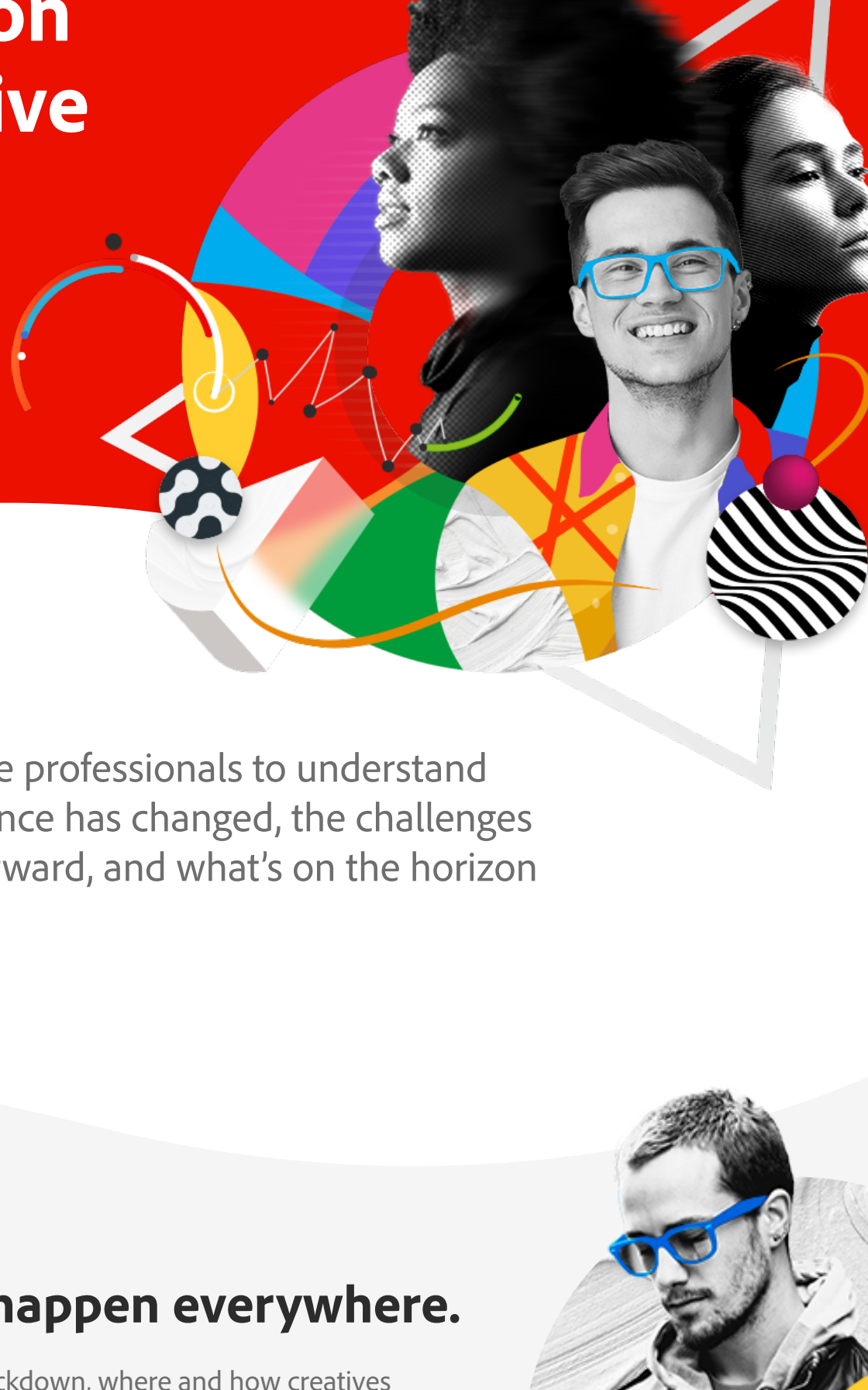


# The evolution of the creative experience.

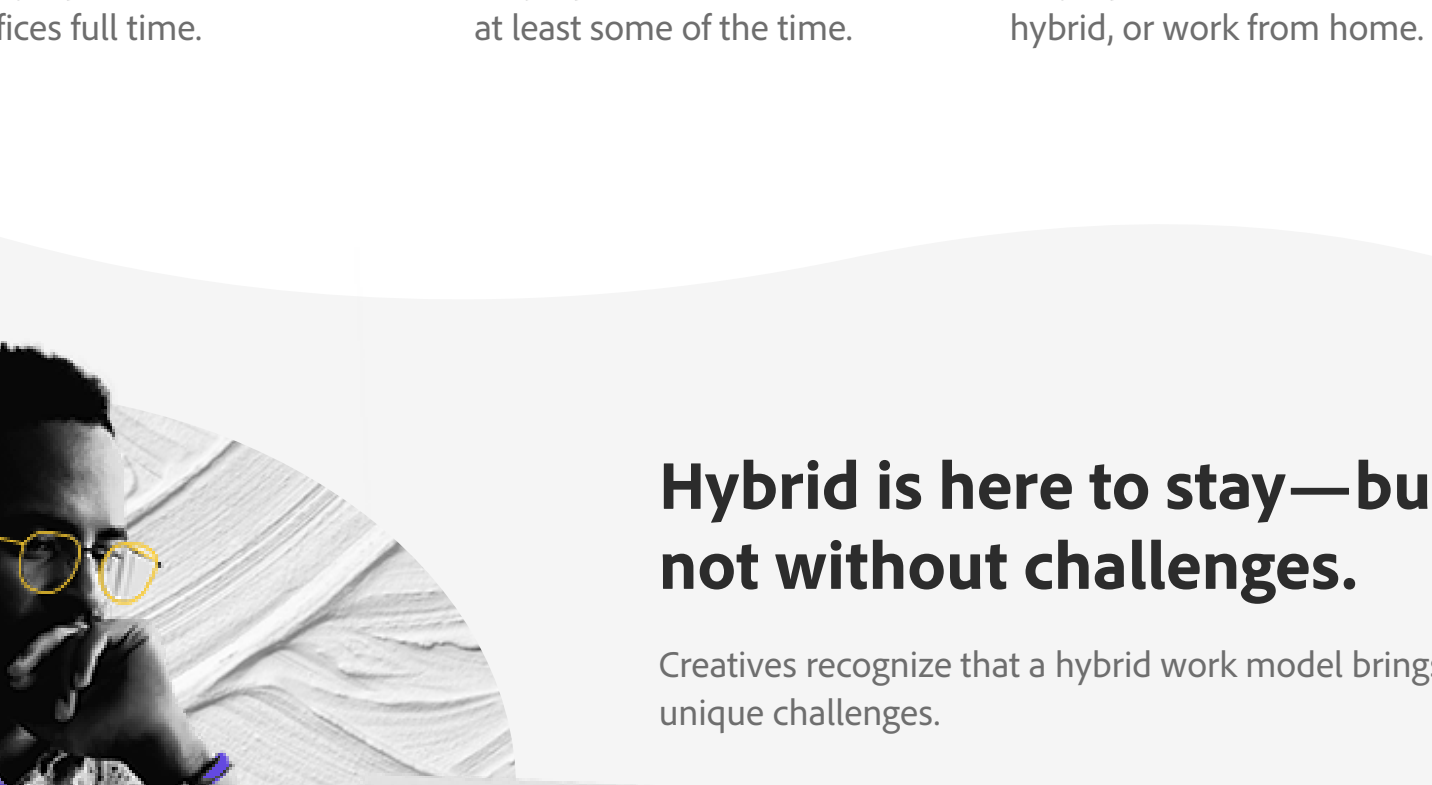
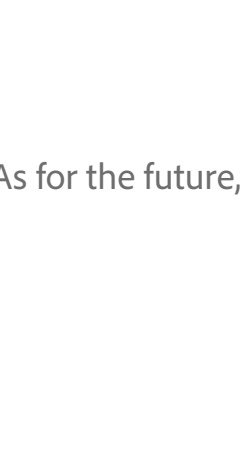
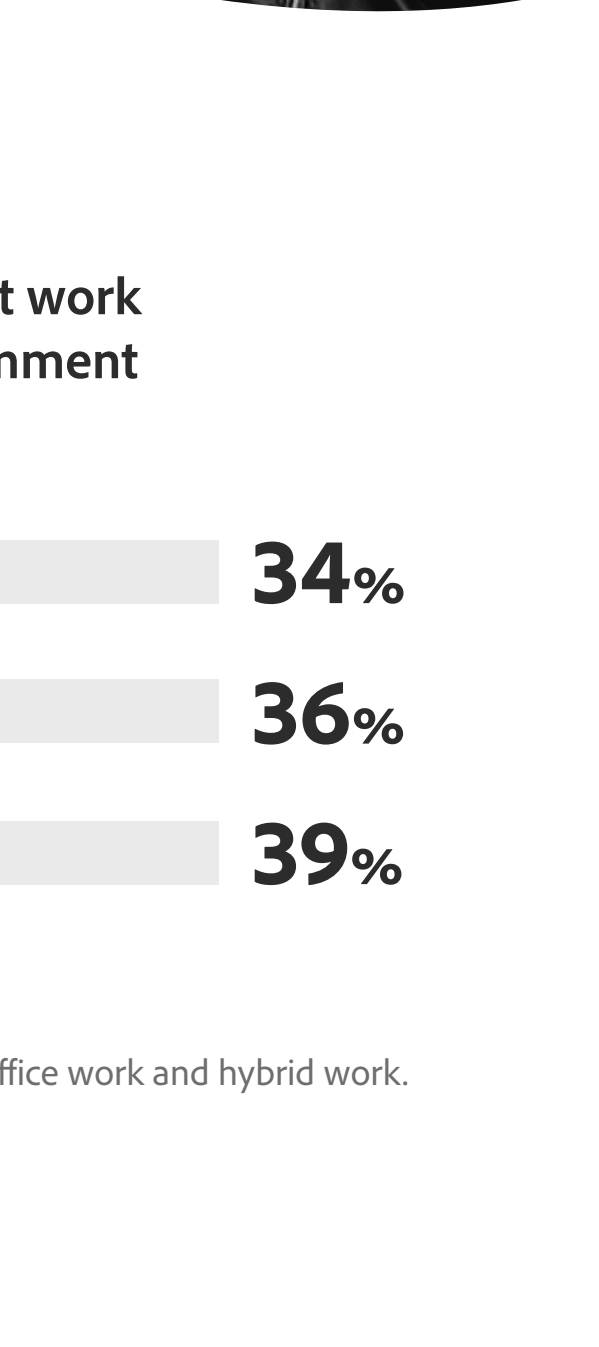
The latest findings on how creative work has changed—and where it's headed.



We surveyed 400 creative professionals to understand how the creative experience has changed, the challenges creatives face moving forward, and what's on the horizon for future creative work.

