

THE NEW CREATIVES REPORT

June 2014



Methodology

- Online survey among a total of 1,048 U.S. creative professionals
- Data collected May 12-21, 2014 by Edelman Berland
- Margin of error at the 95% confidence level is +/- 3.1%.

CREATIVE PROs

Definition:

- Work in a creative industry (list of disciplines included graphic designers, web designers, photographers, illustrators, etc.)
- Employed, self-employed or freelance

Sample n=1,048

Summary of Key Findings

New creatives are versatile and optimistic

1. 96% of creatives are happy in their career and 88% believe that the creative industry's best days are yet to come. [slide 7-8]
2. 80% believe they must learn new tools and techniques and three quarters say that creatives must now work across multiple mediums and disciplines. [slide 9]
3. An overwhelming majority (77%) of creatives believe change within the industry is happening rapidly, with two-thirds expecting their role to be significantly different within three years. [slide 10]

Summary of Key Findings (cont.)

Creatives on the rise, but under pressure

4. 88% believe they have a strong influence on their organizations and clients, and 46% say they have significantly more impact than they did two years ago. [slide 11-12]
5. 93% believe the value of their contributions is recognized by their companies or clients. [slide 12]
6. Creatives have worries: the pressure to “create more, at a faster speed than ever” is the top concern. [slide 13]

Summary of Key Findings (cont.)

Creativity is going mobile

7. 74% of creatives view mobile technology as transforming the face of creativity and design and 7 in 10 creatives are developing content for mobile apps; 87% believe creating mobile content has had a positive impact on them. [slide 9 and 14]
8. While creatives still rely on pen and paper for ideation (28%) and brainstorming (36%), nearly half (45%) use their mobile devices to capture inspiration on-the-go. [slide 15-16]
9. 42% say they use mobile to create content anywhere. 30% of respondents would like to create more content on tablets, surpassing desktop computers. [slide 16-17]
10. App development (20%) and 3D modeling (18%) will be the most in-demand skills over the next 12 months. [slide 18]

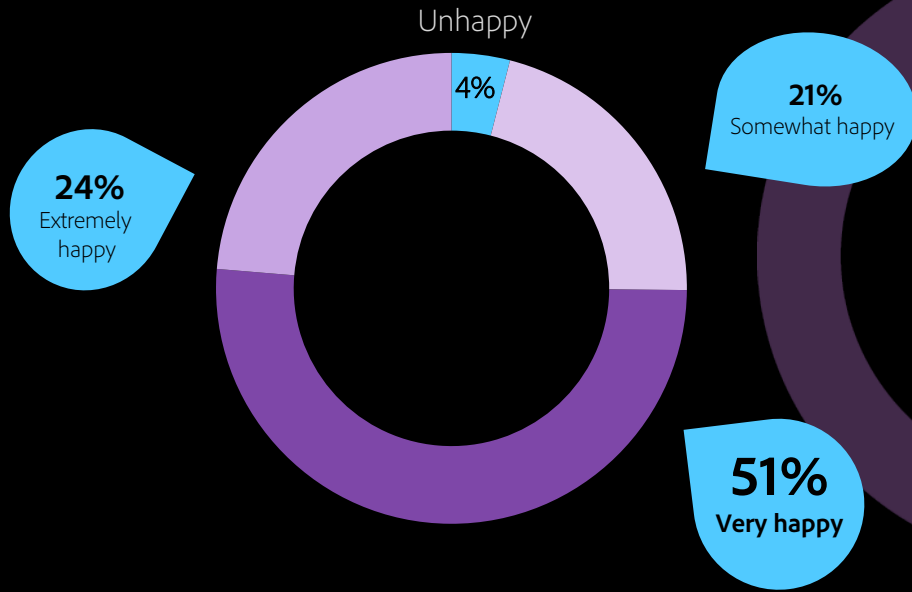
Summary of Key Findings (cont.)

Shifting sources of motivation and inspiration

11. When asked what motivates them most, **over half** of creatives rank doing great work (54%) and learning new things (52%) higher than financial rewards (37%) or employer recognition (27%).
[slide 19]
12. **Over twice as many** creatives see digital sources, such as social media (36%), as the best sources of inspiration, compared to more traditional sources like fashion or architecture. [slide 20]
13. Creatives are also turning to professional online communities, noting inspiration (27%), collaboration and sharing (26%) as top reasons for participating. [slide 21]
14. While still mostly trusting their gut (79%) to make creative decisions, creatives view the impact of technology and digital analytics positively: 75% note that technology gives them more control over their professional destiny and 70% feel empowered by analytics. [slide 9 and 22]

