

# State of Creativity:

*How a Global Pandemic and Cultural Movements are Impacting the Industry*



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# Research Introduction and Methodology



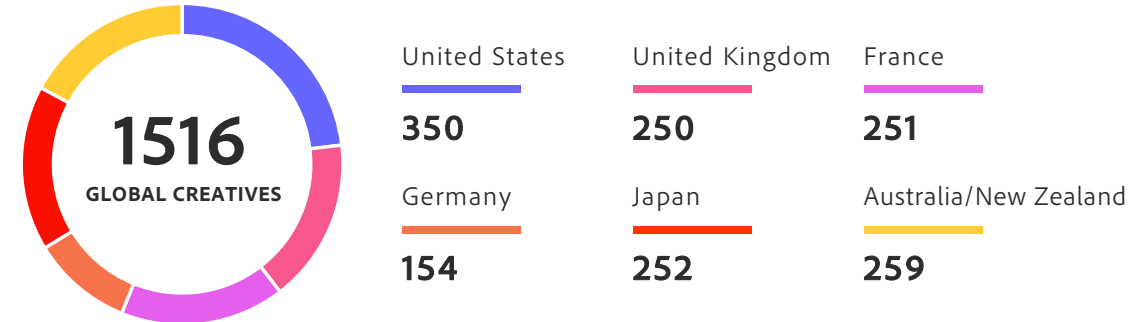
CACTUS Creative Studio/Stocksy | 377424931

# Taking a pulse on 2020.

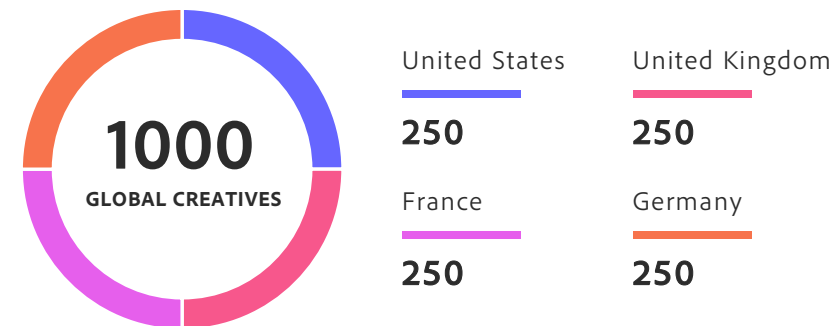
Each year, Adobe conducts a study to get a deep understanding of the top challenges and impactful solutions that creative professionals experience.

Amid the events of 2020 (COVID-19 and cultural movements), Adobe surveyed creative professionals to explore what new challenges and opportunities are emerging.

In July 2020, we surveyed:



In September 2019, we surveyed:



# Exploring challenges and opportunities brought on by the events of 2020, this research sought to understand:

- How creativity and trends are changing, or adapting, amid the pandemic and recent cultural movements
- The immediate impact on creative businesses, and what the future of creativity looks like
- How Adobe customers are evolving their usage of stock imagery in campaigns



# Key Findings

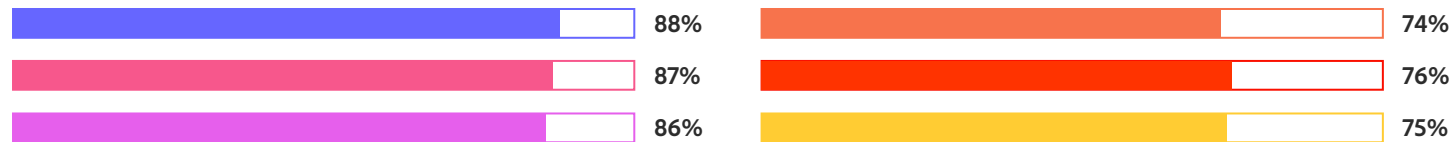
*2020 became a pivotal year, pushing creators more than ever before and generating a lasting impact on how people will create moving forward.*



BONNINSTUDIO/Stocksy | 169622910

## Key Findings

# 81% of creatives believe the events of 2020 will have lasting changes on creative businesses.



■ US ■ UK ■ FR ■ DE ■ JP ■ ANZ



*"I think a lot of companies now see the value of remote work, especially since they are able to reduce office space... I think remote working will increase, but I'm positive that many creatives will only be motivated by the challenge."*

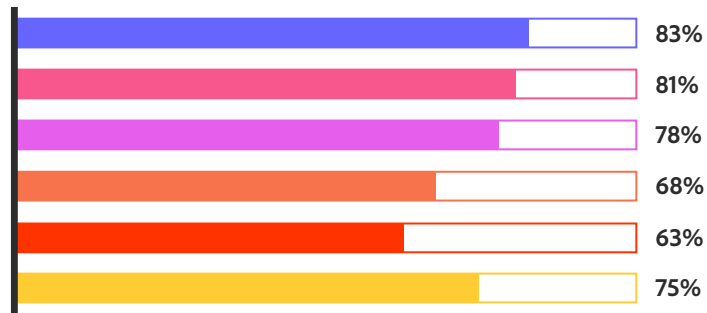


*"The permanent impact will be mostly financial for the creativity department as well as how we do our job in terms of our selectivity of imagery being used."*

