8 BIGGEST CHALLENGES FACING CREATIVE TEAMS
— FROM CONCEPTION TO COMPLETION
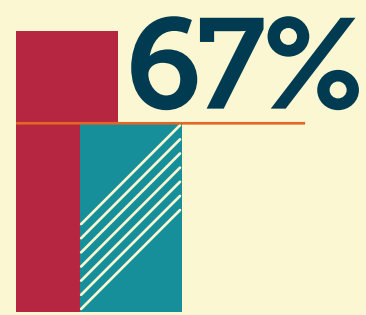
MODERN LITHO
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1 Bundled Briefs

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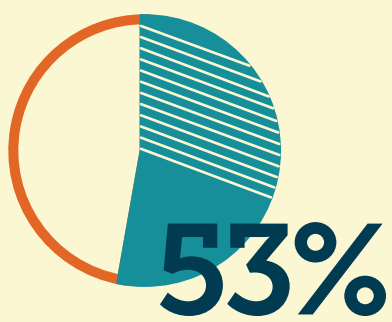
53% cited creative briefs lack focus, are inconsistent, and don't describe how the project will support business goals.

2 Random Requests

67%

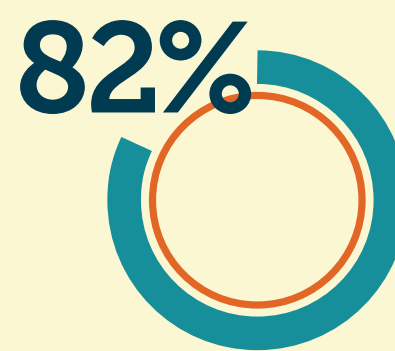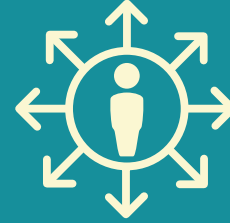**67%** of creatives spend at least 25% of their time managing ad-hoc requests on top of their on-going projects.
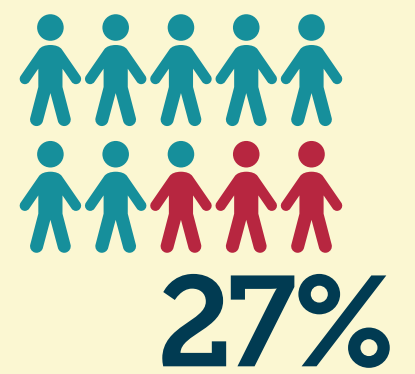
3 Multi-tasking Madness

82%

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

4 Too Little Time

27%

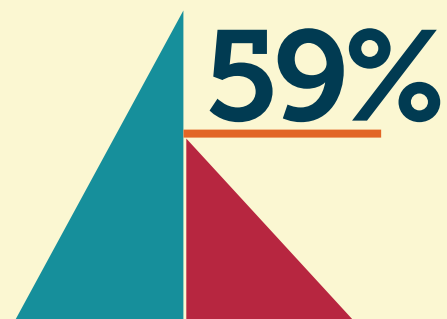**27%** say they aren't given enough time to be creative on projects.

5 Too Many Chefs

40%

40% say too much feedback from too many people leads to differing directions and viewpoints.
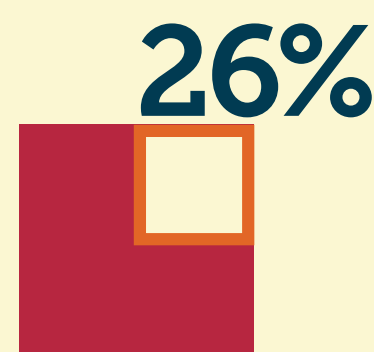
6 Eleventh Hour Edits

59%

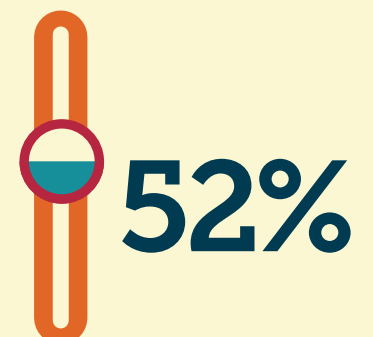**59%** of creatives say that last minute changes are the #1 reason deadlines aren't met.

7 Process Pandemonium

26%

Only **26%** of creatives say they have a standardized and consistent review/approval process.

8 Past Due!

52%

52% of creatives say they don't complete projects on time (because of the aforementioned reasons!)