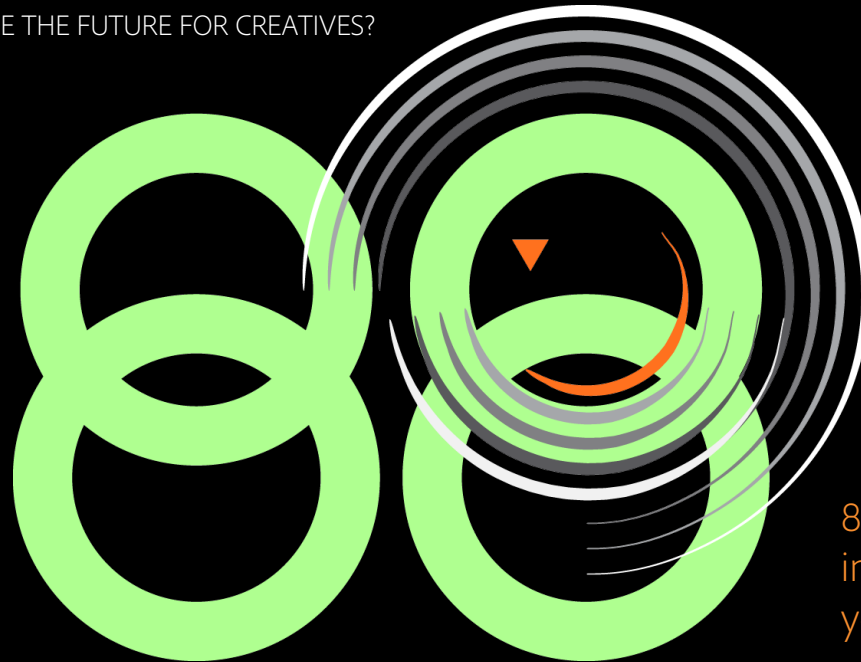
96% of creatives are happy and fulfilled in their careers

HOW HAPPY ARE YOU IN YOUR CAREER AS A CREATIVE?



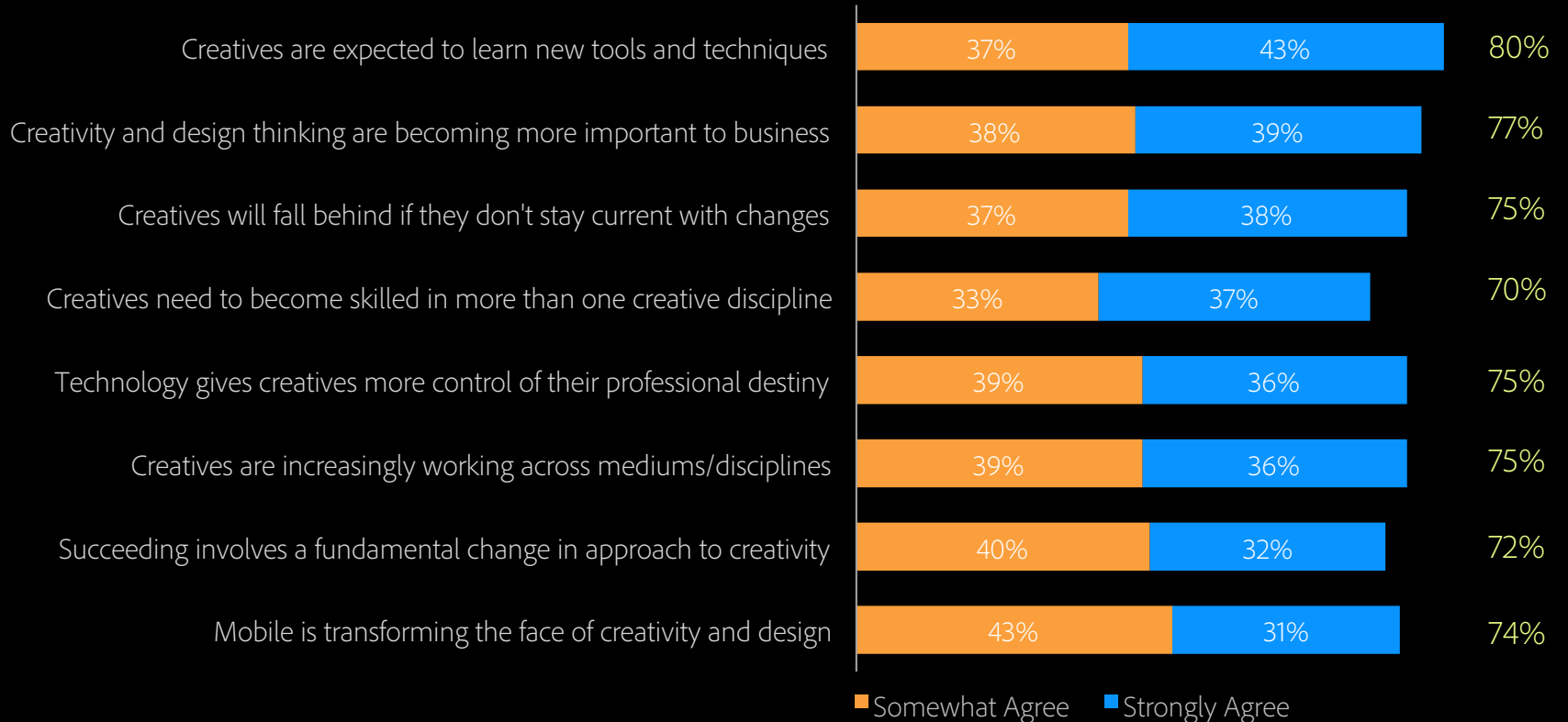
Creatives are optimistic about the future

HOW DO YOU SEE THE FUTURE FOR CREATIVES?