# Change goes beyond how creative businesses operate.

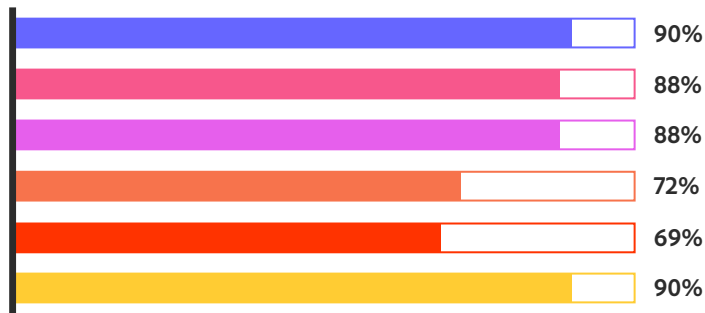
Despite quickly pivoting their creative strategy, or adapting to unforeseen circumstances, the majority of creators agree that 2020 has brought inspiration.

**75%** said 2020 has forever changed how they create.



■ US ■ UK ■ FR ■ DE ■ JP ■ ANZ

**82%** agree that 2020 made their teams think more creatively than ever.



*"[The events around] George Floyd and racial equality have inspired us to be more racially diverse."*



*"People are getting more personal due to the pandemic. There is less emphasis on quality and more on realness."*

Q20. In your own words, how would you say that creativity has changed in 2020 so far? How have content teams changed the way they create?  
Q22. How much do you agree or disagree that...





# Creative Challenges of 2020



Panfilia | 259802792

**While the world was in flux with the impact of COVID-19, the rise of social justice movements began to influence creators, as well. The one thing 9 in 10 creators have been able to count on from this year? Uncertainty.**

 *"We follow trends very closely and navigate stormy waters to ensure accurate depictions of pandemic-era business trends."*

 *"We plan to add more training workshops for our employees, so we are ready for any upcoming unexpected events."*



the events of 2020 have made it necessary to reevaluate the subject matter of the stock imagery being used in upcoming campaigns.

89% US 86% UK 82% FR  
73% DE 75% JP 90% ANZ



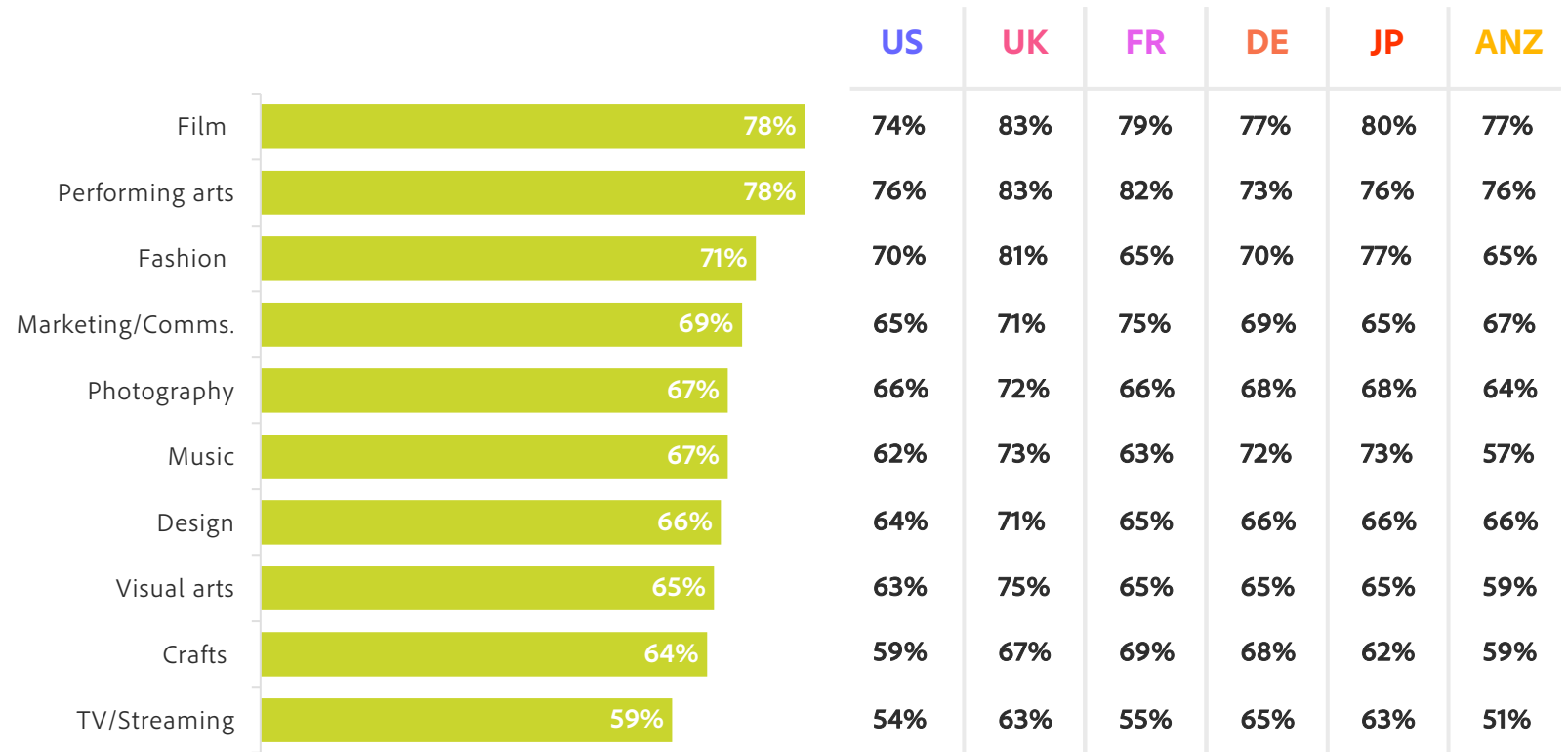
the events of 2020 have made it challenging to plan for upcoming campaigns.

