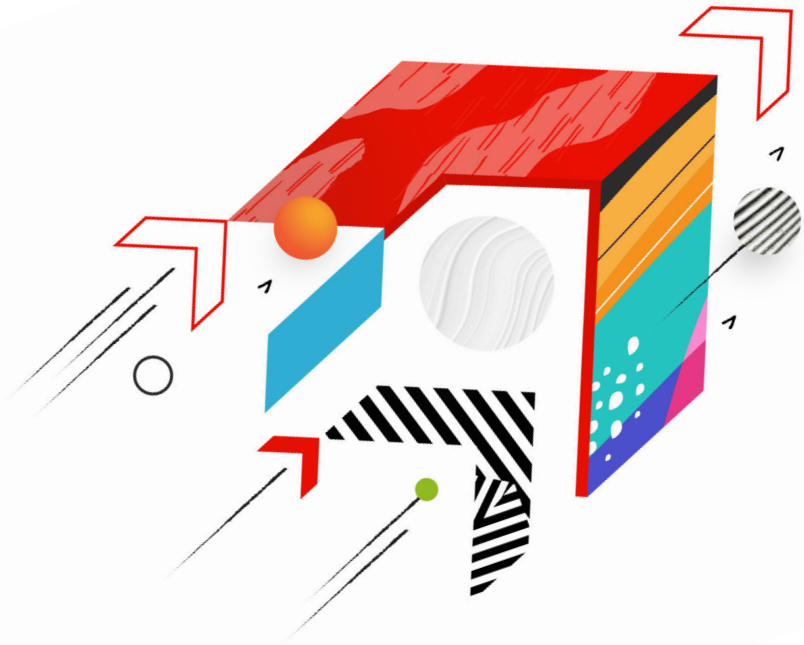


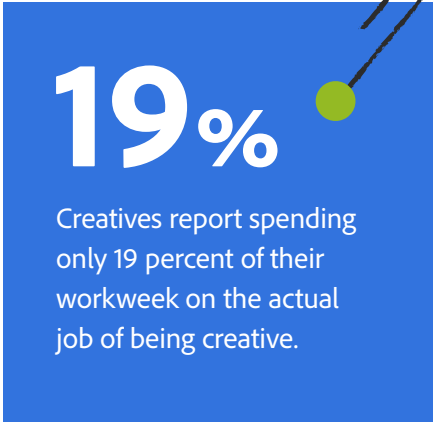


# Bringing efficiency to the creative process.

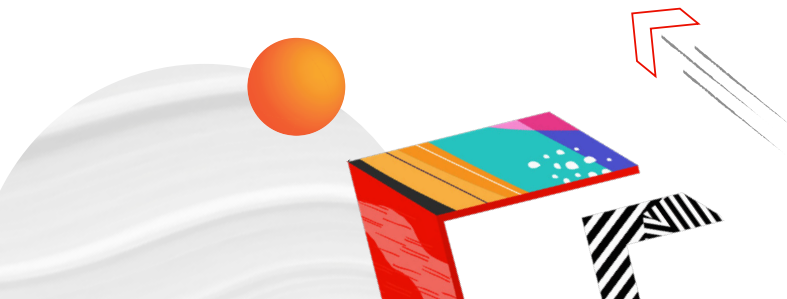


It's commonly accepted that creatives hate "process"— that great ideas can't conform to rigid timelines, workflows, or structures. But, like most conventional wisdom, once you dig deeper you find that process is actually a common scapegoat for a number of inefficient, time-consuming distractions.

When creatives report spending only 19 percent of their workweek on the actual job of being creative, what they are frustrated with is not process itself, but more specific interruptions like excessive meetings and emails, repetitive manual tasks, and disconnected systems that make it difficult to find the right version of a specific file. All these mundane activities conspire to keep teams away from the creative work they were hired—and love—to do.



