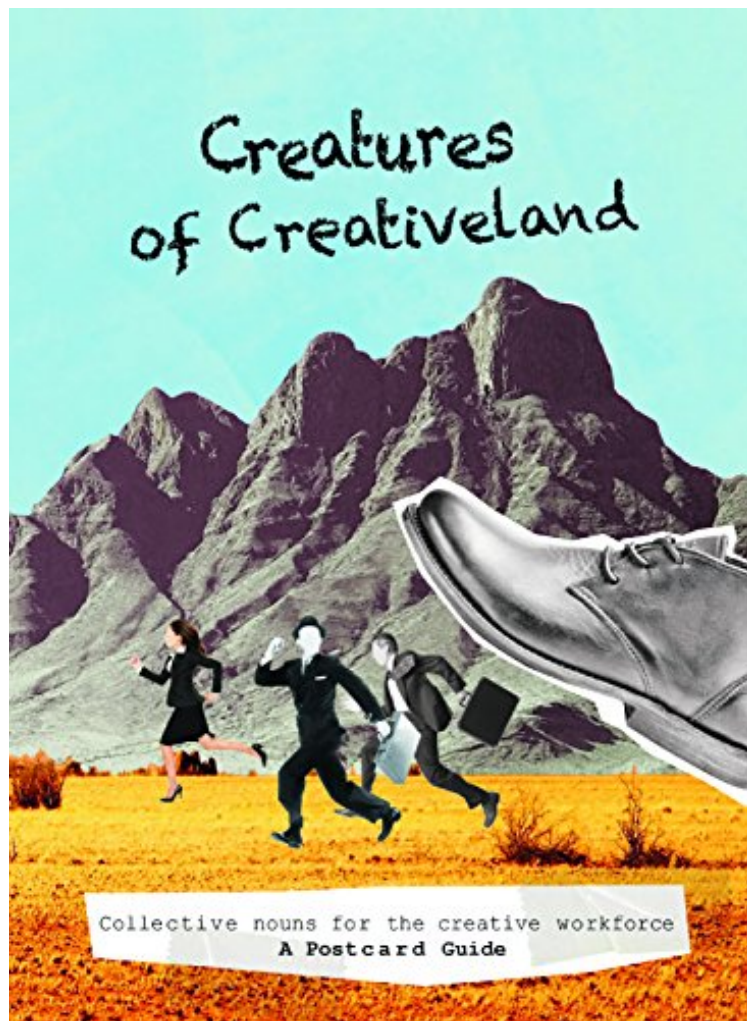


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Creatures of Creativeland: Collective nouns for the creative workforce, A Postcard Guide

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A murder of crows. A crash of rhinos. Why is it that animals got all the fun collective nouns?At long last we have a comprehensive taxonomy that does justice to the various subspecies of the creative workforce. Creatures of

Creativeland, A Postcard Book aims to land the perfect collective noun for every breed of 'creativeland animal'. In the natural world, animal collectives all have specific names a school of fish, a urder of crows, a pack of wolves. Sometimes those collective nouns are colourful and evocative of the creatures in question. For too long, the humble creative folk of officeland have sat there silently, letting the animal world revel in linguistic glory. The creative ad duo known asA+J (a.k.a. Adrian Flores and Jana Pejkovska) have now named packs of humans, based on their unique characteristics, and combined them into a postcard book. This postcard book contains 20 cards that visualize the tribes of the creative class, such as a feast of Freelancers, a rant of Copywriters, a miracle of Female Bosses, a gibberish of Technologists, a gloom of Developers, and so forth.

About the AuthorJana Pejkovska is a Senior Creative with over ten years' experience, frominternational print and TV campaigns to zero-budget social media campaigns. Adrian Flores is a Copywriter and has done advertising-related chicanery for well-known brands.