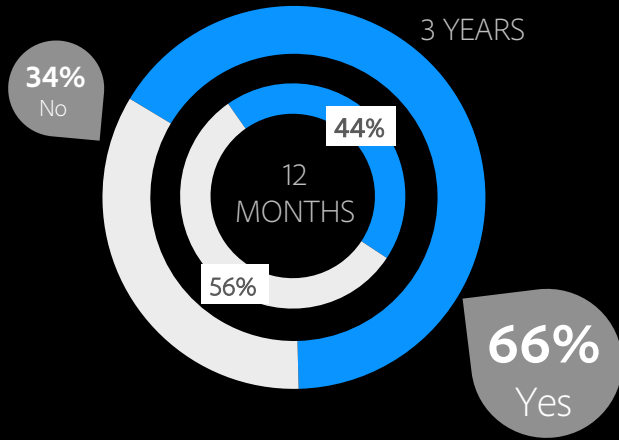
88% believe the creative industry's best days are yet to come

Creatives recognize the need to learn new tools and mediums

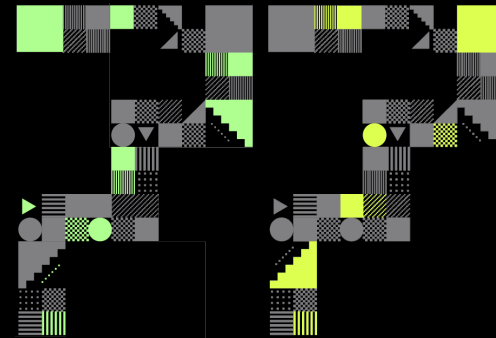


Creatives believe their roles are changing rapidly

WILL YOUR ROLE CHANGE IN THE NEXT?



HOW FAST IS THE ROLE OF CREATIVES CHANGING?



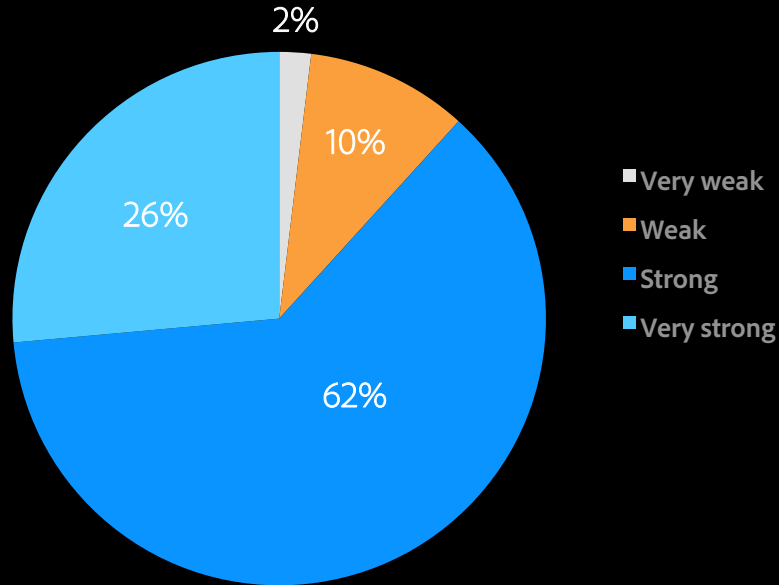
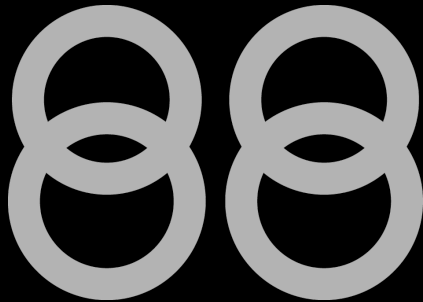
77% say rapidly

Q35. On a 0 to 9 scale where 0 is NOT AT ALL DIFFERENT and 9 is EXTREMELY DIFFERENT how different do you think your role as a creative will be 12 months from now as well as 3 years from now? n=1,048
Q2. How fast do you feel the role of creatives is changing? Top 2; n=1,048

Creative teams enjoy strong levels of influence across companies and clients

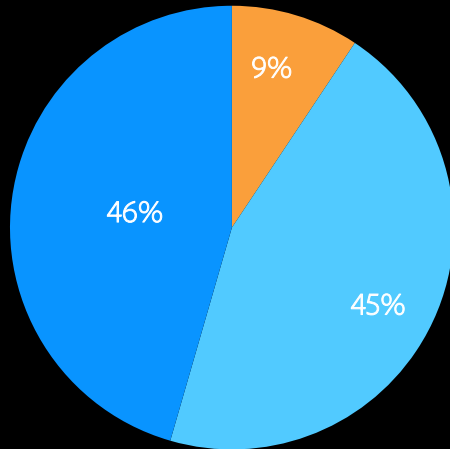
LEVEL OF INFLUENCE OVER COMPANY OR CLIENTS

88% have strong influence over company or clients



Creatives believe that their company values their contribution

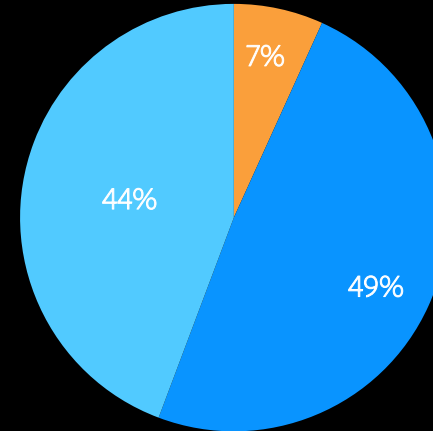
ARE YOU, AS A CREATIVE, HAVING MORE OR LESS IMPACT TODAY THAN YOU DID TWO YEARS AGO?