Luckily, these problems can be solved with the right work management application in a way that speeds up the creative process, allowing your team to be more streamlined and strategic in where they put their creative efforts.



# Managing digital work processes for more creativity and speed.

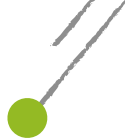
For a creative, a blank page—or blank art board—is equal parts exciting and intimidating. On one hand, the possibilities are *endless*, on the other, the possibilities are endless. By providing the right structure to allow your creative team to more efficiently and strategically focus their creative energy, you can maximize their value to your organization while freeing up more of their time to create great work. Here are five principles to build that structure:



## 1. Capture and prioritize creative requests.

Every successful organization is guided by a set of strategic business goals. As a result, all work that comes out of your creative studio should be aligned with those goals, meaning the most strategically aligned projects take priority over all others.

But without a solid work management process in place, you can't take the valuable step of measuring each request against those goals, and prioritizing accordingly. Here are two ways a strong work



management application can help keep creative teams on task and not get bombarded by time-sensitive projects, ad-hoc requests from the C-suite, and “quick asks” via email:

- **Establish one place for all requests.**

By standardizing and streamlining the intake process, you can see all the work that needs to move through your creative studio and measure each request against how it aligns with your business goals. This way, you can ensure that your creative team is always focusing on the “right” work while also eliminating ad-hoc or other distracting requests popping up into their inbox, disrupting their flow.

- **Standardize your creative briefs.**

In a 2021 industry report, 11 percent of creative teams reported not using creative briefs at all, and 56 percent said they only use them for big, Tier 1 projects. This leads to scenarios that take creatives away from their work, such as circling back with stakeholders for key information, hunting down assets, and spinning their wheels without understanding the goal of the project. And by ensuring that all the info normally collected for a creative brief is added to the intake form, you’ll know that every request has the necessary information—goals, deliverables, timeline, budget etc.—for the creative team to hit the ground running.



When you give your creative team a solid foundation to begin projects, you can eliminate the need for reworks, restarts, or the “hurry up and wait” cycle that sometimes accompanies creative work.



## 2. Standardize workflows.

Creative projects often follow a similar arc. For example, there will be a kickoff meeting, you'll write the copy, design different options of the asset, internally select an option, and refine a final version to submit for approval. No matter the size or length of the project there are some common repeatable workflows that pop up nearly every time. Here's how work management can help standardize your workflows:

- **Create project templates.**

Instead of reinventing the wheel every time you have a request come in, you can save time by building project templates for your more common assignments. Establishing and automating work processes that your creative team can rely on frees up their attention to focus less on how they are going to get the work done, and more on producing their best work.

- **Build smarter timelines.**

By standardizing your workflows, you can quickly learn how long it will realistically take your creative teams to complete a similarly scoped project. This has the added benefit of giving stakeholders a clear timeline to review and approve work, keeping work moving at the pace you need it to.

When you standardize your workflows, you give your creative teams a reliable, repeatable process in which to flex their creative muscles.



### 3. Manage demand of your creative team.

Knowing who is working on what is key to getting your creative team to be more efficient and creative. Too often a handful of creative teams are overburdened with assignments, while someone else sits idle waiting for the next project to kick off. A unified work management application gives you the power to do the following:

- **Assign priority work effectively.**

By knowing who is available and for how long, you can make sure that the supply of your creative hours is effectively meeting the demand. This keeps you ahead of the curve so the right people are always focused on the right work, and helps you identify upcoming stretches where additional resources—via freelancers or contractors—may be needed.

- **Automate workflows.**

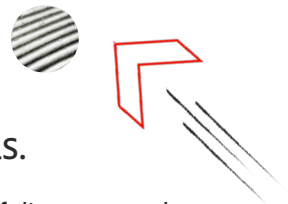
When you automate the prioritization and assignment of work, you can eliminate the downtime between when the creative brief is complete and work can begin—no more waiting days for every stakeholder to be available for a kick off. Even better, by using a work management application with robust API integrations you can enter all your campaign information into one place and automatically populate it into your other tools.



