



LAUNCH

The data behind
successful projects

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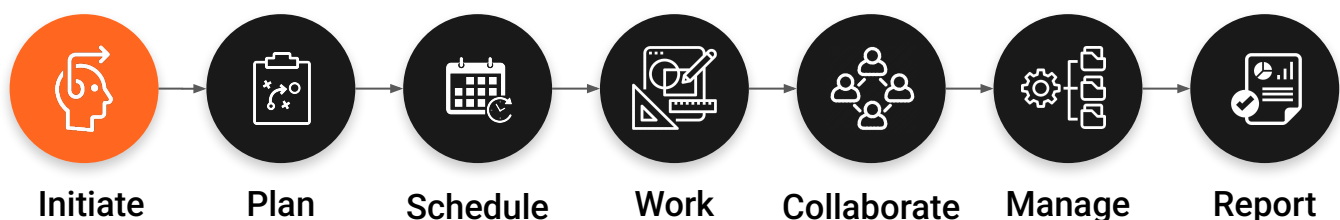
Introduction

Internal agencies and creative departments often find themselves stuck in the middle—taking orders from other departments and working hard to deliver something that honors brand standards, visual appeal, and organizational goals.

This report will shine light on a critical part of the creative process for these groups: The Intake and Launch phase. This phase, while often simple at a high level, can decide project success and stakeholder satisfaction far more than anything else.

This guide unpacks the data and offers a benchmark for your own team, as well as tried-and-true advice to help you improve your creative or marketing team's overall KPIs.

Stages of a Creative Project



The Launch Phase

This phase is full of information gathering, scoping, and setting deadlines for the creative work that your team will be doing. It can be formal, involving meetings or forms, or informal, relying on emails, chats, and desk drop-bys.

Trends at a Glance:

Teams Get

22 Days

from initial request
to final due date

How much time do you need? Answering this question will help you establish a sense of what's normal and communicate expectations to your stakeholders.

1 in 6

requests submitted
to teams require
revision before
beginning work

How often are you going back to the client for more information? Knowing how much time you spend returning to the client will let you improve your intake process so that you get the right information from the initial request.

Only

31%

of creative groups
intake projects directly
into their PM tool

How are you managing intake on requests? The answer to this question may offer insight into some quick ways to set yourself apart from other organizations and streamline your processes.

About the Data

Most of the data in this report is pulled from a sampling of roughly 10,000 creative and marketing professionals who use RoboHead to manage their projects. Due to the nature of creative work, individual teams may use different conventions to track their work—even within the same organization. We used AI to find patterns and groupings for the data.

300
Creative Teams

10,000
Individual Contributors

5+
Teams sizes of 5-200
represented in data



Using the Data

Creative teams work on projects across many mediums, companies, and industries, all with unique challenges and regulations.

This report is intended to offer industry benchmarks and guidance into what is most common, not necessarily what is best for your individual needs.

You may find it helpful in setting goals, advocating for your team, and looking for improvement opportunities.

RoboHead.Net

Teams Get

22 Days

from initial request to final due date

Lead time for projects is defined as the number of days between a request form being submitted and the final due date requested on the form.

Note: RoboHead allows managers to control and guide how much notice time requests receive.

Project Turnaround Times by Project Type

Project Type	# Days
Product Documentation	39.97
Video & Podcast	24.12
Other	22.14
Events and Tradeshow	20.45
Educational & Training	19.54
Web & Digital Media	19.02
Print and Collateral	17.86
Packaging	16.98
Content Creation & PR	16.4
Design & Branding	13.57
Photography	13.31

1 in 6

requests submitted to teams require revision before beginning work

Advocating for Stronger Starts

Rejecting or sending project requests back can be awkward, but holding your stakeholders accountable is one critical way to maintain control of your creative operations.

Reasons a project request might be sent back for revision:

- Unrealistic deadline
- Not enough detail
- Conflicting goals

When projects aren't a good fit

Around 2% of projects submitted to creative teams are outright rejected.

How You Intake Requests

This data is based on in-house creative teams who rely on a completely customizable intake form. By asking the right questions and gathering everything upfront, you limit the amount of time you spend going back and forth to get the information needed to launch a project.

31%

of creatives intake projects directly into their PM tool

Reduce Chaos with better processes

Relying on meetings, desk "drive-bys" and a slew of separate email chains and chats isn't sustainable for staying ahead of creative work--you need all of your data and everyone on your team in one place.

The right tool helps you avoid:

- Projects lost in inboxes
- Countless hours in meetings
- Scope creep
- Slipping deadlines
- Overworked team members

How does your team take in new project requests?

Emails/Chats	33%
Meetings	27%
Google Form (or similar)	9%
Directly within a PM Tool	31%

[Source](#)

Save 200 Hours One RoboHead user saved 200 hours/year in meetings by implementing an intake form with RoboHead. [Read More](#)

Get a Running Start with RoboHead

“RoboHead is the only way we can keep track of the kind of volume we work with.”

John Bloom



Integrated Process

By integrating your intake process directly into your project management tool, RoboHead helps you start projects faster.

With RoboHead, you spend less time going back and forth with stakeholders and more time executing great work.



Learn more at RoboHead.net