

State of Creativity:

A HIGH-SPEED

The global creative industry is strong at continuous adaptation.

But is it possible to keep making meaningful creativity at lightning speed?

EVOLUTION

SAMPLE REPORT

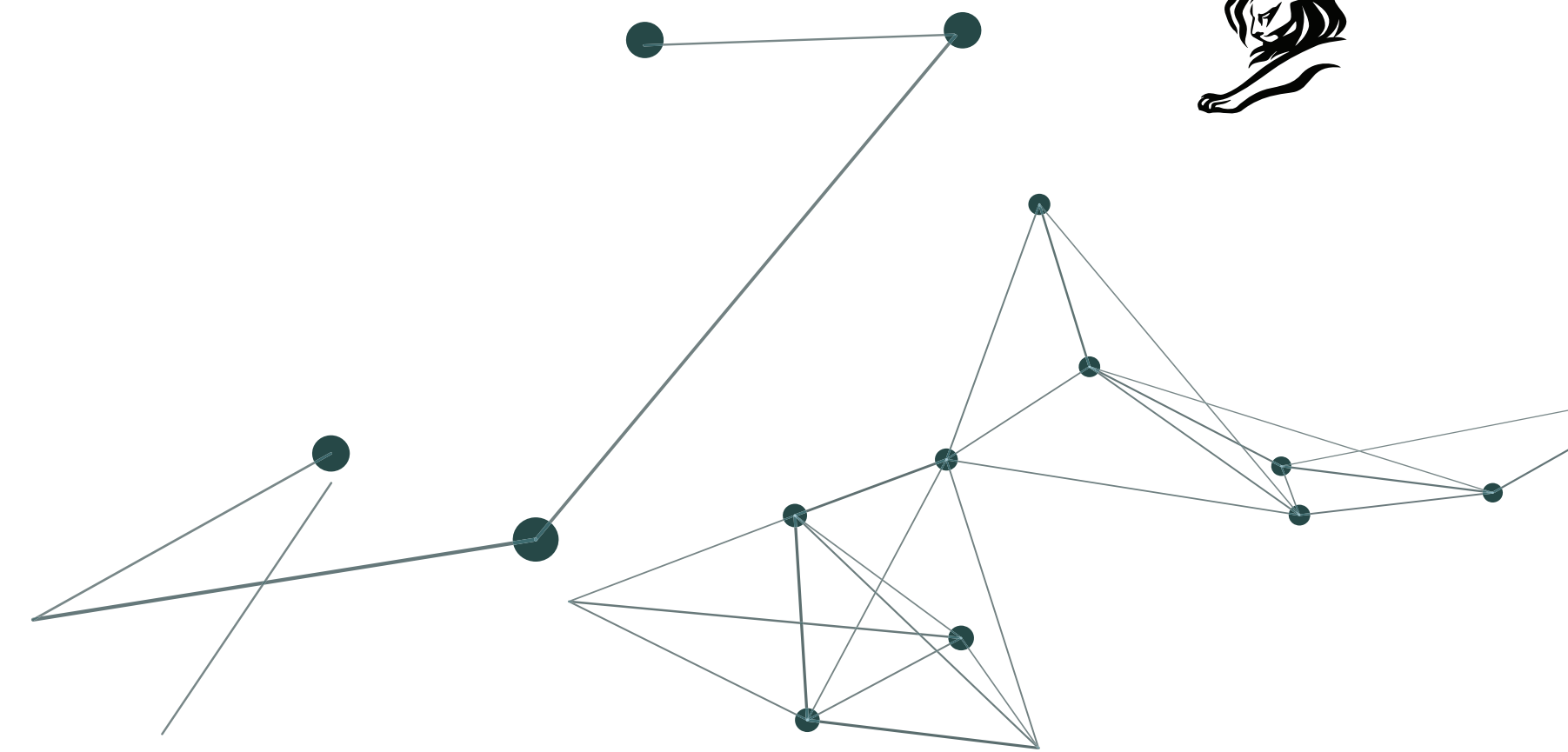
Welcome to the State of Creativity Study

Here's your sample

The constant need to change, stifled creative freedom, and the talent crisis are the challenges dominating the industry's thinking in our second annual analysis of the creative landscape. We surveyed 3300+ experts from across the creative community, and conducted 50+ in-depth interviews to understand the new priorities for 2022.