## Creativity can happen everywhere.

When the world went into lockdown, where and how creatives worked changed, with a hybrid model of work—a combination of in the office, at home, or other locations—taking the lead.



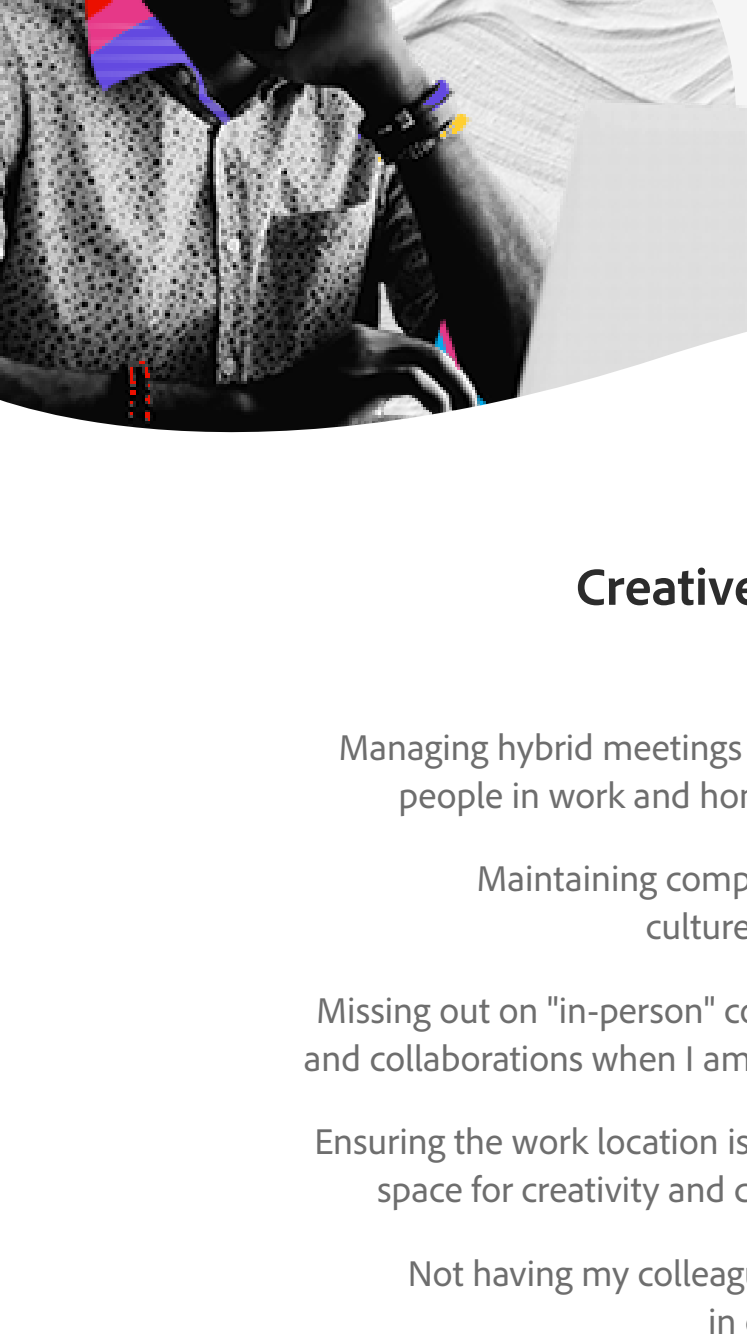
As for the future, expectations are evenly split between full-time in-office work and hybrid work.