91% of creatives are having an impact in the workplace

- Significantly less impact
- Same impact
- Significantly more impact

HOW DO YOU FEEL YOUR COMPANY/CLIENTS PERCEIVE THE VALUE OF CREATIVES?



93% of creatives feel valued in the workplace

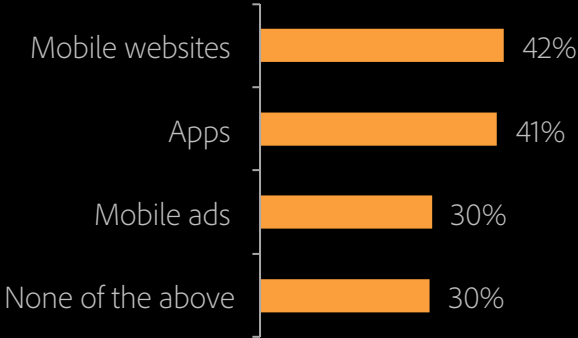
- Adding no value
- Adding some value
- Adding significant value

Pressure to deliver content and ideas keeps creatives up at night

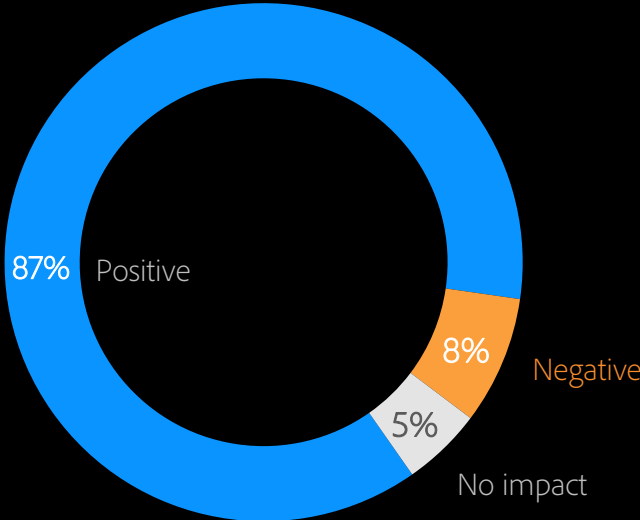


7 in 10 creatives are creating content for mobile devices

DO YOU CREATE CONTENT FOR ANY OF THE FOLLOWING?



IMPACT OF MOBILE CONTENT ON CREATIVE



Although creatives embrace new technologies, they still rely on pen and paper

WHICH DEVICE IS YOUR GO-TO FOR EACH CREATIVE ACTIVITY?

	Idea Generation	Seeking Inspiration	Brainstorming	Content Creation	Collaboration	Content Sharing	Displaying Content
Desktop computer	18%	22%	14%	29%	23%	25%	29%
Laptop computer	27%	31%	24%	33%	35%	36%	34%
Tablet like an iPad	12%	13%	12%	9%	13%	14%	16%
Tablet/touchpad	7%	6%	5%	6%	7%	6%	6%
Smartphone	8%	12%	10%	6%	11%	14%	7%
Pen and paper	28%	16%	36%	17%	12%	5%	8%

Nearly half of creatives use their mobile devices to capture inspiration and create content on-the-go

HOW HAVE MOBILE DEVICES CHANGED YOUR CREATIVE PROCESS?



