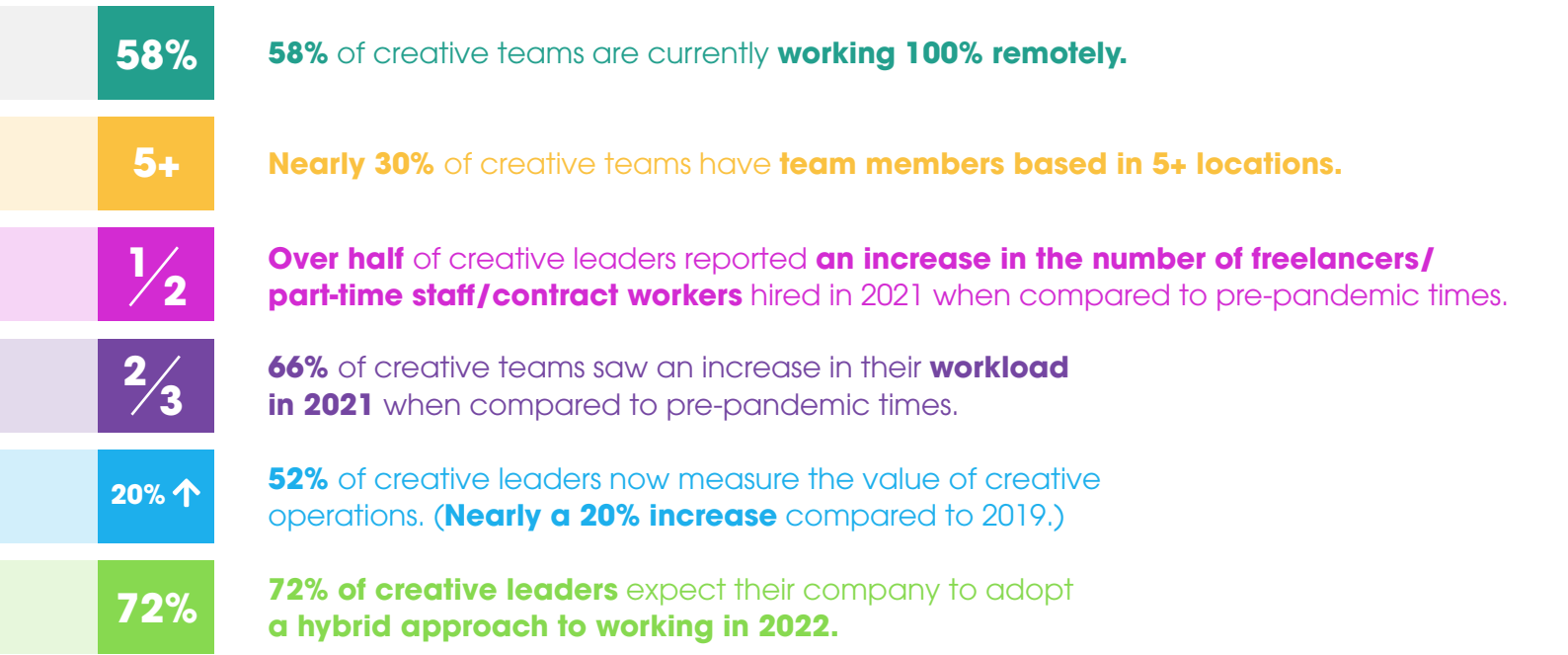




The demand for creative work is at an all-time high, team members are now spread across multiple locations, and we are seeing a greater demand for freelancers.

In our fourth annual creative operations research survey, we surveyed over 100 creative leaders to find out about the state of creative operations in 2021.

Key Findings From the Research Survey:



Turning to Tech:



The Future of Creative Ops:

- 1 **A greater focus on the business value** of creative operations.
- 2 **Increased reliance & investment in smart technology** to support remote teams.
- 3 **Hybrid working structures** will demand more defined operational goals and processes.
- 4 **Increased demand** for freelancers to bridge the skills gap.

What Creative Leaders Have to Say on the Future?

"I believe Creative Operations will grow in significance and there will be a greater need for technical support to track progress and employee bandwidth and output."

"Hybrid work environments are here to stay, but roles requiring collaboration will have to return to work to ensure we continue to challenge the status quo of content ingenuity."

"Creative Operations must be the #1 goal for agencies in 2022."

"It looks great. I am a creative operations manager and due to the pandemic, my role became highlighted and seen as critical instead of optional. Managers across creative roles see me as an essential partner in how they meet goals and help grow and build talent."

"The need for Creative Ops will increase as companies try to do more with less. Metrics will start to be applied to output to justify (or not) the need for in-house design."

Who is Getting Creative Operations Right?