86% US 90% UK 85% FR  
77% DE 77% JP 86% ANZ

# Impact by industry:

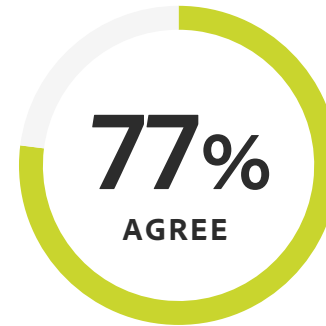
78% agree that the disruption of 2020 has been extensive, though creativity in the entertainment industries is perceived as the most disrupted.

77% US   82% UK   82% FR  
70% DE   72% JP   83% ANZ



## Creative Challenges of 2020

Our research finds that teams are feeling the pressure to do more with less. With the impact of our current environment challenging businesses overall, creatives are finding it difficult to know what to expect. This is leading to tight turnarounds and major shifts in content.



I am being asked to develop more content in less time.

83% US   81% UK   78% FR  
68% DE   63% JP   75% ANZ

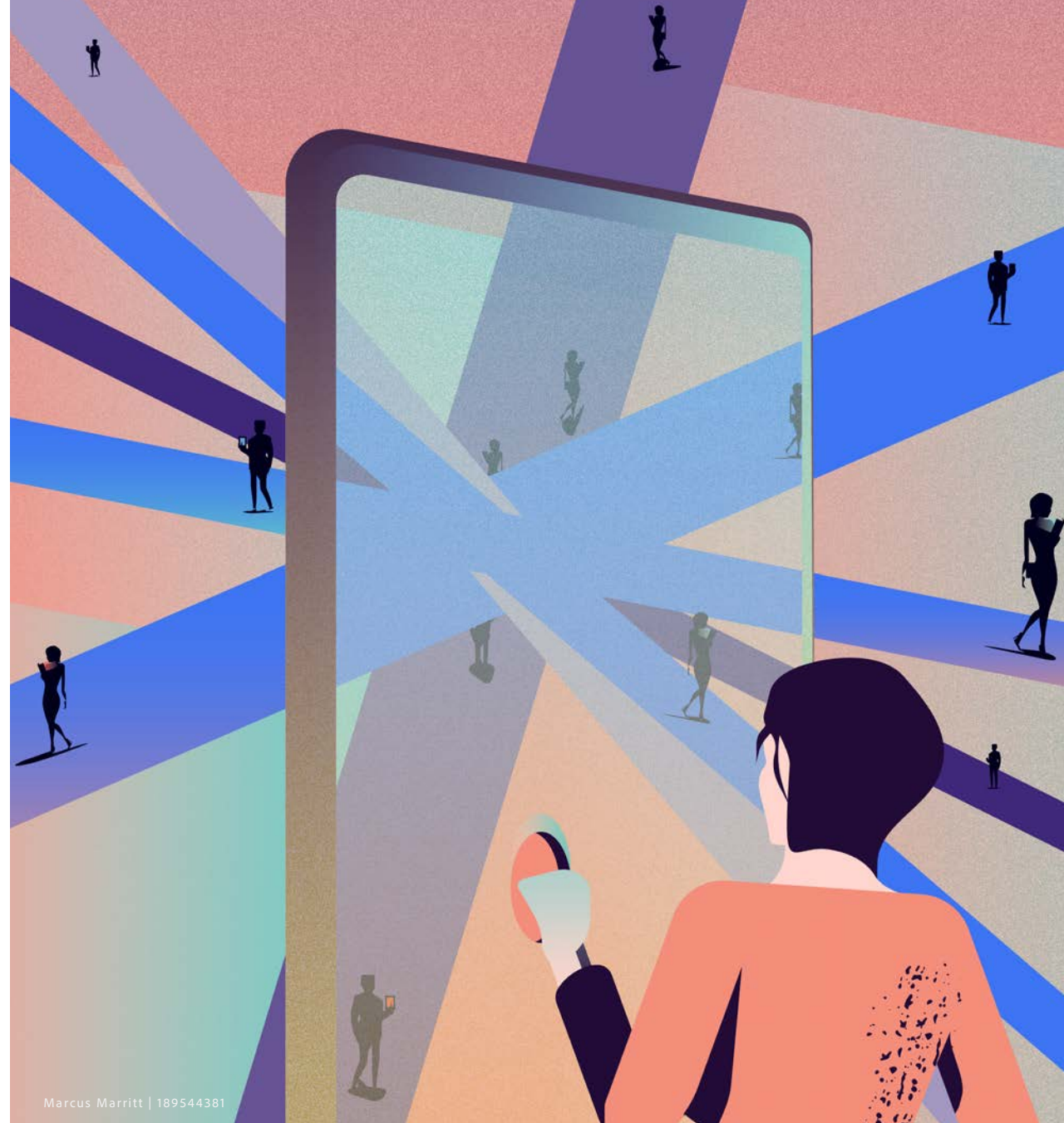


my team's workflow could be more efficient.