This short sample report gives you a taste of the full report which shares your peers' attitudes and approaches to creativity in the post-pandemic world to help you understand the issues you need to address today, and how.

To access the full report, sign up to LIONS Membership [here](#).



“It’s an exciting time to be a
creative. Scary, confusing, and
at lightning-speed
sometimes, but exciting.”

DIRECTOR | CREATIVE AGENCY

It's time to...



Get comfortable in a state of flux

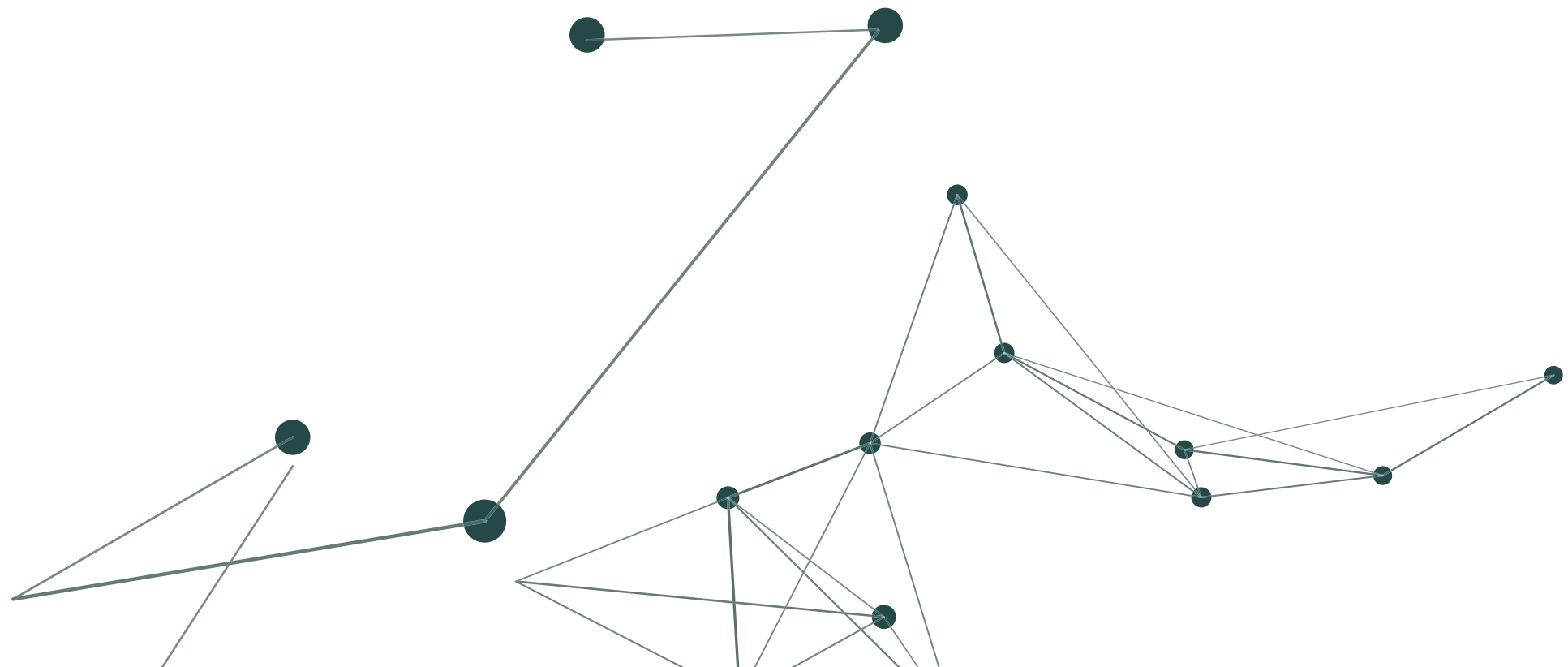
Versatility and adaptability have become non-negotiables. In 2022 your collective voices point to an industry that is now attuned to the natural rhythm of 'beta-mode' - where change is constant. Most critically for this industry, and your role in it, this is driving experimentation.

