8 BIGGEST CHALLENGES FACING CREATIVE TEAMS
— FROM CONCEPTION TO COMPLETION

1. Bundled Briefs
   - 53% cited creative briefs lack focus, are inconsistent, and don't describe how the project will support business goals.

2. Random Requests
   - 67% of creatives spend at least 25% of their time managing ad-hoc requests on top of their on-going projects.

3. Multi-tasking Madness
   - 82% of creatives spend at least 25% of their time managing projects vs. doing creative work.

4. Too Little Time
   - 27% say they aren't given enough time to be creative on projects.

5. Too Many Chefs
   - 40% say too much feedback from too many people leads to differing directions and viewpoints.

6. Eleventh Hour Edits
   - 59% of creatives say that last minute changes are the #1 reason deadlines aren't met.

7. Process Pandemonium
   - Only 26% of creatives say they have a standardized and consistent review/approval process.

8. Past Due!
   - 52% of creatives say they don't complete projects on time (because of the aforementioned reasons)

Sources: 2016 Agile Marketing Survey (wrike.com), Joanne Davis Consulting, Webdesignerdepot.com