87% US   81% UK   79% FR  
68% DE   82% JP   86% ANZ

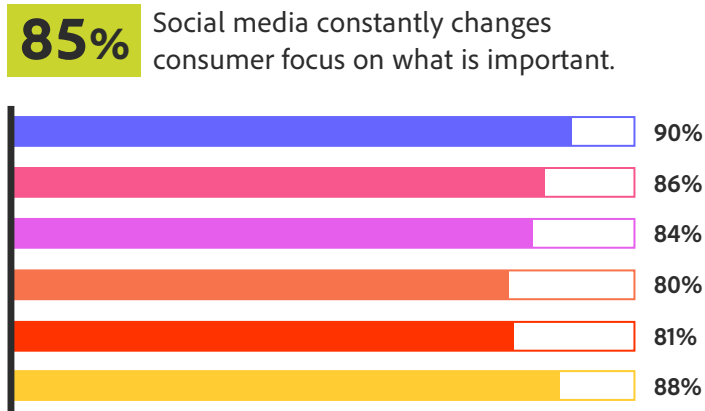
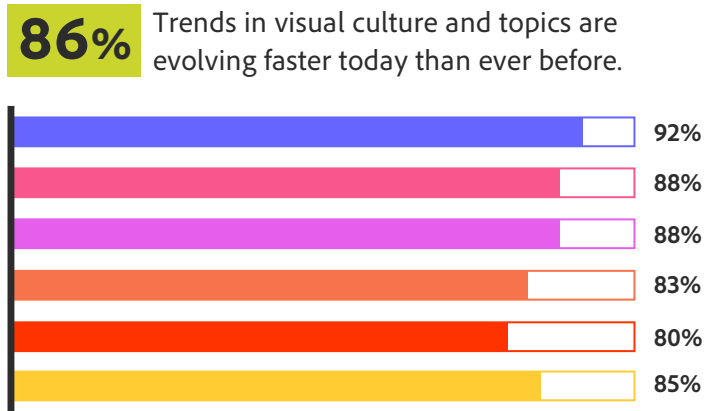
# Design Evolution and Trends

*With the rapid pace at which visual trends and culture continue to evolve, creators know they need to keep up. Navigating these quick changes in an authentic way has become challenging, and they feel the responsibility to develop realistic, current campaigns.*

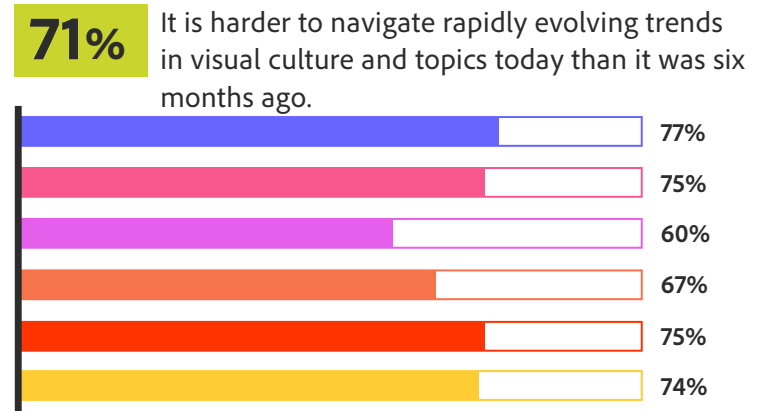
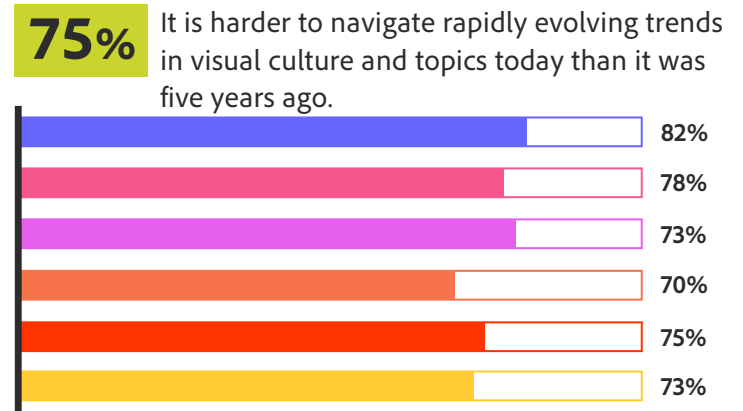


Marcus Marritt | 189544381

The majority agree that it's a struggle to navigate visual trends, and this problem has been even more difficult since the beginning of 2020.