- **Eliminate recurring meetings.**

Replace weekly, time-consuming status and resourcing meetings and keep forward momentum going with a single software solution that updates in real time, letting everyone know who is working on what, and when they expect to complete their tasks.

Managing the demand of your creative team is much more than simply making sure everyone is keeping busy. It helps your creatives better balance their workload and give each assignment the attention it deserves.

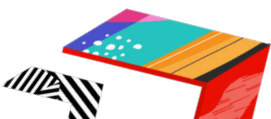


#### 4. Integrate into your existing tools.

When 56 percent of marketers are using a mix of disconnected systems and applications like email, messaging apps, spreadsheets, and asset managers, we can forgive creative teams for treating yet another tool with skepticism. The last thing they need is another distraction that keeps them from doing the work they were hired to do. It's crucial to have a solution that doesn't simply add to the pile but integrates into their preferred tools like Adobe Creative Cloud. Here are some benefits of better integrating your tools with a work management application:

- **Facilitate collaboration in real time.**

With real time collaboration, work statuses update in real time so everyone can see changes and communications as soon as they happen. Each project, task, subtask, and document should include



comment boxes where you can collect feedback, provide updates, and ask questions. All those comments and feedback are captured in a historical, threaded conversation that lives right on the design they are working on.

- **Speed up the creation and delivery of work.**

Every interruption has a ripple effect on the overall productivity of your creative team. According to a University of California Irvine study, it can take up to 23 minutes to recover from an interruption. Every email ping, instant message, or status meeting that takes your team's focus off the work adds up to lost productivity. The more you can keep work within a single application, the more you can create fewer opportunities for distractions to take hold.

By integrating your work management processes into Adobe Creative Cloud, you can meet creative teams where they are while minimizing interruptions to their flow.



**23 min.**

It can take up to 23 minutes to recover from an interruption.





## 5. Digitize review and approval.

Waiting on approvals is one of the biggest culprits of missed deadlines. Too often, a round of work is completed, but getting a review on the calendar can't happen until tomorrow, or even next week. Marketers need a remedy if they want to keep work moving and meet deadlines. Here's how a work management application can streamline the approval process and avoid the common delays you've grown accustomed to:

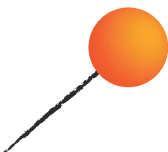
- **Automate approval workflows.**

Map out which types of projects need to be approved by which clients or stakeholders and at what stages of the creative process. Any type of project will get done faster—and better—if you know in advance who needs to be involved and when. Stakeholders are then automatically notified when it's time to review work and can comment and collaborate directly within the file.

- **Minimize review cycles.**

If your creative team has folders filled with files labeled "Final," "Final2," and "Final APPROVED," you know that minimizing back and forth is key to accelerating the delivery of work. By consolidating reviews, proofing, and revisions into a single source of truth, creatives can be confident that they have sign off from all stakeholders. That way, "final" means just that.

Automating feedback and approval minimizes the idle time that normally plagues projects and maximizes the vital forward momentum the creative process thrives on.

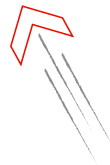




# Prioritize creativity without compromising speed with Adobe Workfront.

The best creative work is done when creatives can focus their attention on high-value work. And the best way to give creatives the time and space to do this is with a work management application like Adobe Workfront that lets your creative team:

- Work the way they want to work in the tools they want to use through a seamless integration between Adobe Workfront and other Adobe applications
- Anticipate, prioritize, and assign work that meets your organization's goals
- Eliminate routine and repetitive project management tasks like facilitating review and approval workflows through automation



With these processes in place, creatives have the time to do what they do best—create. Learn more about how Adobe Workfront can help your teams create and deliver great work at speed and scale with the [Complete Guide to Work Management for Marketers](#).

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