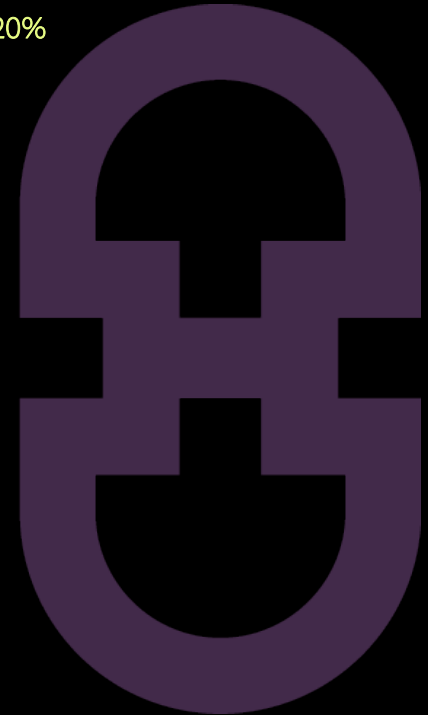
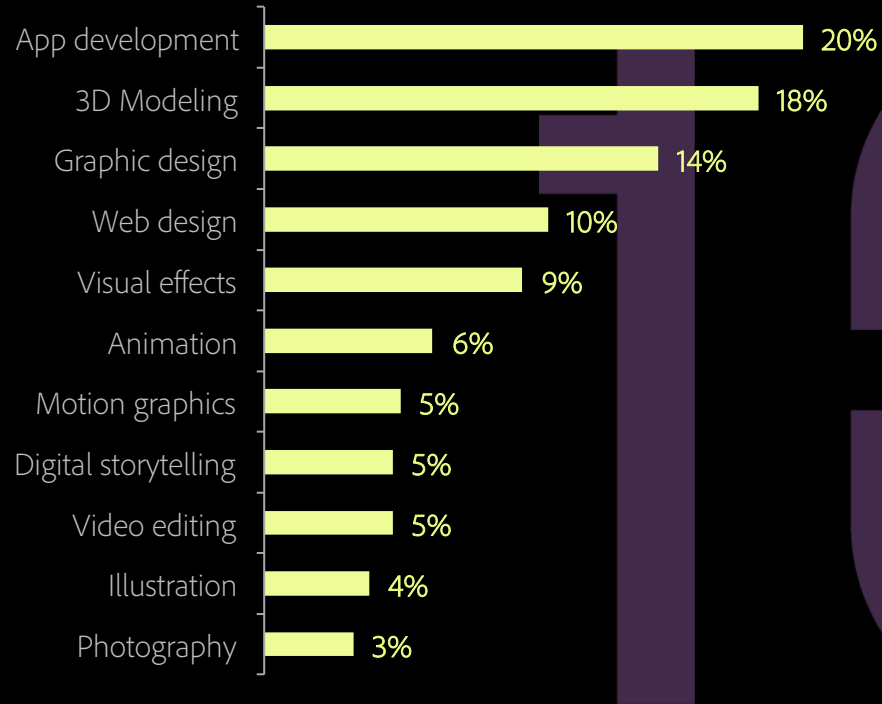
Creatives want to create more on tablets

WHICH DEVICE WOULD YOU LIKE TO USE MORE FOR EACH CREATIVE ACTIVITY?

	Idea Generation	Seeking Inspiration	Brainstorming	Content Creation	Collaboration	Content Sharing	Displaying Content
Desktop computer	21%	22%	19%	25%	23%	25%	27%
Laptop computer	31%	32%	29%	36%	32%	34%	37%
Tablet like an iPad	31%	31%	29%	30%	33%	33%	33%
Touchpad	16%	15%	14%	16%	15%	16%	16%
Smartphone	19%	23%	21%	16%	23%	25%	18%
Pen and paper	23%	17%	26%	19%	13%	11%	14%

App development and 3D modeling expected to be most in demand skills

WHICH CREATIVE SKILLS WILL BE MOST 'IN-DEMAND' OVER THE NEXT 12 MONTHS?