## Future work environment

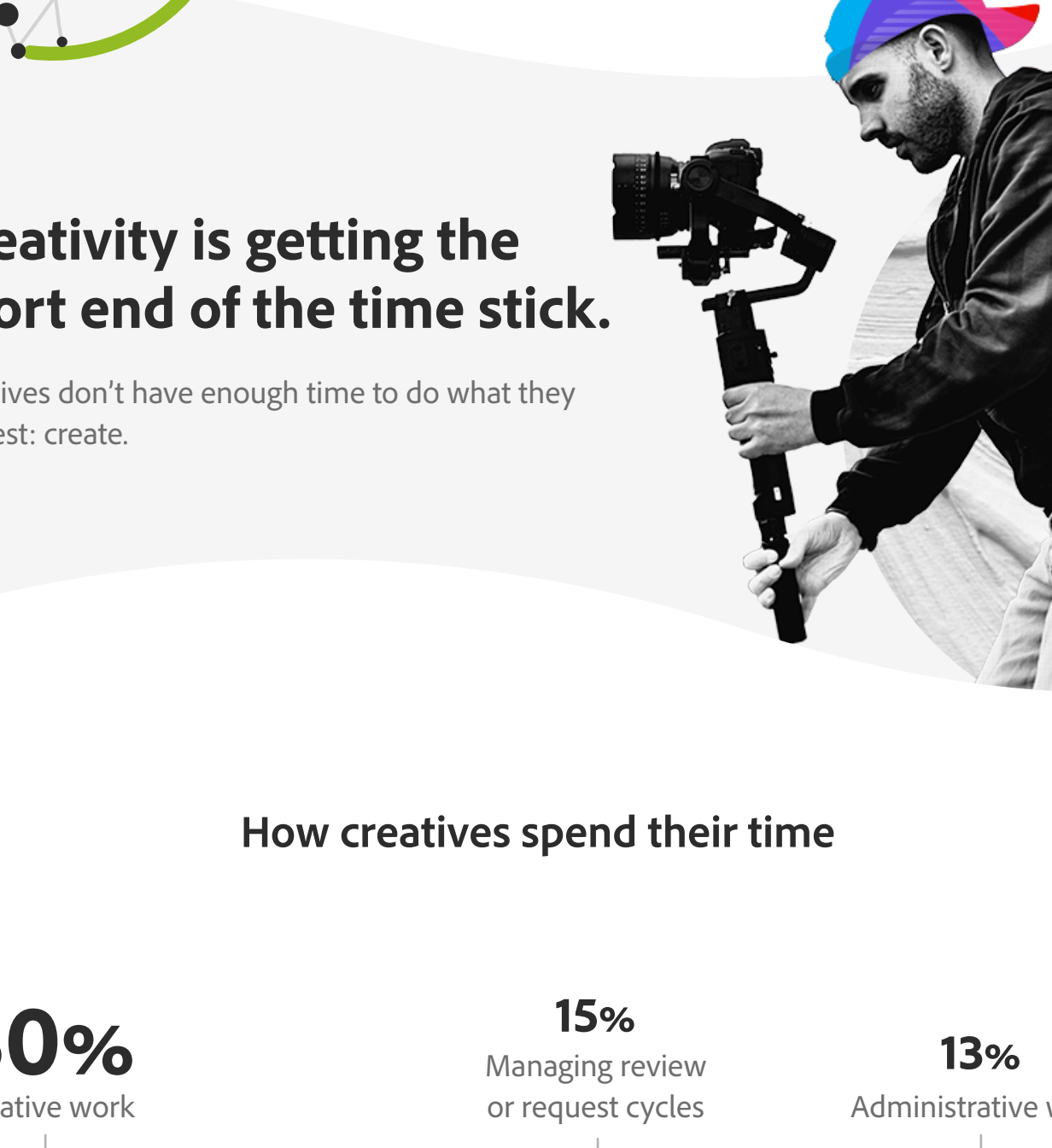


## Hybrid is here to stay—but not without challenges.

Creatives recognize that a hybrid work model brings unique challenges.



## Creatives' hybrid work concerns



## Creativity is getting the short end of the time stick.

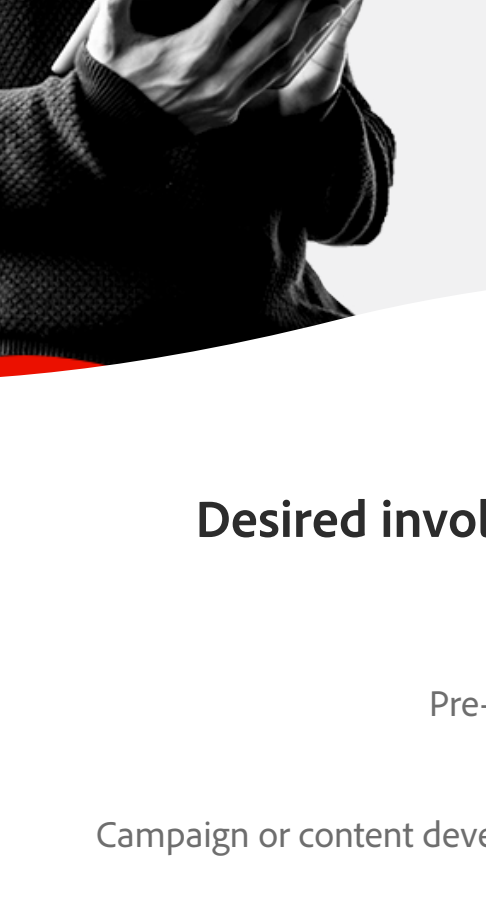
Creatives don't have enough time to do what they do best: create.



