It is obvious that what e-type is trying to create is something very original and authentic, but it appears that they also want to reach with it to the top of design industry.

It also appears to be more than a business.

If I were on their shoes I think I would choose to show the client the design that I like the most.

Even though the chances of winning the competition might be lower, winning with the relatively “unauthentic” -so to speak- design is a step toward the company success indeed, but not THE success they seek.

And they should stick to their original design style, even knowing that would “shrink” the scale of their clients, and they should expect more than average refusal in the beginnings, because The more creativity-based the competition, the more high-risk high-return it is.