Pay more attention to people

The Great Resignation is forcing businesses to double down on how they inspire and nurture creative talent. You want more focus on improving the employee experience - more freedom, better work-life balance and more development. As the flexibility of freelance life beckons, this is a critical issue for an industry that depends on its people and their ideas.

Double down on strategy and impact

Creatives need to find a better way to frame the value their work offers in business - a key reason why 86% of creative partners believe it's most important to upskill talent in strategic creative thinking.





What should you focus on now?

We have identified five key focus areas for 2022. Sign up for the full report on LIONS Membership to find out how you can start working on each of these fundamental and urgent challenges.

Crack the demand for effectiveness through an aligned culture and agreed goals

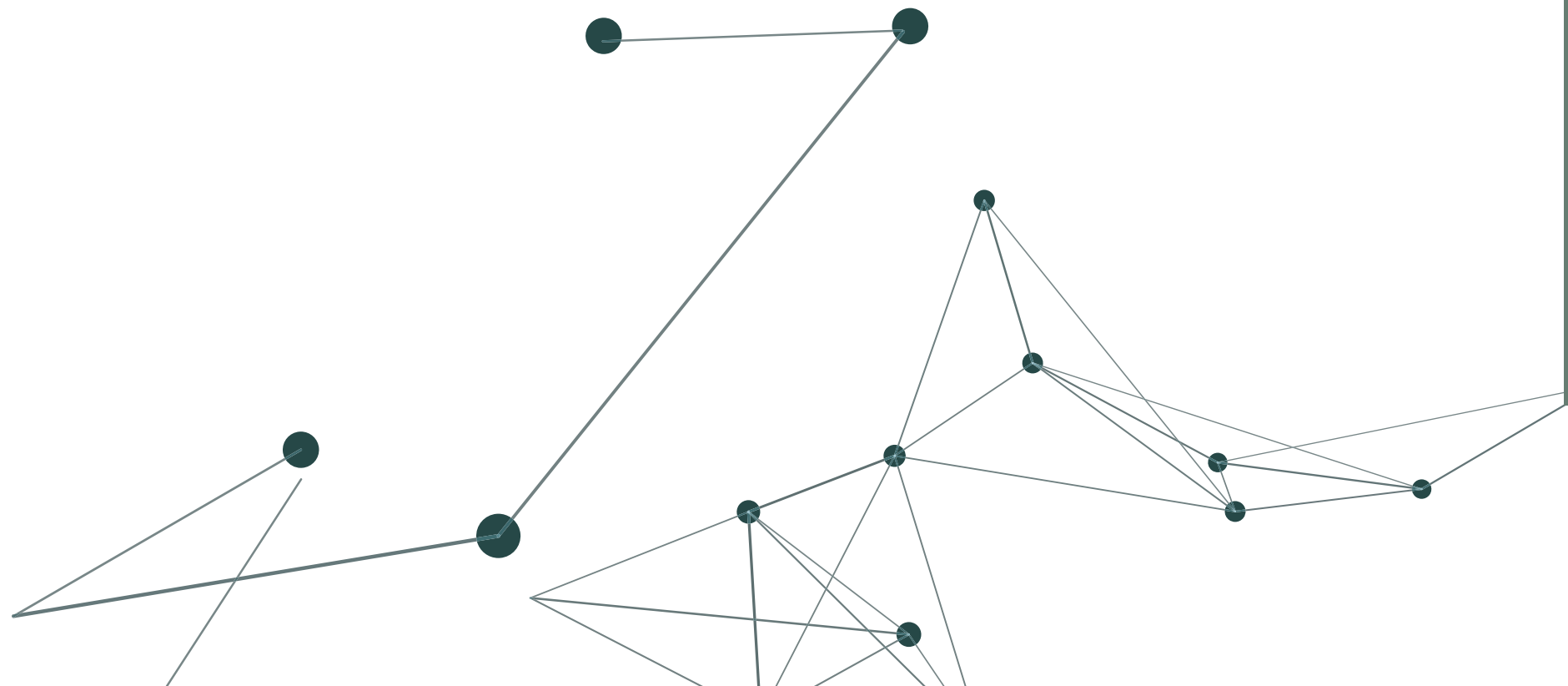
The impact creativity can have on business results has already been demonstrated, so why are **41%** of brands still struggling to convince stakeholders to invest? You told us you still want a “greater understanding of creative effectiveness”. But creative effectiveness cannot thrive until brands and agencies have a shared understanding of what it means. No matter your level, ask yourself if your work is fulfilling key desired outcomes for the business in question?

