

# "OOPS"!

Now this is NOT a word that you really want to hear when mountain climbing. Especially if you're the one left hanging.... Advertising Agencies make mistakes (SHHH, we won't tell if you don't - you're only human!), but even when you realize it and say OOPS to yourself, a simple mistake can be costly to your client. And can result in "lawsuits"(another word you don't want to hear).

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