## How creatives spend their time



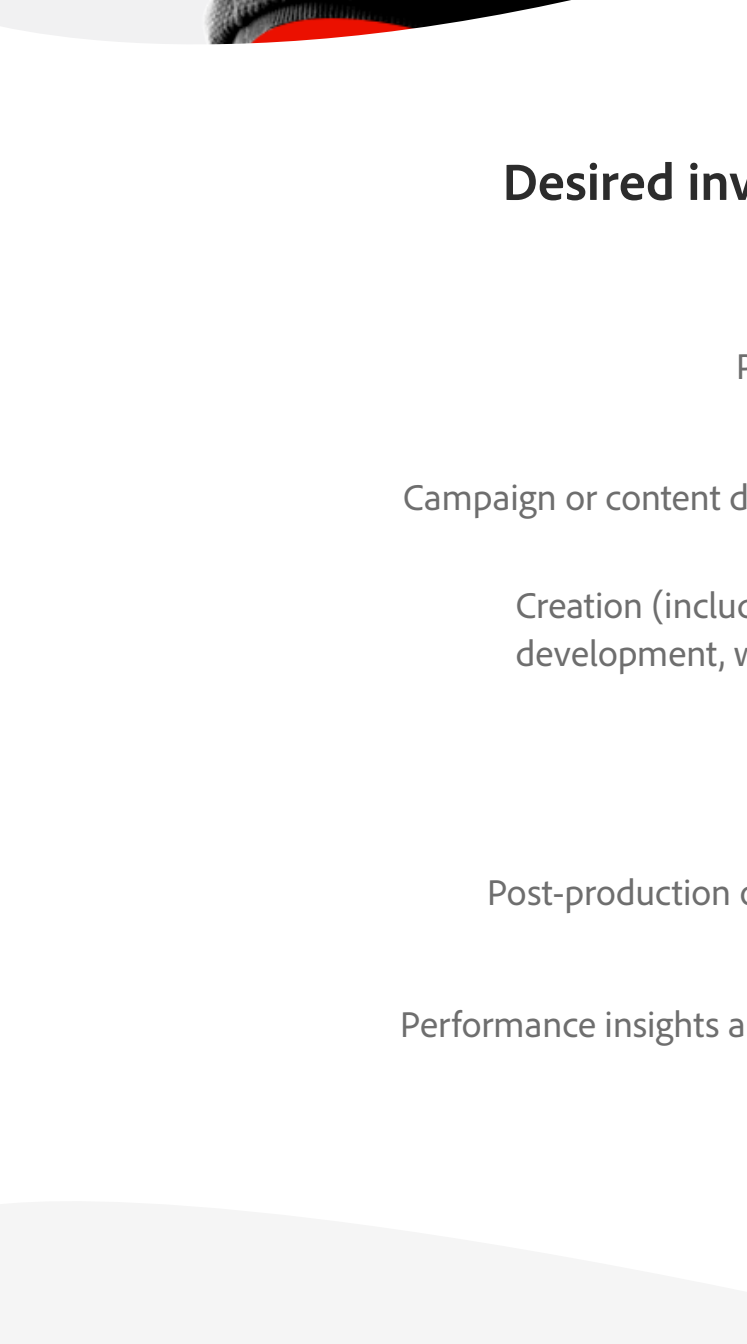
Most creatives feel disconnected from overall company strategy, which can waste time and resources. And they're feeling pressure to create more in the same amount of time.



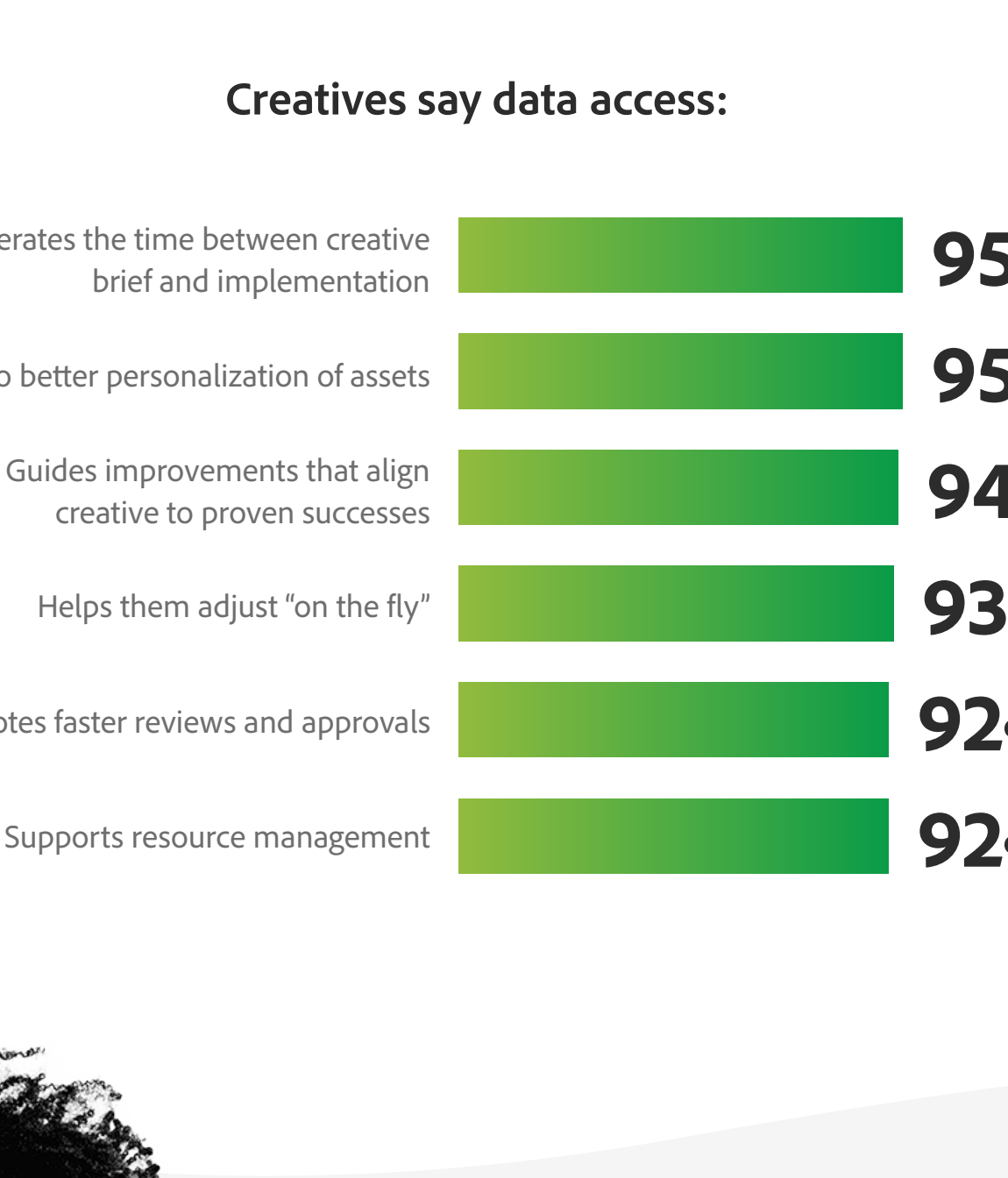
68% of creatives agree it's getting harder to produce content on a global scale.

## Connecting creativity to the whole.

Staying connected to every stage of the work cycle, from ideation to performance insights and optimization, keeps creatives aligned to strategy—no matter where they're working from. Creatives want to be involved in the development and production stages of work, but only a small percentage wish to see how their work performed.

