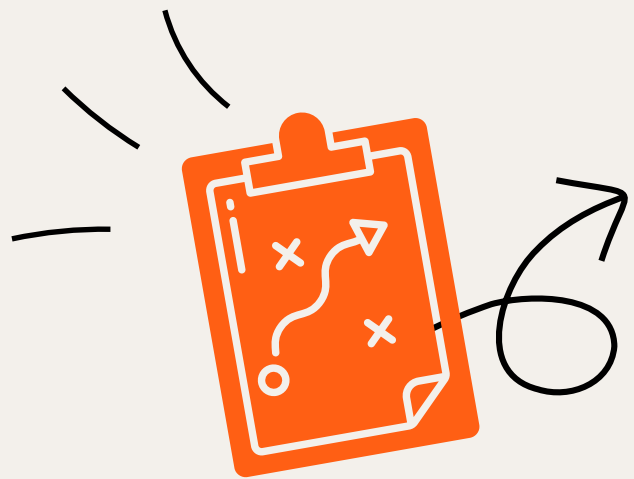


The Efficiency **Playbook**

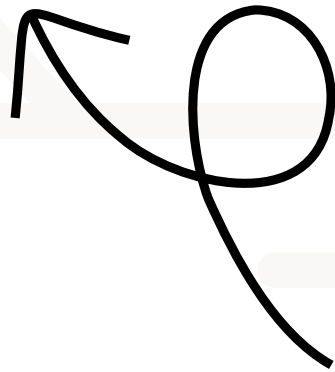
RoboHead's guide to embracing change, working as a team, and getting more done in 2025—based on productivity data and trends from RoboHead's 10,000 creative and marketing users.



Introduction

Creative teams are facing more challenges than ever before—from mandates to reduce costs and get more done to organizational leaders questioning the value of creative work in general and fears that generative AI will replace jobs altogether—it's a tough time to lead and work in the creative space in corporate America.

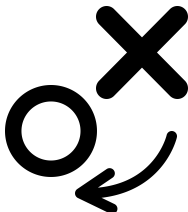

Armed with data from creative teams around the continent, you can fight back and advocate for the important work your team is doing every day and embrace changes with open arms.



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. Additionally, some data is sourced from a survey of RoboHead's customers at our annual conference.

10,000 Individual Contributors **300 Creative Teams**



Creative teams are doing 14% more work than 4 years ago, with fewer resources.



Play #1 Show Value, Not Just Costs

Creativity is more important for companies than ever before. Teams find themselves executing an average of 10 more projects per month than just 4 years ago—with 10% fewer team members. But, these teams are often seen as sunk costs rather than an investment.

Advocate for your team by showing results, not just cost. This will allow your team to stand out and stay off the cutting room floor.



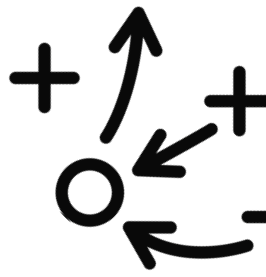
40% of creative leaders still say positive feedback from stakeholders is a critical measure of success

Play #2 Embrace Soft Data

According to survey responses, while 58% of creatives say that productivity data like number of projects completed is their north star, 40% still rely on “soft” data, like positive feedback and the feeling of a job well done.

Being sensitive to this intrinsically motivating factor is critical to working with creatives and people across your organization. While hard data is important for your organization’s health, keeping a pulse on soft metrics, like surveys and kudos, can help fuel your “hard” metrics as well.

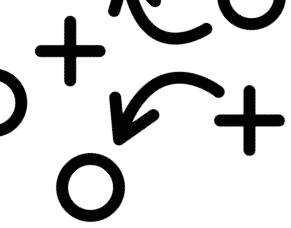
**50% more creative professionals
used generative AI in 2024
compared to 2023.**



Play #3 Create Clarity with AI

It's no secret that generative AI has and will continue to change the landscape for creative and marketing professionals. In fact, in our recent survey, there was a 50% increase in adoption of generative AI between 2023 and 2024.

While there is a role for AI in asset creation, creative operations professionals have found significant value in using AI to create clarity with project summaries and organizing information to help your team get more work done.



Creatives are serving 15% more stakeholders than before

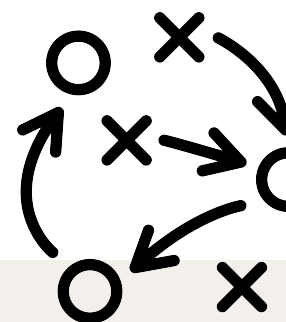


Play #4 Streamline Communication

Teams are not only getting more lean (down 10% since 2021), they are also serving more individual stakeholders, with an additional increase in the number of people outside of the creative or marketing team that they communicate with. This has resulted in more stakeholders being served with fewer team members to execute work.

The only way to combat this challenge is to communicate efficiently with all parties involved. Seek advocates outside of your department and encourage processes that don't require intervention.

Teams executed projects 44% faster in 2024 compared to 2021



Play #5 Eliminate Wasted Time

2024 was the year of doing more with less. Teams found themselves accelerating timelines exponentially — executing projects 44% faster than just 4 years prior. How did they accelerate these timelines? Simply by removing wasted time from the schedule. The gains didn't come from copywriters typing faster or designers drawing at warp speed — they resulted from removing gaps between steps in the process.

For example, RoboHead customers saw their biggest gains by reducing lapsed time in the feedback process, reducing time to approve final deliverables by 40%.

Stay efficient, work as a team and get more done with RoboHead



Your team faces more challenges than ever before. The answer to all the trends we see is efficient and organized project management and communication. RoboHead allows you to do all of this in one place with:

- Project request forms
- Scheduling
- Project Management
- Stakeholder Communication
- Feedback and Review
- Built in AI for quality
- control and project summaries

