

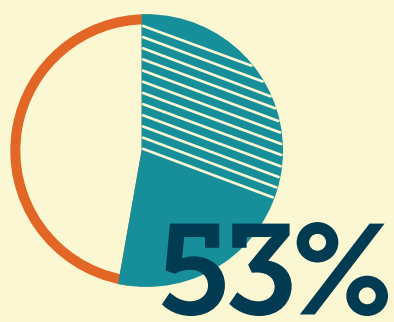
# 8 BIGGEST CHALLENGES FACING CREATIVE TEAMS — FROM CONCEPTION TO COMPLETION

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1

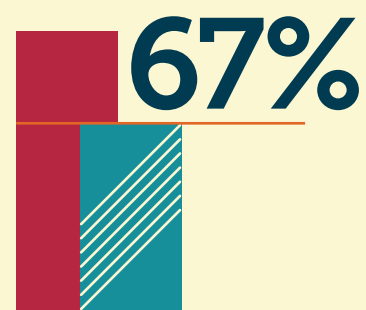
## Bundled Briefs



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

2

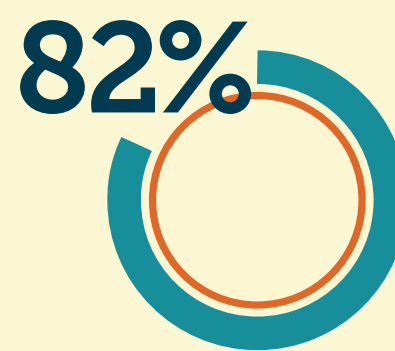
## Random Requests



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

3

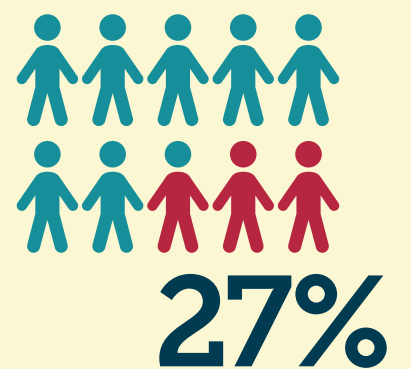
## Multi-tasking Madness



**82%** of creatives spend at least 25% of their time managing projects vs. doing creative work.

4

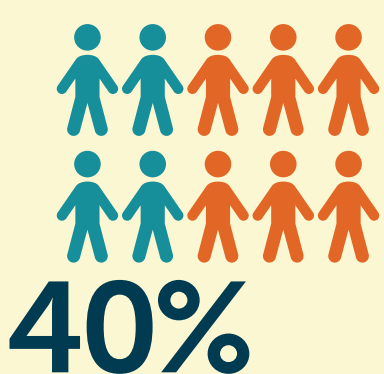
## Too Little Time



**27%** say they aren't given enough time to be creative on projects.

5

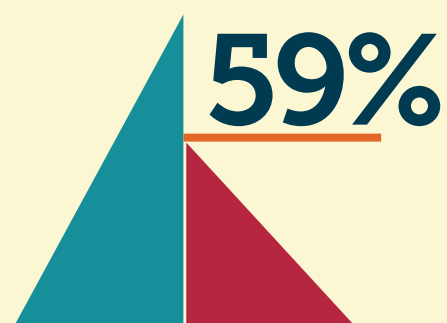
## Too Many Chefs



**40%** say too much feedback from too many people leads to differing directions and viewpoints.

6

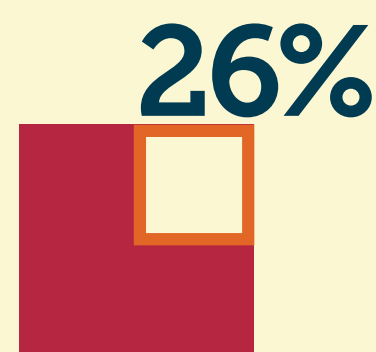
## Eleventh Hour Edits



**59%** of creatives say that last minute changes are the #1 reason deadlines aren't met.

7

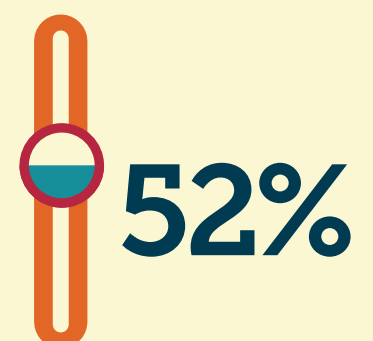
## Process Pandemonium



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!)