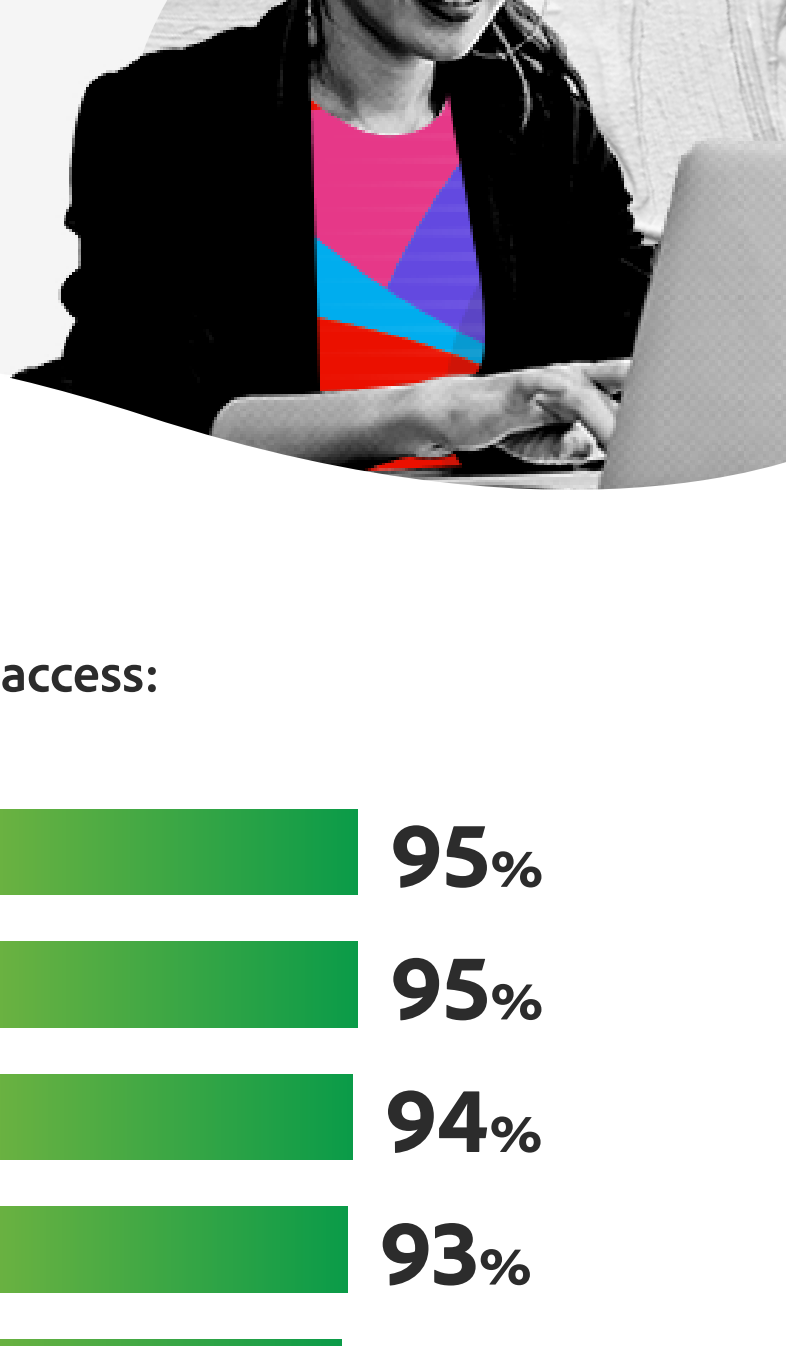


## Desired involvement at content stages

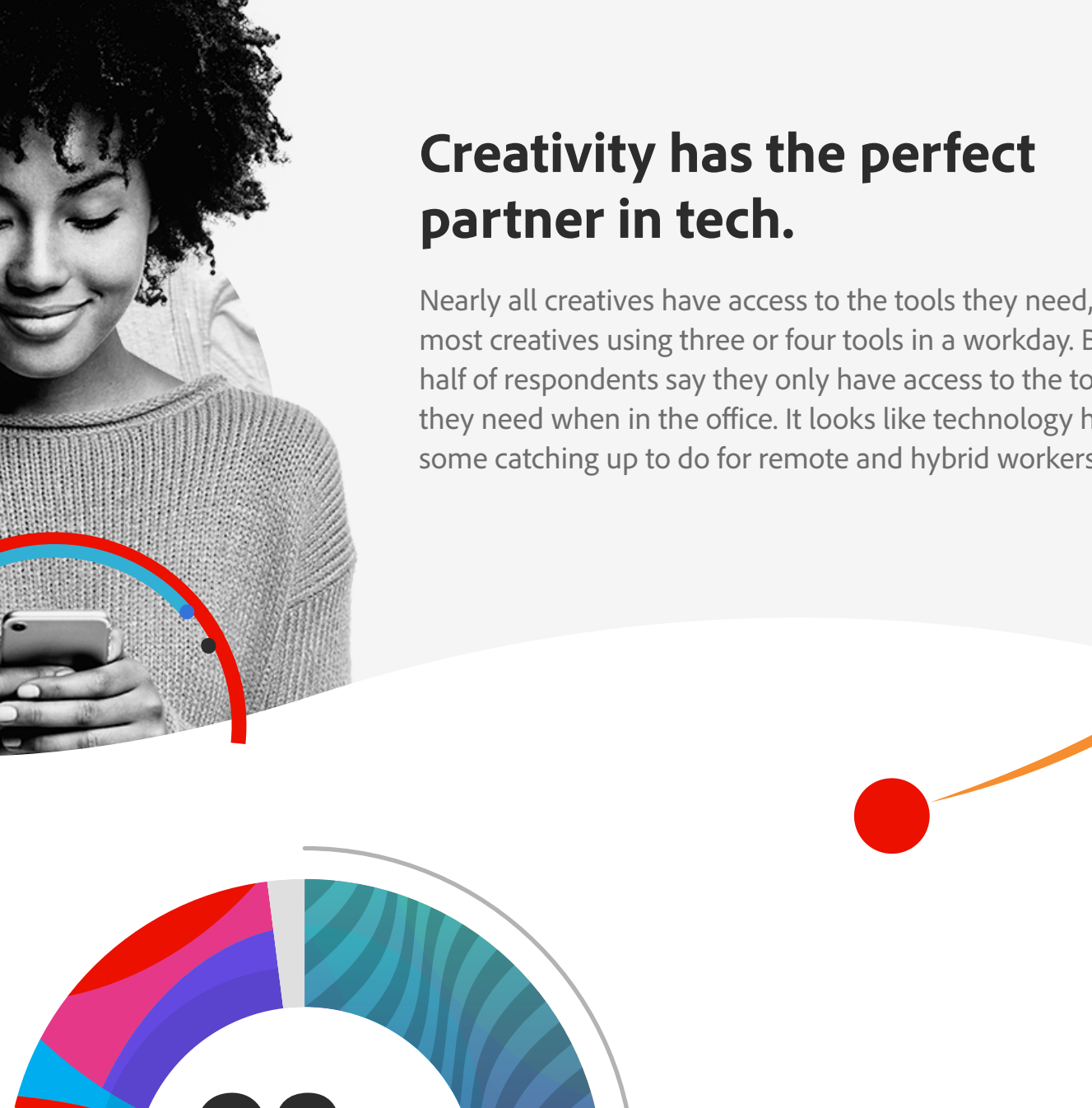


## The future belongs to data-driven creativity.

Only 16% of creatives feel the need to see performance outcomes. When they do have access to data, however, it enhances their work.