Explore and experiment with the metaverse, and bridge it to the physical world

Over half of brands agree that the metaverse will be important or critical in 2022. You want to know “how far and how fast” this space will develop and what the impact will be on creative culture. The advancement of technology supporting the development of the metaverse will help the creative industry move at the speed now expected, but it is still under development. Ideas that work today, might not work tomorrow. To get the best out of the platforms you must stay alert, monitor how they’re evolving and experiment.

“Experimentation on the gaming platform is great but the bar is so high. The digital craft is incredible and the creative is first-class. So what you do has to be relevant and remarkable. Otherwise gaming will just become a landfill.”

Jax Ostle-Evans
Managing Director | Stink Studios





What should you focus on now?

3

Use creativity to set new standards for sustainability

You told us that sustainability is driving your agenda for 2022. **85%** of respondents said that creativity centred around sustainability is either critical or very important to business today. But sustainability can't be solved with quick fixes. The challenge now is building impactful solutions at the pace the world needs. Brands and agencies can no longer plaster over the cracks with sustainable messaging, they must come together and use the power of creativity to solve critical problems. If your company isn't taking sufficient steps to act more sustainably, it's time for you to speak up.

How can you get started? Sign up to LIONS Membership to take a look at our pointers, and best-in-class examples of creative work in the full report.

