# **CREATIVES VS. MARKETERS**



The most common words used when creatives and marketers described working together.





# **ARE CREATIVES PROUD OF THEIR WORK?**



# HOW CREATIVES CAN IMPROVE



STAFFING ADEQUATELY

**ONLY 24%** of marketers say their creative teams are well staffed.

## **BEING TRANSPARENT**

LESS THAN 30% of marketers say creatives are anticipating problems and following a transparent process.

## THE BRIEFING PROCESS

LESS THAN 40% of marketers say creatives do a good job of either following the creative brief or asking questions to understand it better.

# HOW MARKETERS CAN IMPROVE

## **BETTER FEEDBACK**:

**LESS THAN 30%** of creatives said that marketers are good at giving feedback on either clear, timely, or consistent bases.

3

#### **AVOID SCOPE CREEP:**



5

**39%** of creatives say it is difficult to very difficult to estimate the scope of projects.

24% say that marketers don't stay within the initial scope well.

#### **FOCUS ON BRIEFS:**

LESS THAN 23% of creatives think marketers do a good job of briefing projects clearly.

ONLY 18% think marketers do a good job of sticking to the brief.

# WHERE CREATIVES AND MARKETERS AGREE



6





#### **DELIVERING FINAL CONTENT**

#### **22%** gap

68% of creatives say they do a good job of delivering content that meets expectations vs. 46% of marketers who agree.

#### ANTICIPATING PROBLEMS

#### **20%** gap

47% of creatives think they're good at staying a step ahead of problems vs. only 27% of marketers.

#### ASKING QUESTIONS FOR CLARITY

#### **17%** gap

68% of creatives say they make a strong effort to get extra clarity on the project but just 51% of marketers agree.

## GIVING ACTIONABLE FEEDBACK

## **19%** gap

55% of marketers believe they give feedback well vs. 36% of creatives who agree.

#### SHARING CREDIT WITH CREATIVES

### **18%** gap

62% of marketers believe they do a good job of sharing the spotlight, vs. only 44% of creatives.

#### **GIVING TIMELY FEEDBACK**

### **17%** gap

46% of marketers say they're good at giving on-time feedback but just 29% of creatives agree.

# HOW CAN MARKETERS AND CREATIVES WORK BETTER TOGETHER?

## Get the Free Report

Get our full report to see everything we learned about the creative-marketer relationship. Our report includes detailed survey data from 789 marketers and creatives, as well as analysis and advice for producing better creative more efficiently.

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