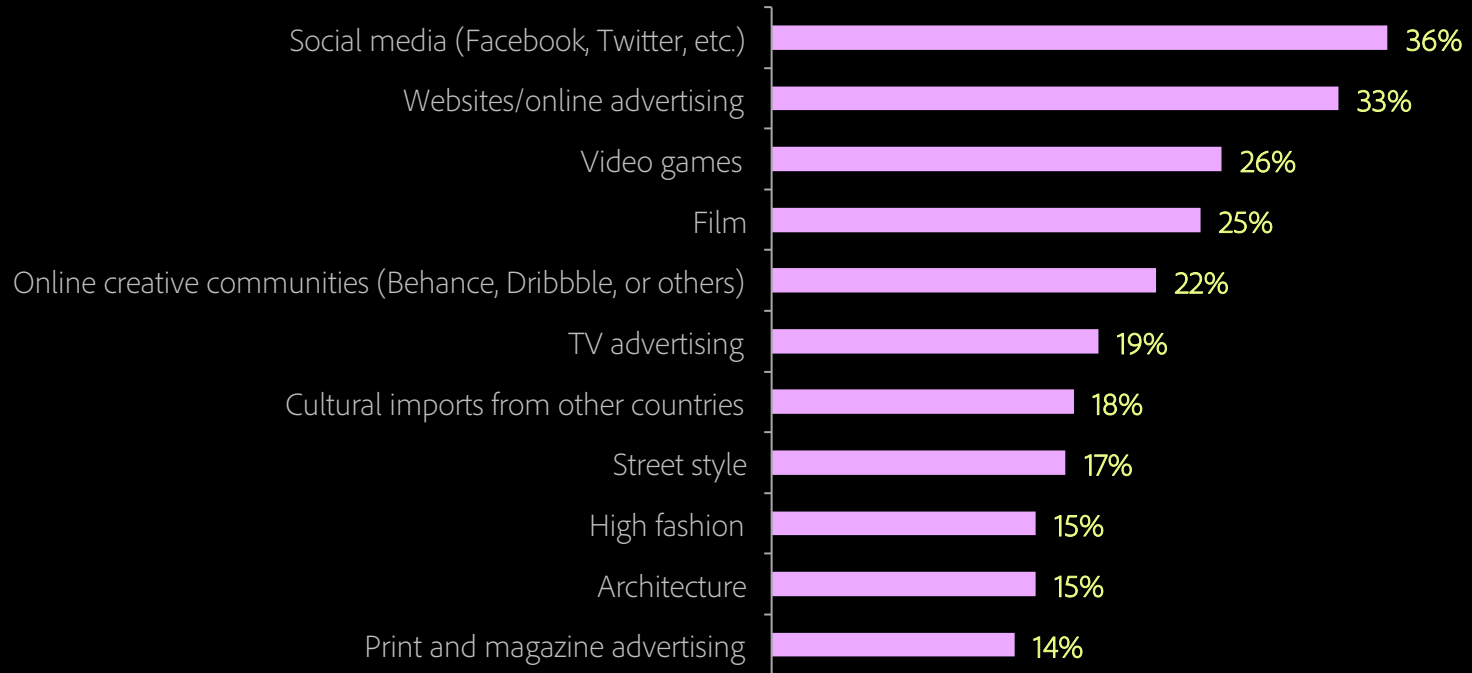


Creatives value doing great work and learning new things more than financial rewards



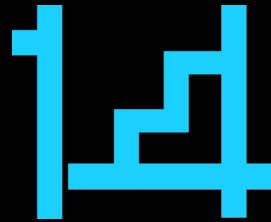
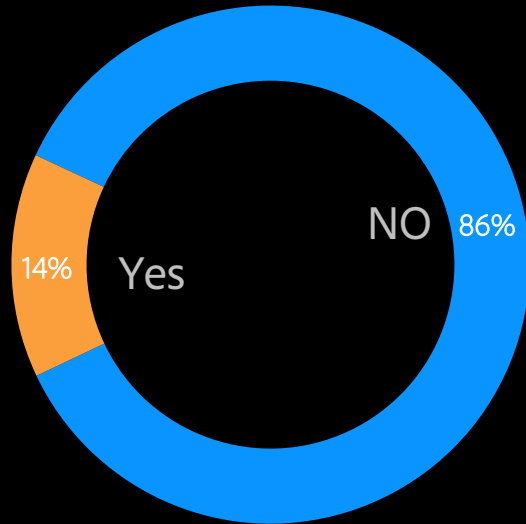
Social media, websites and online advertising are top sources of inspiration

MOST INFLUENTIAL SOURCE OF CREATIVE SPARKS AND INSPIRATION FOR THE CREATIVE COMMUNITY



Online creative communities deliver inspiration and facilitate collaboration between creatives

ARE YOU A MEMBER OF AN ONLINE CREATIVE COMMUNITY?

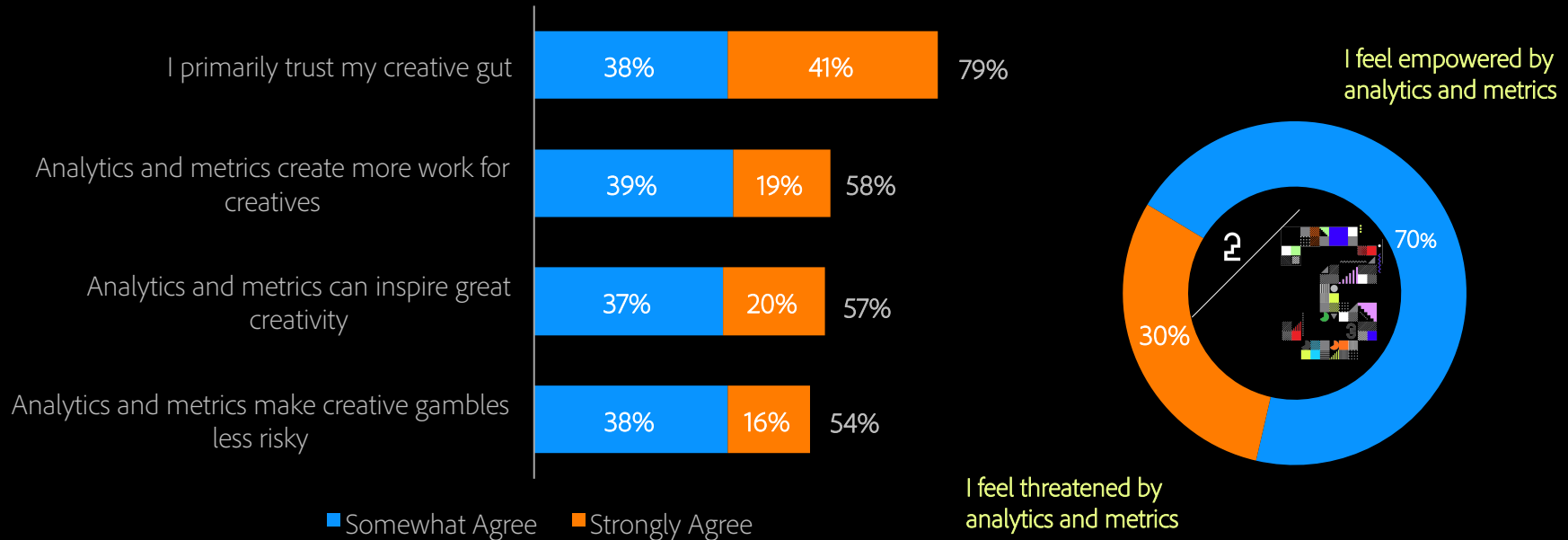


14% ARE MEMBERS OF A CREATIVE COMMUNITY

TOP REASONS FOR PARTICIPATING IN ONLINE CREATIVE COMMUNITY



Creatives trust their gut, yet are increasingly empowered by analytics



Q30. When it comes to creative work in the service of marketing, how much do you agree or disagree with each of the following statements? n=1,048