■ US ■ UK ■ FR ■ DE ■ ANZ ■ JP






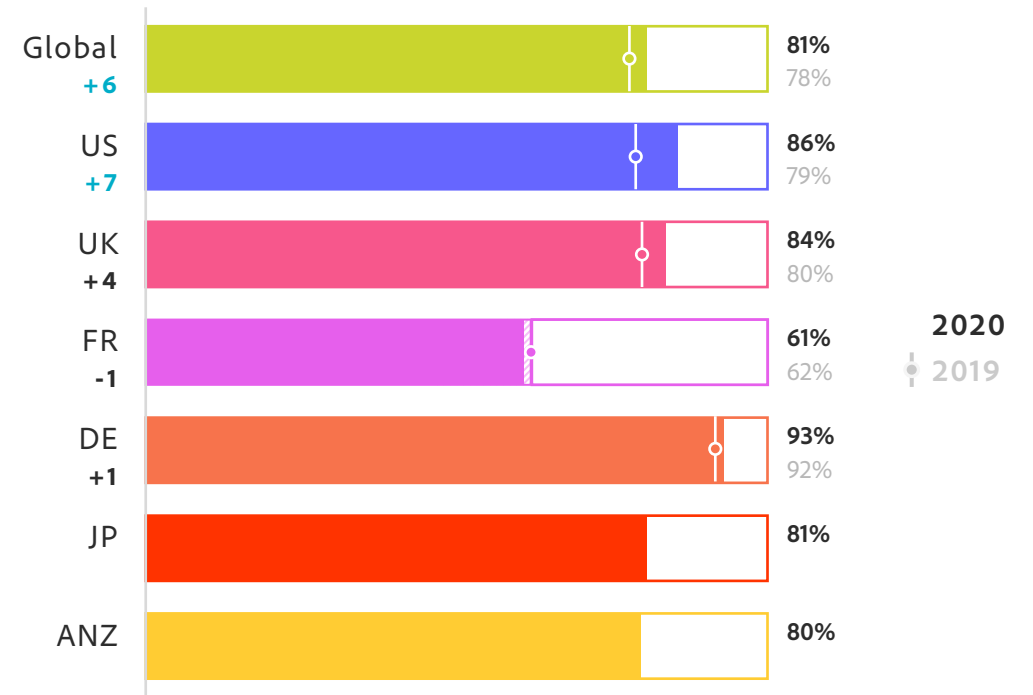
# There's more pressure to stay relevant to customers with new ideas, and produce work that stands out from the competition.

## Creators struggle with:

 "Coming up with new ideas because we already have created so many. It's hard to come up with something new."

 "Finding content that stands out from the crowd that nobody else is using."

Creatives are struggling today more than ever before to stay relevant to customers.



Note: Statistically significant differences shown in blue

# Avoiding risk and controversy.

Creators are finding it harder to strike a balance between visuals that do not cause negative attention, yet still stand out to consumers.

They're also feeling more pressure working with clients who are risk averse (74%, up from 65% in 2019).



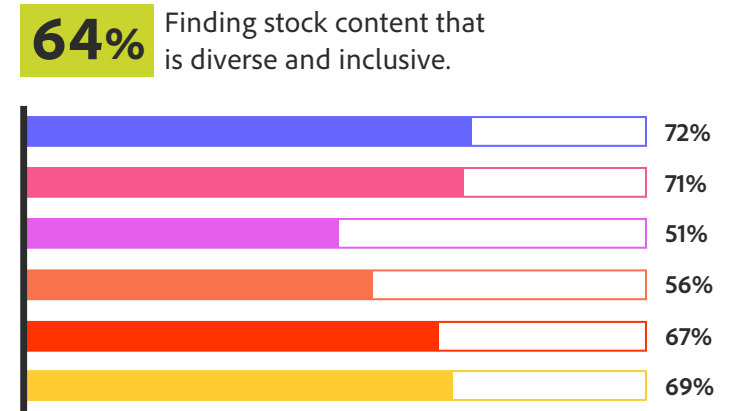
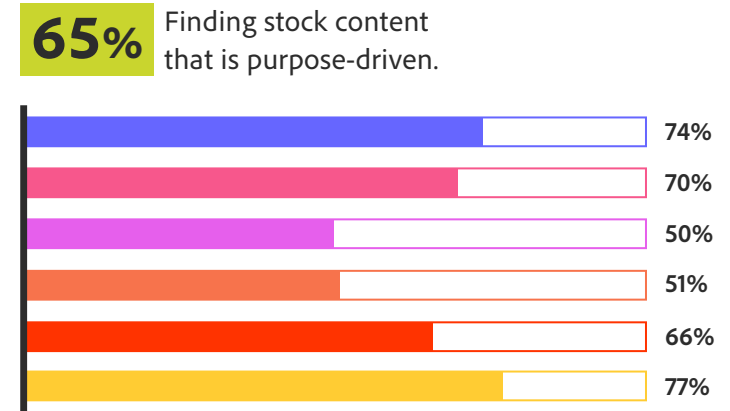
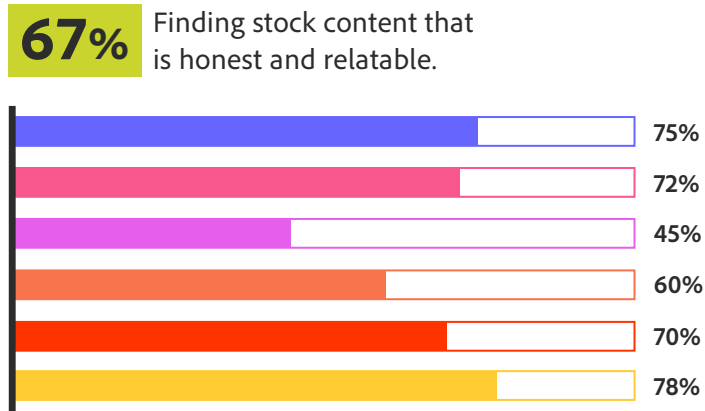
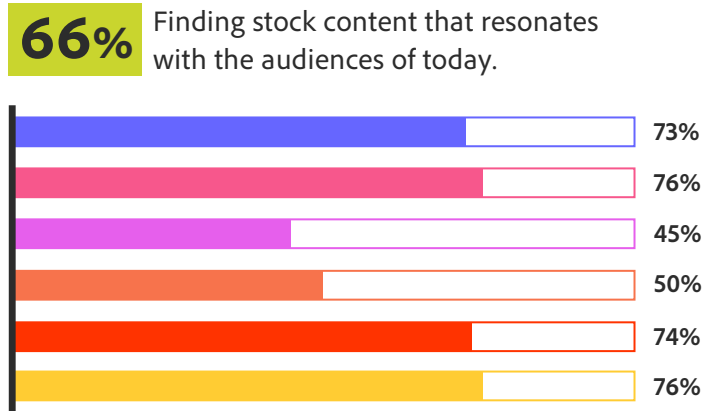
my company (or my client) is risk averse when it comes to visuals used in creative content.

