

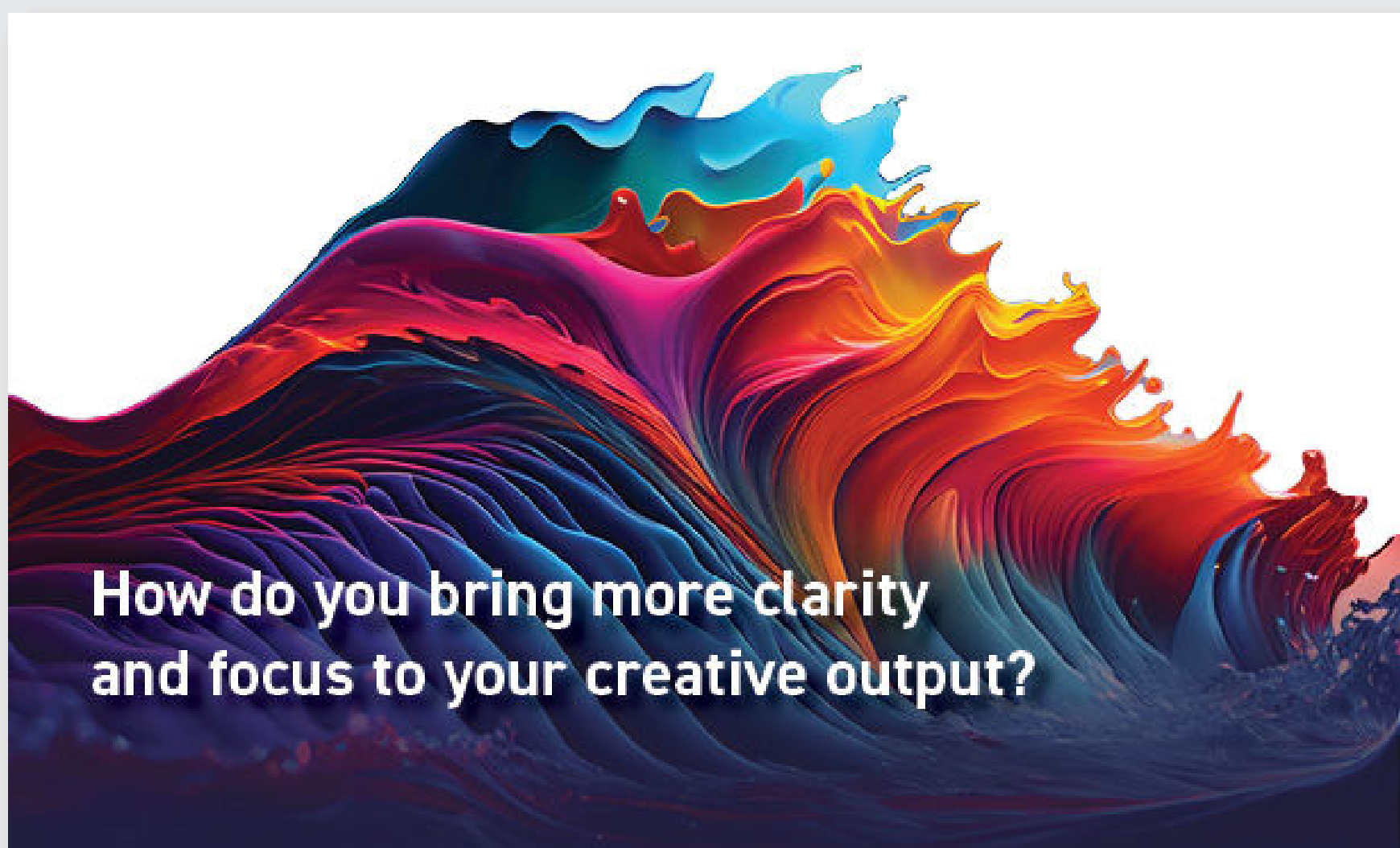


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How do you bring more clarity and focus to your creative output?

Instincts and urgency collide

Productivity remains paramount. And the best way to amplify it is to free your storytellers to tell your story. But all too often, this freedom can be undercut by a creative process that's defined in no small part by guesswork.

You've traditionally relied on your instincts to guide you toward the assets you think will perform the best. But as fine-tuned as those instincts are, you still might not get it right the first time. And now that you only have a split second to make your case before your audience moves on, making an immediate, memorable impression is more important than ever.

When you're under pressure to think—and act—so quickly, you can't spend time poring over the available options and considering every angle. If you're too slow to market, you could miss on an emerging trend or opportunity while it's still untouched by your competitors.

Plus, you'll move too slowly to learn and iterate as you go. And that can put your ability to build revenue—and solidify your competitive advantage—in jeopardy.

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What does it take to build a **streamlined** creative process?



The burdens on creativity

You want your storytellers to feel free to tell your story in whichever way works best for them. But that's not exactly easy when fragmented, inefficient processes make an already-messy creative process that much more chaotic.

When you combine that inherent disarray with the complexities and inefficiencies creative teams encounter in their day-to-day jobs, you have a far bigger problem on your hands. Processes that are manually intensive to begin with become even more burdensome when people are forced to cycle in and out of numerous disconnected systems. Teams that should be working in parallel are unable to freely synchronize or effectively collaborate—particularly as everyone becomes more geographically dispersed.

Ironically, the tools you implement to foster collaboration often add another layer of complexity rather than streamlining your processes. All this leads to duplicate efforts, delayed approvals, and a great deal of wasted time.

It increases the stress on your resources. It breeds burnout and frustration across your teams. And it drives costs higher and higher.

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How do you overcome escalating financial constraints?



Declining budgets undercut the creative process

You need to get the best from every team member from both an efficiency and a creativity perspective. And your people want the same, too.

Your creatives are natural storytellers. They excel at blending content and media into compelling narratives about your brand and the value it brings to your customers. And they take great satisfaction in finding the images, videos, and music snippets that bring their ideas to life. The trouble is, it's becoming increasingly difficult for your creative teams to curate content and tell the stories they want.

With budgets shrinking, resources in short supply, and every dollar getting stretched as far as possible, you're forced into compromises that hinder the creative process.

And that can leave your teams less than satisfied with the work they do—as well as the conditions under which they must create and deliver it. Burnout and frustration could increase as a result, driving away the very people you need to build your brand and strengthen its presence in the market.

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