Q31. Which of the statements below comes closest to how you feel about digital analytics and metrics (i.e., big data) as it relates to creativity? n=1,048

Appendix: Additional Findings



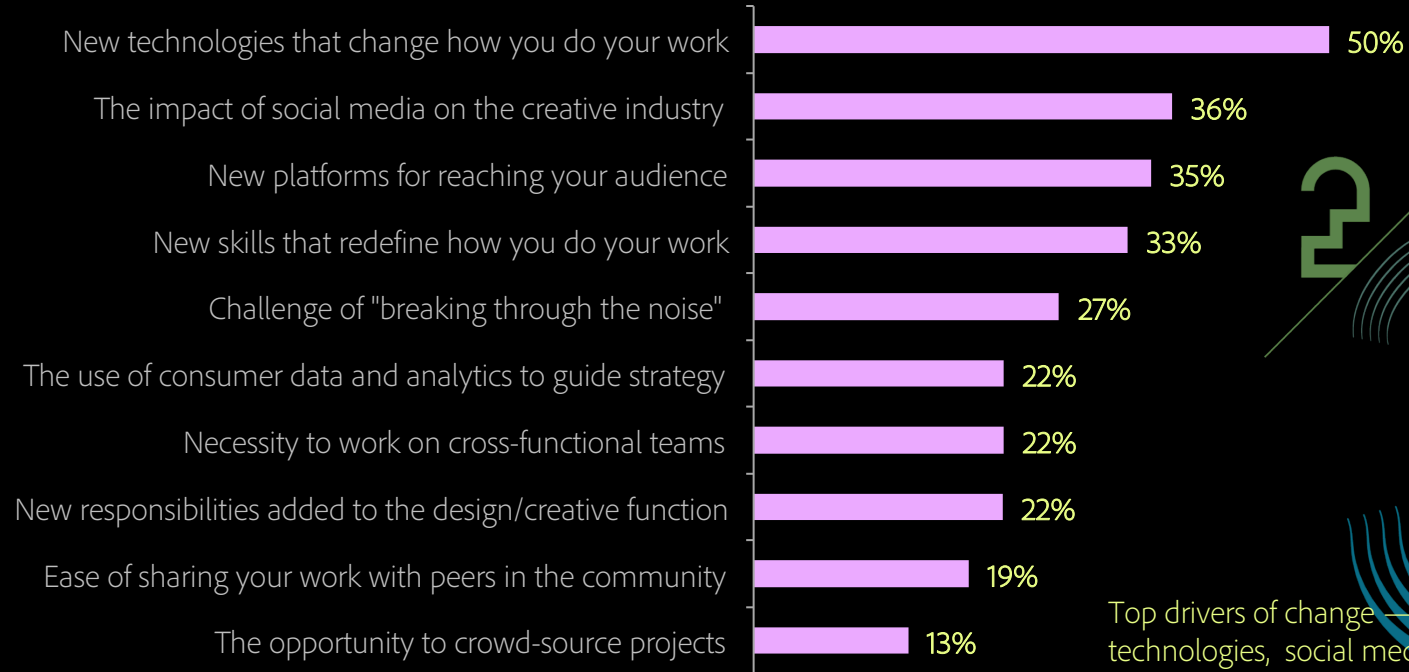
The creative industry is changing rapidly



believe creative industry has
changed more in the past 5 years
than in the last 50

New technologies, social media and new platforms driving change in creative industry