78% US   70% UK   65% FR  
66% DE   78% JP   69% ANZ

Q23. How much do you agree or disagree that...

Q35. Below is a list of ways that a creative stock asset company might help creative teams navigate this shifting environment. How interested would you be in each of the following solutions from a creative stock asset company?v

Finding content that resonates with consumers continues to prove challenging for creators.



■ US ■ UK ■ FR ■ DE ■ ANZ ■ JP

# Empowering Positive Change

*Creators are rising to the occasion by doing what they do best — getting creative.*



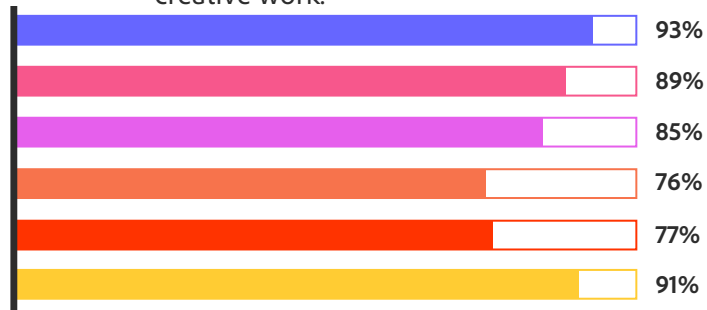
Hero Images | 316211798

# Creating opportunity.

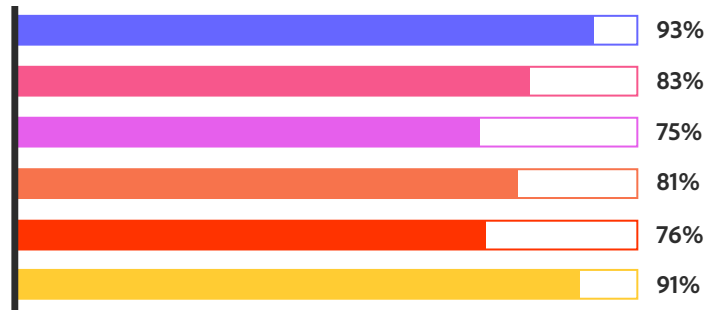
Creating campaigns in 2020 means that the shift to be timely and relevant is more important than ever before. To stay on top of these unexpected changes, creators are making quick pivots on what they create and how they create.

Our survey found that **43%** (48%/34%/28%/31%/36%/45%) have prepared their creative projects for big changes in direction when unforeseen events occur — leaving creators inspired from these cultural shifts.

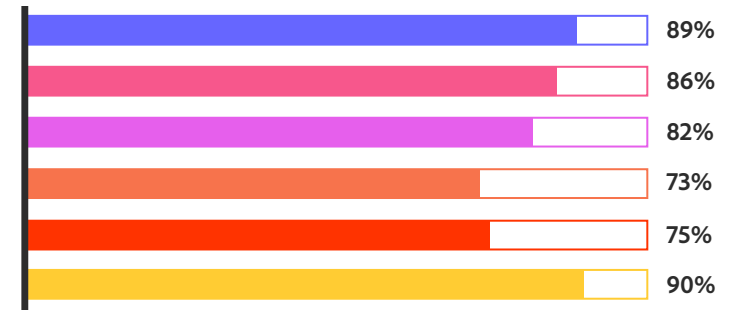
**85%** agree the events of 2020 have inspired their team to incorporate real-world issues into their creative work.



