

Saluting weird stock images

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Greatstock has launched a competition asking agencies to submit the oddest, most out-of-place and weirdly specific stock images, as a comedic relief to the stock struggle.



Sometimes, the stock images and footage that appear on screen in response to a simple search term are so strange, so inexplicable; you stop to wonder, “Who would ever use this?”

“Working in the stock industry, we know full well that searches often yield the strangest results, so instead of ignoring the problem, we decided to get involved in the conversation,” says Greatstock MD, Margi Sheard. “Our blog is dedicated to all things ridiculous and we hope it will provide some light relief for the creatives who encounter these problems on a day-to-day basis.”

The visual blog, *There’s Stock and then There’s Greatstock*, aims to share hilarious stock content, as well as calls for submissions from creatives who come across any stock ‘gems’. “We just want to embrace the lighter side of the stock industry and have some fun with it.”

Rewarding creative deviants

As part of an awareness campaign, the site recently challenged South African agencies to use a box of bizarre props to shoot their own absurd stock imagery, and submit it to the blog with an outrageous caption. Greatstock will be continuing the competition in 2016 and offering a range of prizes, all aimed at adding a bit of laughter and lightness to the lives of agency creatives.

“The winning image from the first round of our competition, from Global Mouse, is something to behold,” continues Sheard. “As the blog grows in 2016, we’re challenging more agencies to push the boundaries and wow us with their weirdness. We’ll be giving away creative agency necessities, such as crates of beer and coffee vouchers, to reward the best of the bad.”

For more information, go to www.greatstock.tumblr.com. To submit your own ridiculous stock image, have it featured on the blog and win spot prizes, email badstock@greatstock.com.

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