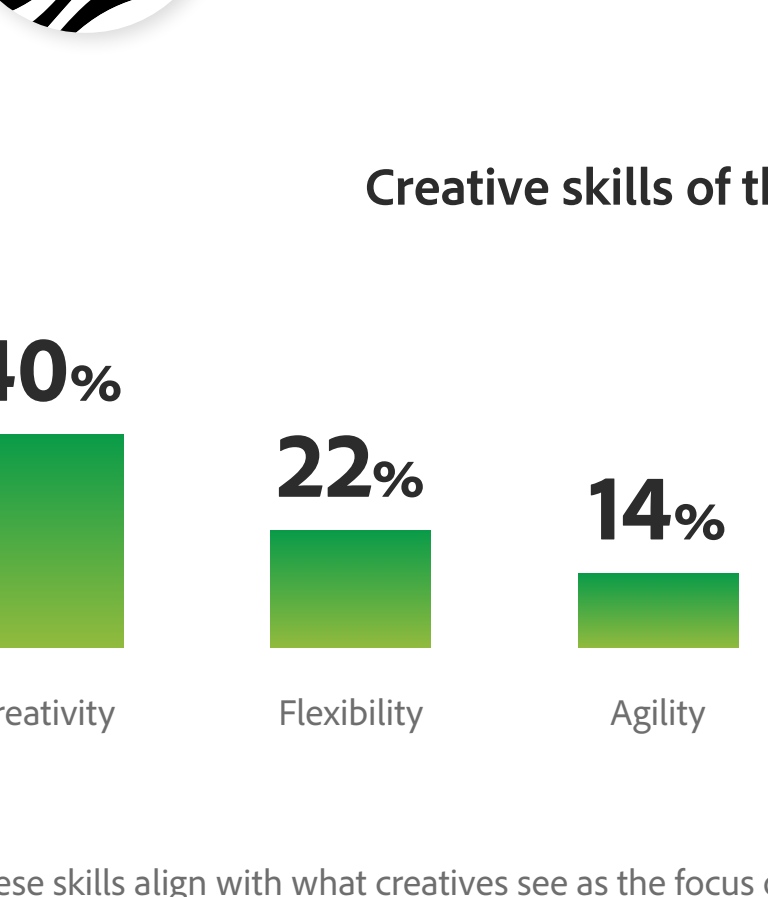
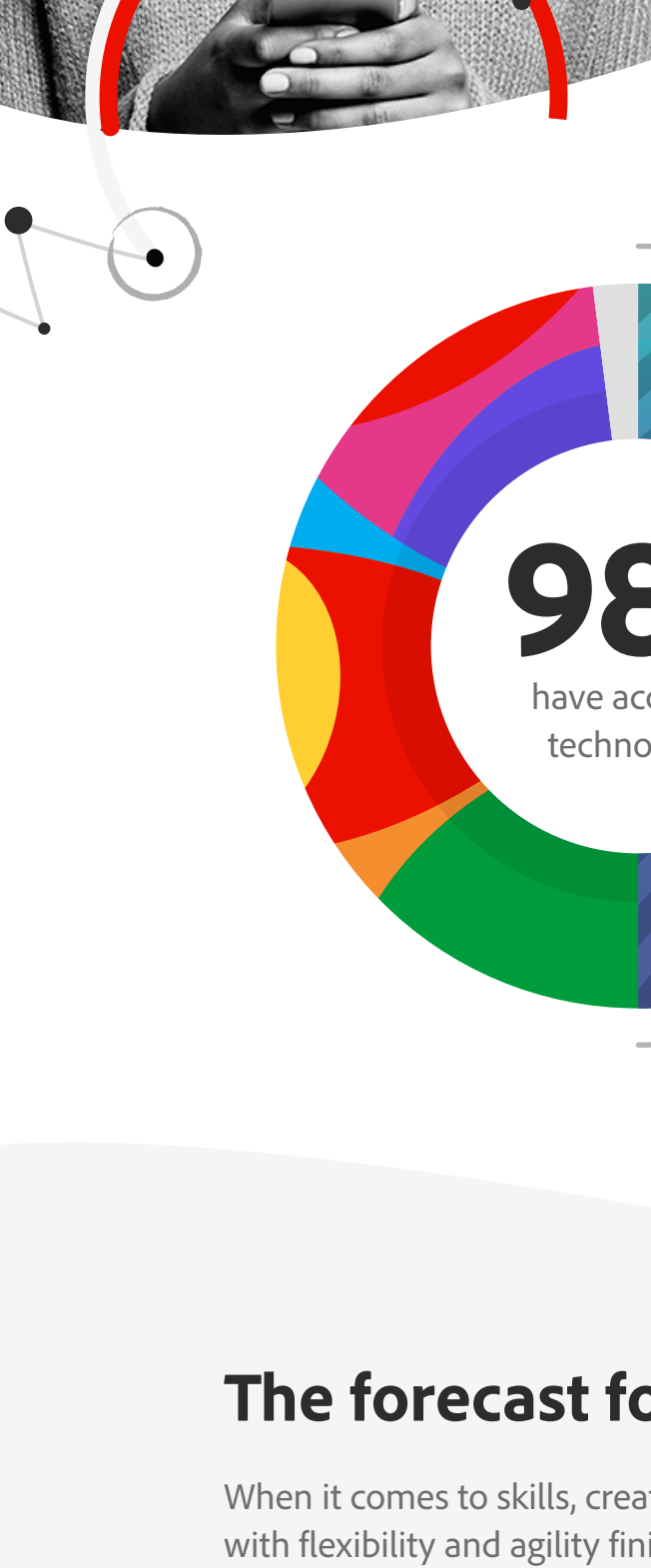