**83%** show interest in diverse and inclusive stock collections.



**82%** said this made it necessary to reevaluate the subject matter of stock imagery in campaigns.



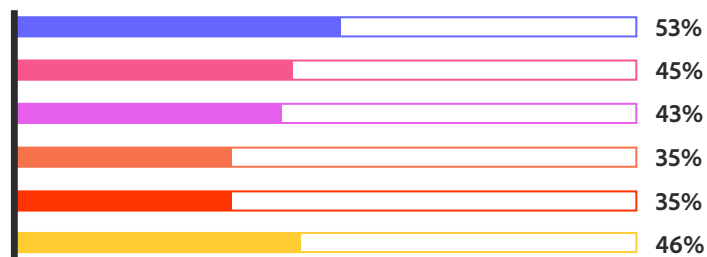
■ US ■ UK ■ FR ■ DE ■ ANZ ■ JP

Q20. In your own words, how would you say that creativity has changed in 2020 so far? How have content teams changed the way they create?  
Q22. How much do you agree or disagree that...

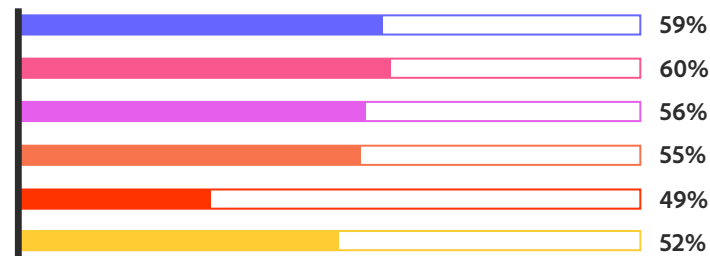
# Where creatives are shifting their focus in 2020:

Teams feel inspired to incorporate real-world issues into their work, developing campaigns with positive societal impacts to reflect the current reality.

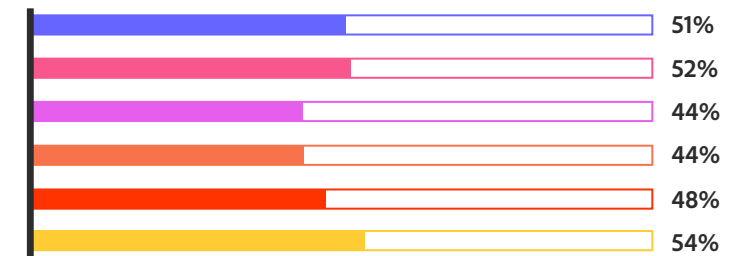
**43%** Creating campaigns with positive societal impacts.



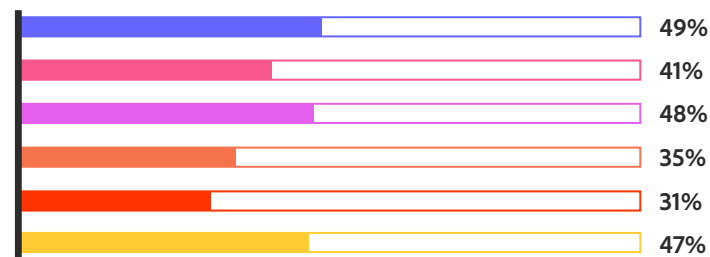
**55%** Creating new campaigns around COVID-19.



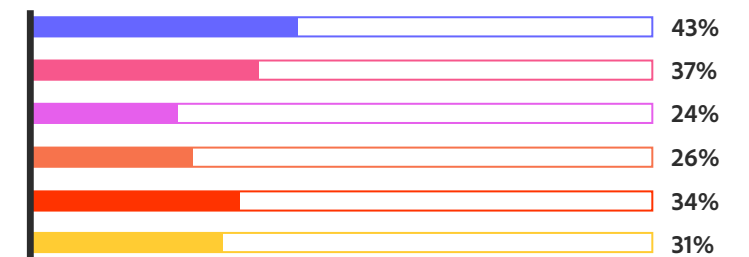
**49%** Creating new campaigns for offerings or services that emerged due to COVID-19.



**42%** Shifting imagery to reflect consumers' changing realities.



**31%** Creating new campaigns addressing racial injustice.



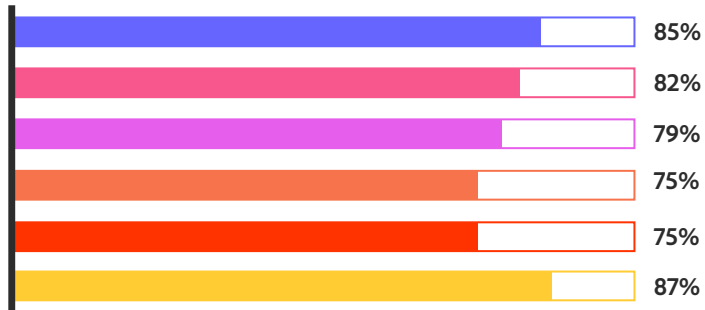
■ US ■ UK ■ FR ■ DE ■ ANZ ■ JP

Q21. Below is a list of ways that some teams have changed how they create in 2020. Which, if any, apply to your creative team?  
 Q22. How much do you agree or disagree that...

