How to Turn Creative Tension Into an Inspired Creative Product

Fifty years ago, Bill Bernbach had the bright idea to pair copywriters up with art directors, and creative teams have been the backbone of the advertising industry ever since. These relationships require as much trust, understanding and emotional dexterity as any marriage, and they hold a huge influence over the trajectory of a creative’s career…. https://www.adweek.com/agencies/how-to-turn-creative-tension-into-an-inspired-creative-product/