## Creatives say data access:



## Creativity has the perfect partner in tech.

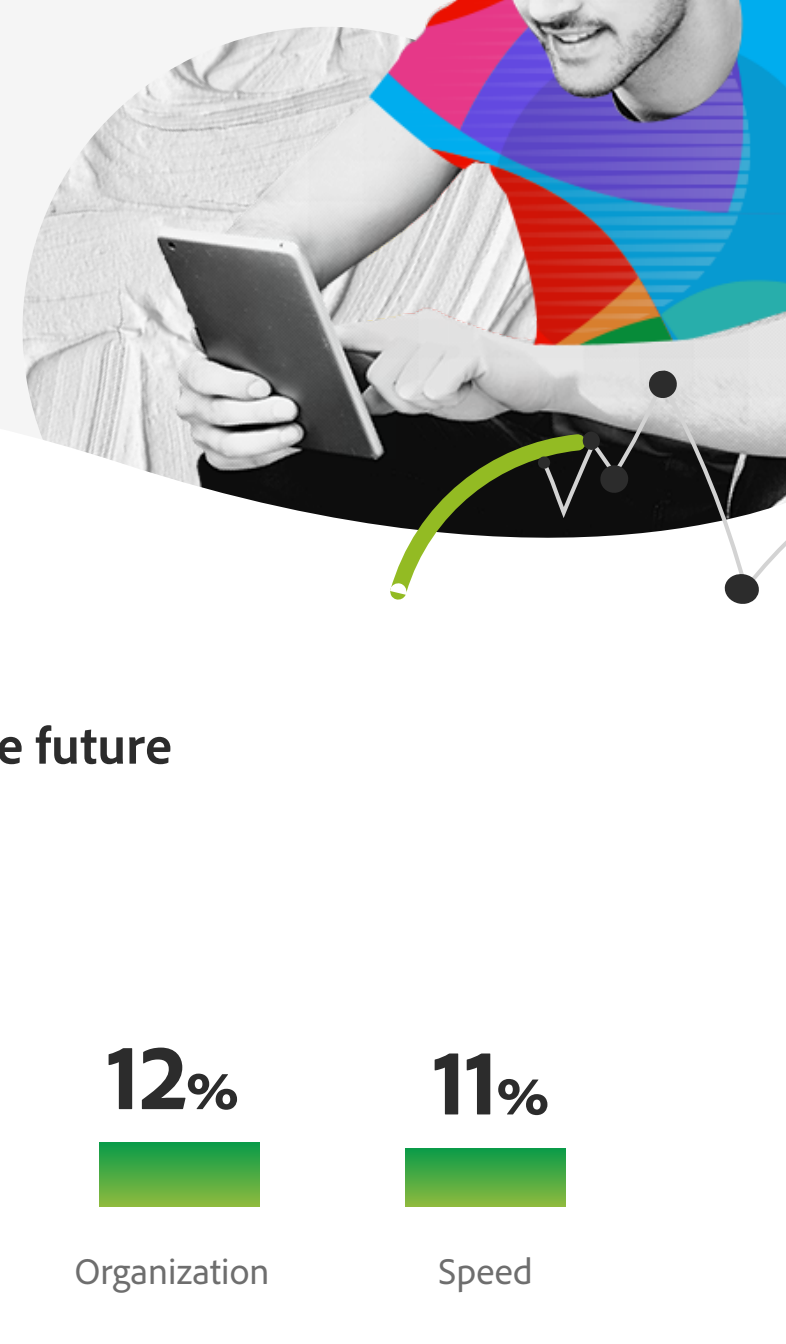
Nearly all creatives have access to the tools they need, with most creatives using three or four tools in a workday. But half of respondents say they only have access to the tools they need when in the office. It looks like technology has some catching up to do for remote and hybrid workers.



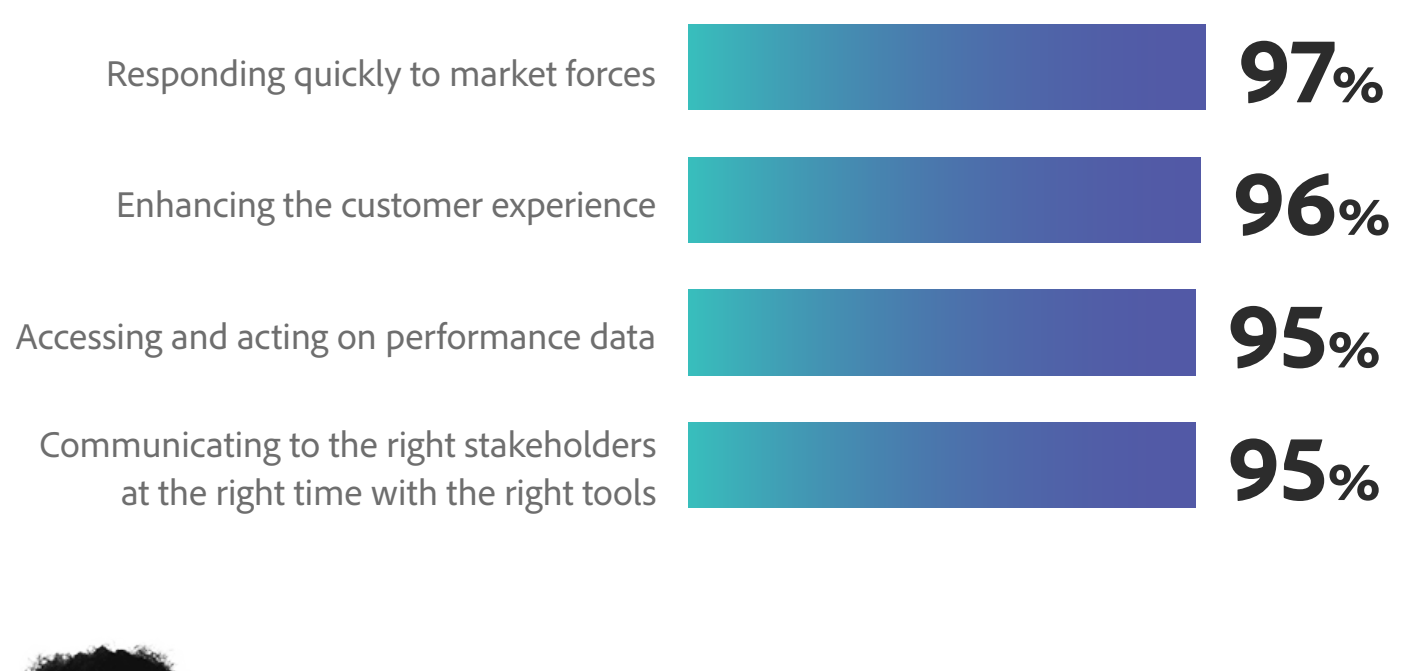
50% But nearly half only have access to needed technology when in the office.

## The forecast for creativity.

When it comes to skills, creativity holds first place, with flexibility and agility finishing second and third.