TOP 3 DRIVING FORCES BEHIND THE CHANGE

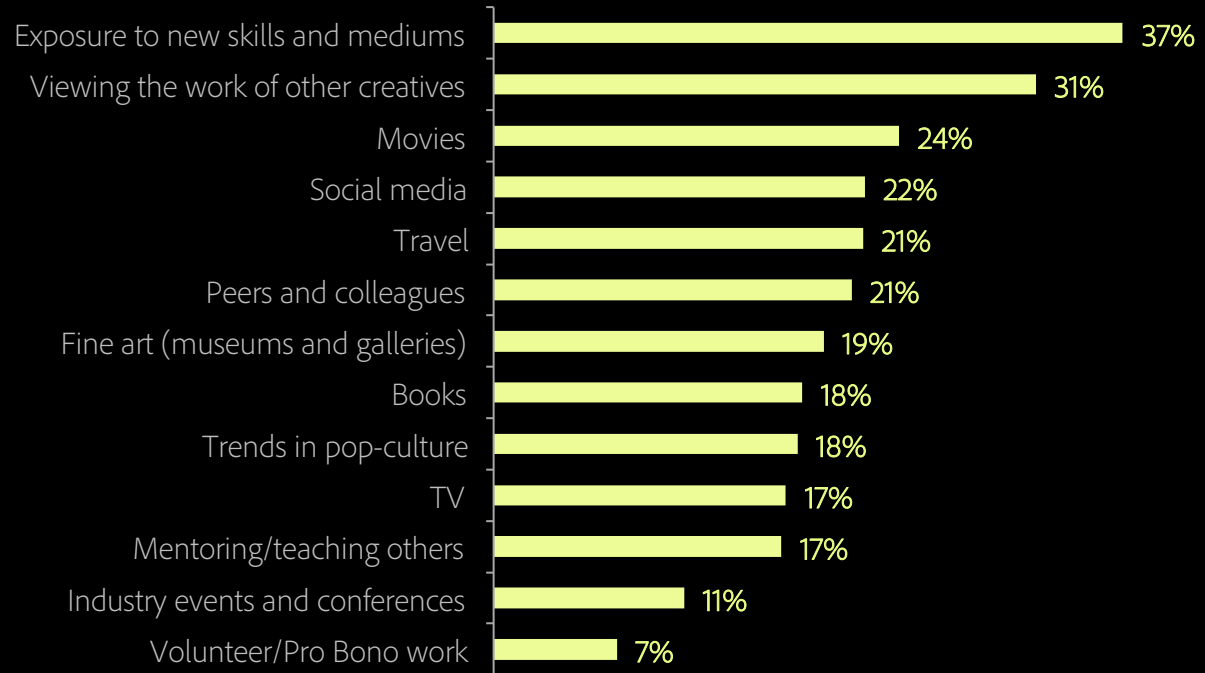


Top drivers of change — new technologies, social media and new platforms



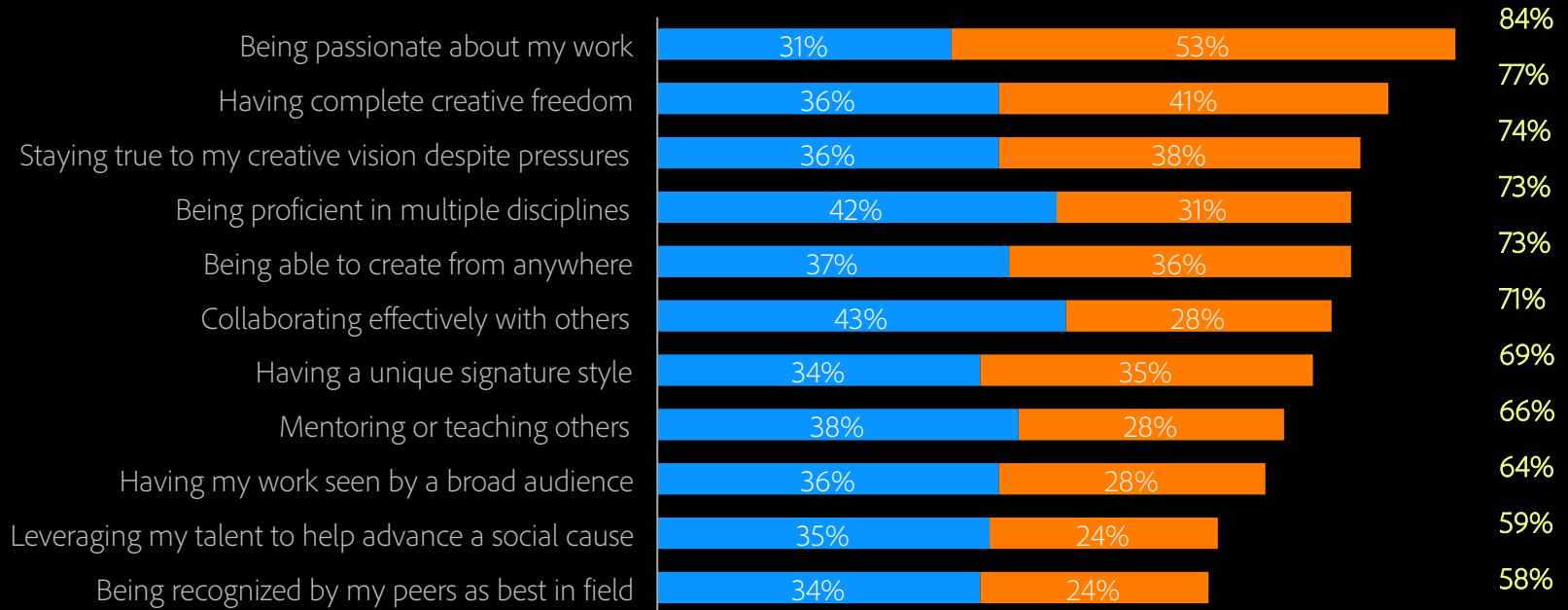
Creatives are most inspired by learning new skills and work of peers

WHAT INSPIRES YOU IN THE CREATIVE PROCESS?



Creatives most value being passionate about their work and creative freedom

HOW IMPORTANT ARE EACH OF THE FOLLOWING TO YOU AS A CREATIVE?



■ Very Important ■ Extremely Important

Over-designing or not knowing when to quit considered the “Cardinal Sins” of design

WHAT DO YOU CONSIDER TO BE THE “CARDINAL SIN” OF DESIGN?