4

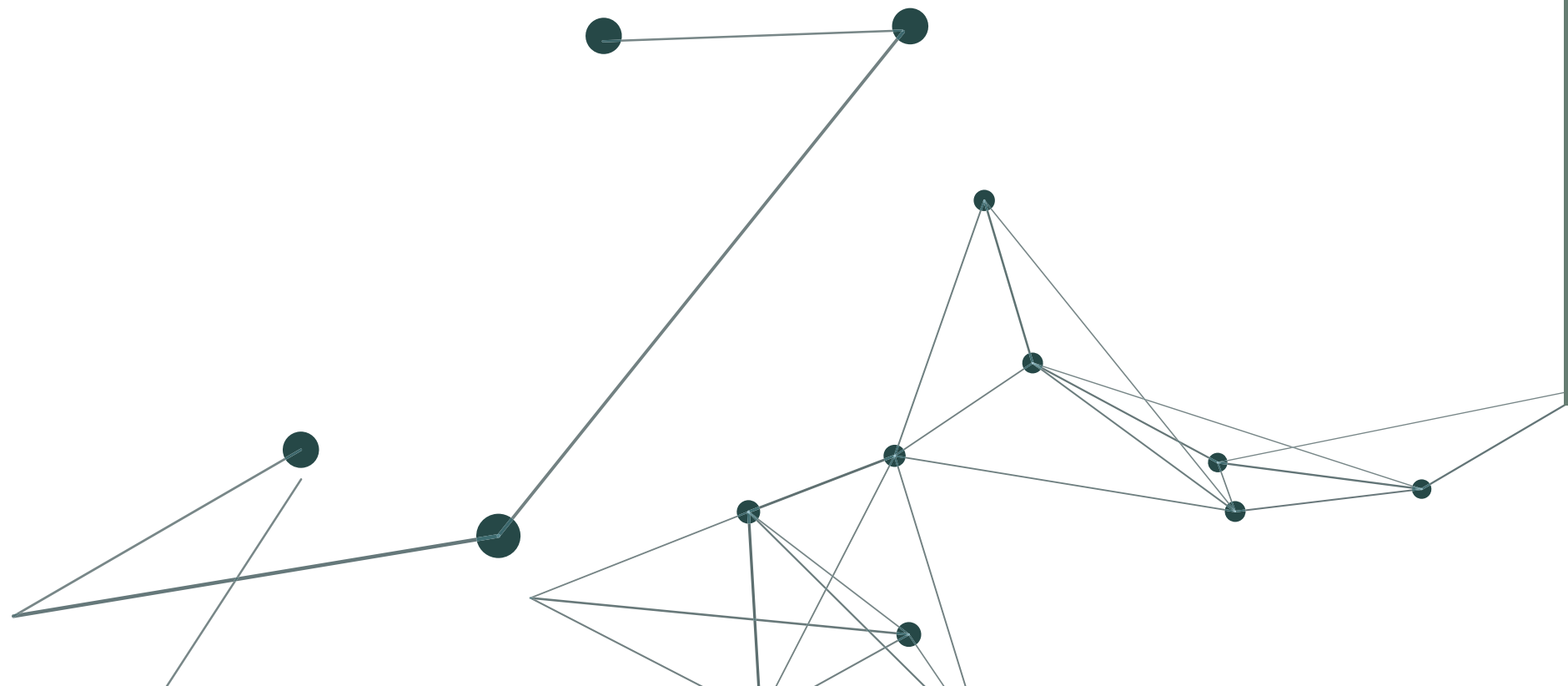
Put people first in the talent crisis

You want the development of employees to become a priority. You're calling for more consideration of mental health needs and a better work-life balance. Those requirements are hard to achieve with the current demand for creativity at speed. As a result, agencies are struggling to attract, motivate and retain skilled creative talent.

56% of brands and **55%** of creative partners said that securing talent was very or extremely challenging to deliver.

"As an industry, we are witnessing a significant churn. People are asking themselves why are we doing this, where's this going. The great resignation is real for us. They are speaking to their bosses about their mental health and the need for flexible hours."

Josy Paul
Chairman and Chief Creative Officer | BBDO INDIA



What should you focus on now?

5

Bring more honesty and open mindedness into the creative process to reclaim creative confidence

Brand marketers see the value of creativity, but confidence in the ability to apply it is low. Only **8%** of agencies said they feel extremely confident in convincing clients to invest in high-quality creativity. Only **12%** of brands feel extremely confident in convincing the CFO to invest in high-quality creative.

The time and budget you have for projects is shrinking, but the scale of expectation is growing. This is sapping creative confidence. It is time to take back control of the schedule - and the creativity.

Find out what you can be doing in the [full report](#).



Sign up to LIONS Membership to download the full report sharing the findings from LIONS' State of Creativity Study.

- Discover the full analysis, which shows the common perspectives and differing viewpoints of brand marketers and their creative partners on how they're tackling creativity in business today.
- Dive deeper into each focus area, with insights and recommendations on how to address these challenges.
- Find additional suggested reading lists to further inform your knowledge.

Become a Member

LIONS Membership gives you access to a wide array of content from the world's best creative talent, with unique insight into what it takes to win a Lion; practical tools, expert advice, and all the inspiration you'll need to prepare for your next creative challenge.

Access learning programmes, community meetups, and exclusive online content from the Cannes Lions Festival.

Join today by heading to <https://www.lionscreativity.com/membership>