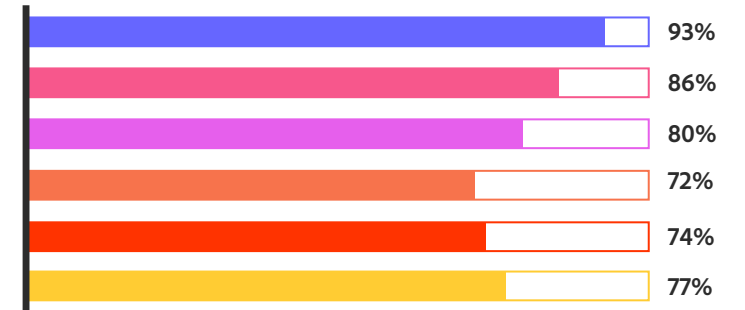


# How creatives are thriving:

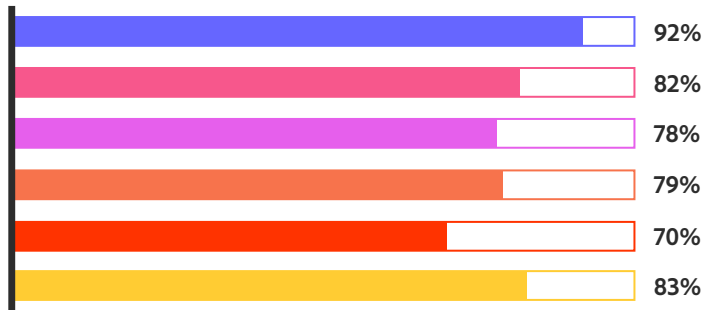
**81%** The events of 2020 have made it more important than ever to expand creative skillsets.



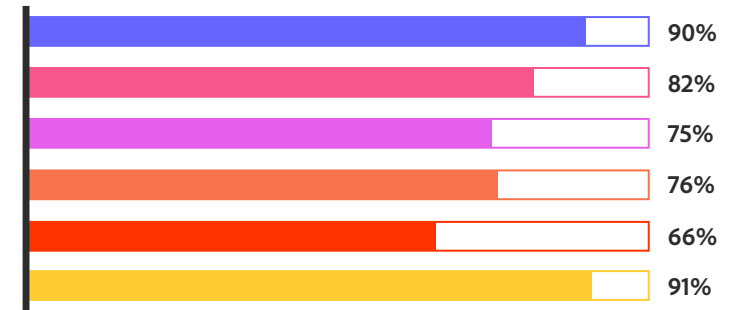
**81%** Training to expand creative skills in terms of interactive design and web UI/UX.



**81%** Training to expand creative skills in terms of 3D and virtual photography.



**79%** Training to expand creative skills in terms of video production.

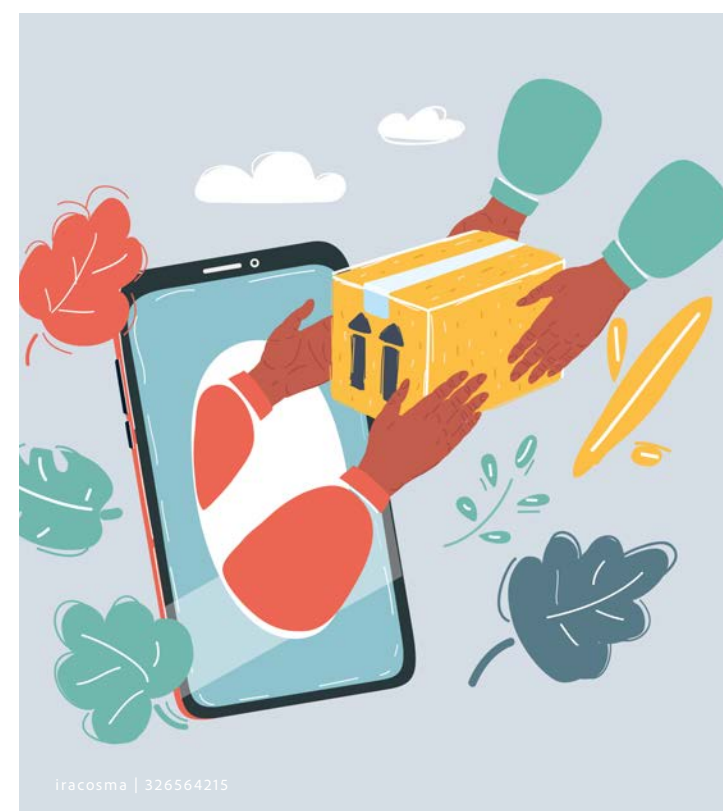


■ US ■ UK ■ FR ■ DE ■ ANZ ■ JP

Q22. How much do you agree or disagree that...

Q35. Below is a list of ways that a creative stock asset company might help creative teams navigate this shifting environment. How interested would you be in each of the following solutions from a creative stock asset company?

# Our Path Forward: Adobe Can Help



# Looking ahead.

At Adobe, we have always believed that stock represents creatives helping other creatives. The challenges of this year make this point more resonant than ever. We strive to be your creative partner and help where you need it most, by providing a world-class collection that creates time- and money-saving efficiencies, without compromise. The responsibility of our collection is to provide more diverse and inclusive stock collections, an alternative to custom productions, access to emerging aesthetic trends, and culturally relevant regional content from around the world — all created with a contemporary, authentic approach that reflects life today for your brand and campaign needs.

The role stock plays in the future of visual fluency and cultural relevance is critical, especially as creatives continue to navigate an uncertain path ahead. We are committed to providing quality content that, rises to the moment, and meets your creative needs. And for our creative community, we will continue to provide guidance amid a rapidly evolving visual landscape.

[Learn more about how our world-class assets can help you build a world-class brand.](#)



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