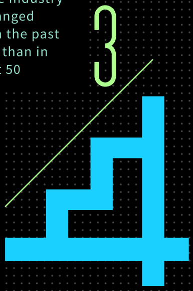
NEW CREATIVES:

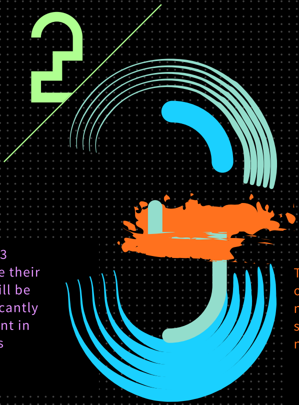
Mobile
Social
Versatile
Optimistic

Creative professionals are experiencing dramatic change.

3/4 of creatives believe the creative industry has changed more in the past 5 years than in the last 50

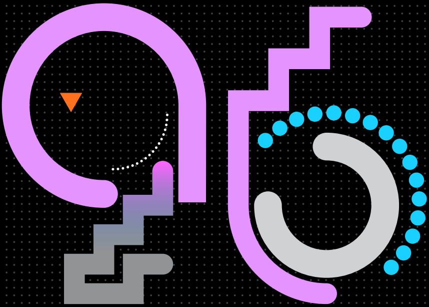


and 2/3 believe their role will be significantly different in 3 years

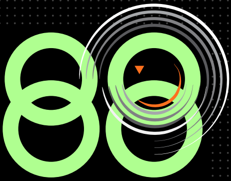


Top drivers of change — new technologies, social media and new platforms

Creatives feel optimistic about the future.

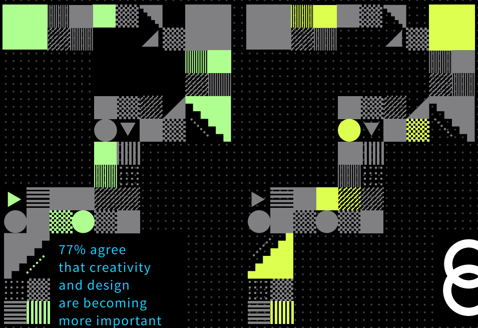


96% are happy
in their career

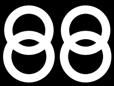


and 88% believe the
creative industry's best
days are yet to come

Creatives feel valued in the workplace.



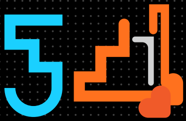
77% agree
that creativity
and design
are becoming
more important
to business



and 88% believe they
have a strong influence
on their organizations
and clients

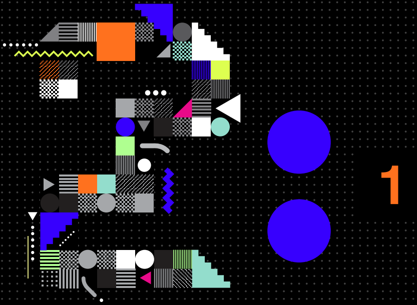
Creatives are moving faster; they are inspired by social media and motivated by learning new skills.

The need to ‘create more,
at a faster speed than ever’
is a top concern



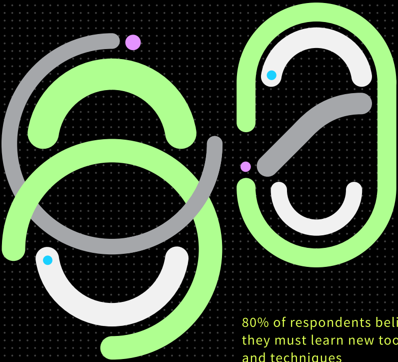
Creatives ranked doing
great work (54%) and
learning new things (52%)
•••

•••
higher than employer
recognition (27%) or
financial rewards (37%)

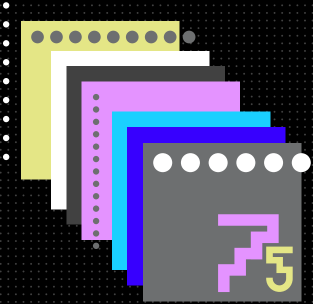


Over twice as many creatives
see social media as the
best source of inspiration,
compared to more
traditional sources like
fashion or architecture

There are no creative silos.

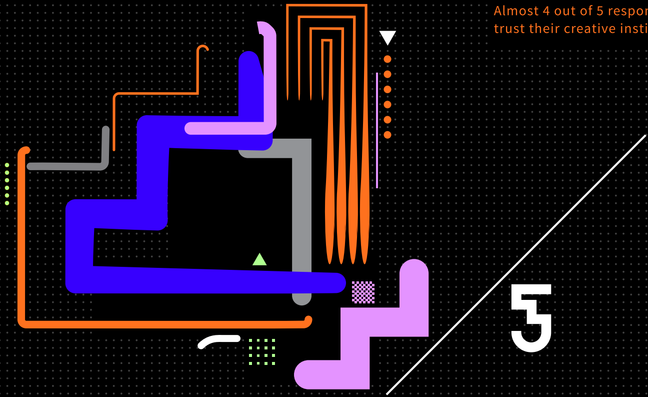


80% of respondents believe they must learn new tools and techniques

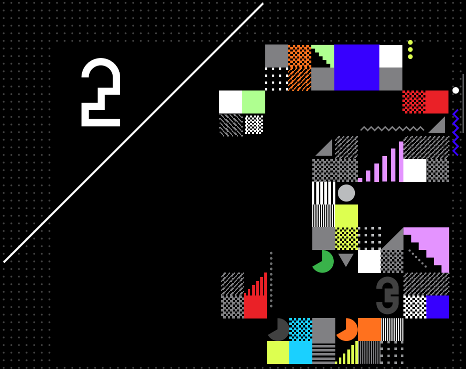


and 75% say that creatives are increasingly working across multiple mediums and disciplines

Creativity and data can co-exist.



Almost 4 out of 5 respondents trust their creative instincts

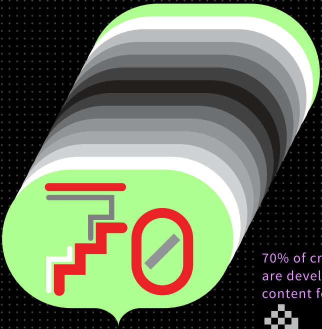


More than 2/3 feel empowered by analytics and metrics

Creativity is going mobile.

App Development (20%)

and 3D Modeling (18%) will be most in-demand skills over the next 12 months



70% of creatives
are developing
content for mobile

and 87% of those
creatives believe
creating mobile
content has had
a positive impact
for them

30% of respondents
would like to create
more content on tablets

However, creatives still
rely on pen and paper
for ideation (28%) and
brainstorming (36%)

In the future, they want
to use their tablets
for creation more than
a desktop

The New Creatives embrace a rapidly changing
industry driven by technology, mobile and social.

#NewCreatives

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Non-Format