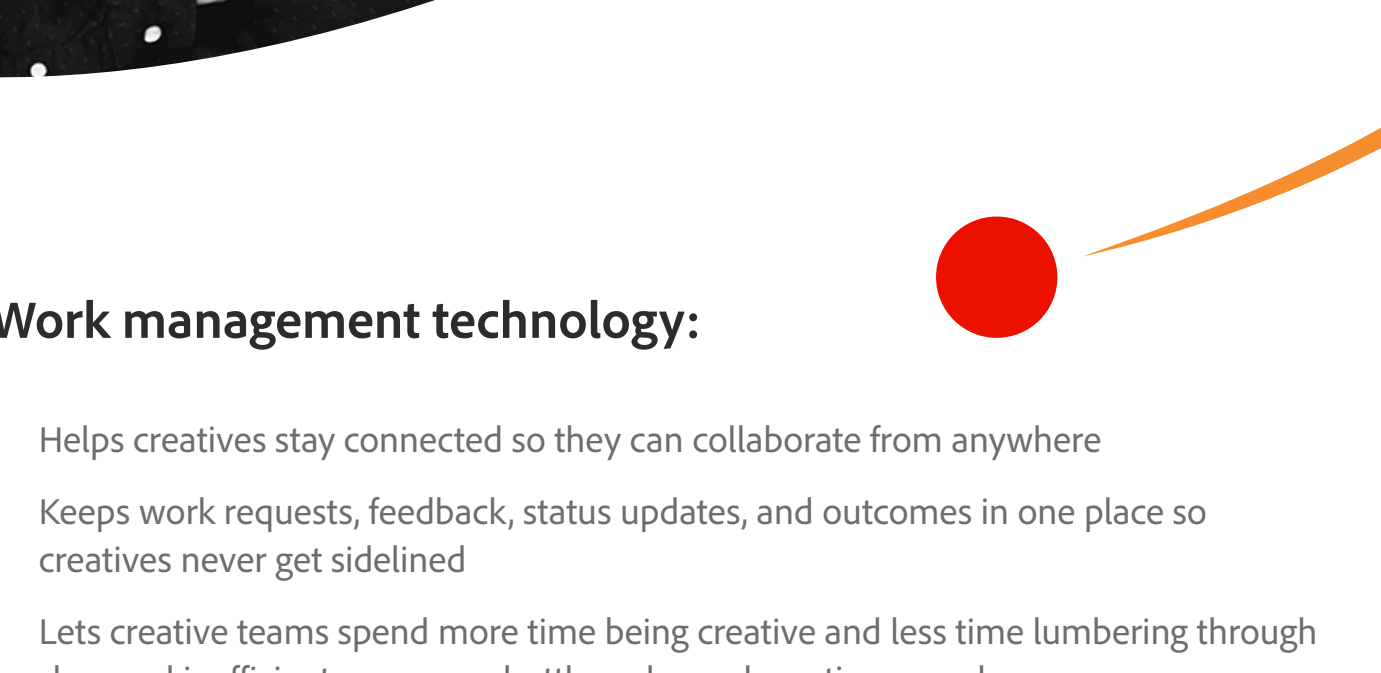


## Creative skills of the future



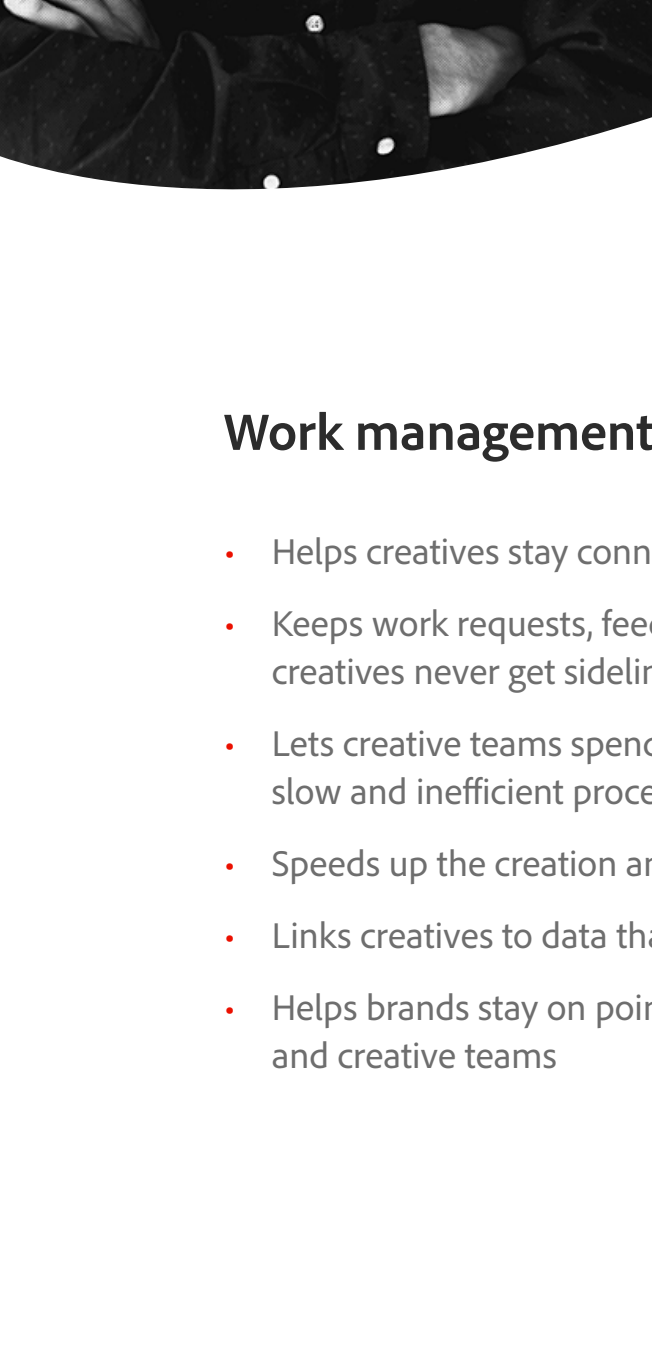
These skills align with what creatives see as the focus of the future—responding quickly to market forces and enhancing the customer experience. The pandemic pushed these two outcomes into the spotlight, and they show no signs of being upstaged in the future.

## Most important creative outcomes



## Work management gives companies a creative edge.

Survey results show that creative work, the kind that drives innovation, opportunities, and outcomes, is at every stage tied to behind-the-scenes operations. Work management software keeps these operations running smoothly.



## Work management technology:

- Helps creatives stay connected so they can collaborate from anywhere
- Keeps work requests, feedback, status updates, and outcomes in one place so creatives never get sidelined
- Lets creative teams spend more time being creative and less time lumbering through slow and inefficient processes, bottlenecks, and creative rework
- Speeds up the creation and delivery of work by integrating with their preferred tools
- Links creatives to data that can improve performance
- Helps brands stay on point and on pace, creating better experiences for customers and creative teams

## Make creativity part of every experience.

Give your teams a creative work experience that nurtures flexibility, agility, and autonomy so that they can do their best creating. Because a great creative experience makes for a great customer experience, and that's the creative edge of the future. Get the full report to learn how.

[Read now](#)