PA duties.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Creatives on Red Bulls.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>People who can't wait for your next shitty campaign.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Buzzwords, so many buzzwords.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Overblown agency fees.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Daily business.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Stock photos of busy moms eating salads.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Endless arguments about what's a concept and what's an idea.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Un-updated InDesign links.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Leftover concepts from previous presentations.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Disclaimer copy revisions.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Brandvertainment.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Jack of all trades, master of none.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Cheetos Lip Balm.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Passive- aggressiveness.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>That "Photoshop quit unexpectedly" feeling.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Reckless consumer behaviour.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Dilly Dilly.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The end of advertising, and thus the world, as we know it.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>The Ice Bucket Challenge.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The art of not being a complete douche.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Changing the world, one print ad at a time.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Thinking in puns.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Starting my own agency.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>What women want.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A brief that looks like it was written by a 5-year-old Trump.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A perfectly rational fear of not getting a decent job after all this pain.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>A campaign that manages to offend nobody.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A great execution of a shitty idea.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A production company in a country you didn't know existed.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Gender-specific soda drinks.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>

<p>Pink Flamingos.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Almost true insights.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>2% honest testimonials.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>All the dumb ways to die.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Future Lions without a future.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>The 7-minute abs commercial.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Alexa's evil side.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>A teaser spot that feels like awkward foreplay.</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>
<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>	<p>Scribble:</p> <p>MIAMI AD SCHOOL EUROPE AGAINST HUMANITY</p>