

## ADVERTISEMENT

This was originally written for a space offered to us in a publication we designed for promotion purposes. Although we have never advertised our design services before (mainly because we believe it is ineffective for the kind of work we do), we figured there is no harm in making an ‘advertisement’ as a piece of written work, one that says something about us. Since it does not matter whether such an ‘advertisement’ is effective, we decided to have it do the reverse of what it normally should. Instead of providing reasons to engage our services, we list down reasons not to. To make it worse, we use the most unimaginative form of copywriting often found in cheap adverts—a list of ‘compelling’ reasons to pay (or in this case, not pay) for something:

- We do not provide two or three initial design options or directions even if this is common or ‘professional’ practice here in Singapore.
- We do not have a record of creating works that ‘sell’.
- We do not pitch for projects, rarely participate in open calls, and do not respond well to blind requests.
- If there is a need for us to engage additional services (e.g., printing), we often stick to a specific collaborator of choice based on the nature of the job. We dislike and avoid requesting for quotations from multiple vendors just for the sake of cost comparisons.
- We often stubbornly stick to a concept and run with it, even if this means compromising a little on functionality.
- We avoid working with anyone who do not appreciate or are not open to the works or ideas of those whom we’ve already worked with.
- We do not want to work with anyone who see design as a way to ‘package’ rather than to communicate or work with content. We also avoid those who can’t tell the difference.
- We find it extremely difficult to work with placeholder content for 80–90% of the job and only be given the finalised content at the end.
- We do not follow an instructed visual style and find it almost impossible to do something based on a visual ‘mood’ board provided as a ‘design brief’.
- We reject projects (politely) based on the reasons above but will not always explain why.