

The Marketer's Guide on Future-Proofing Digital Creative Production

How implementing creative automation can help you keep up with rising creative demands

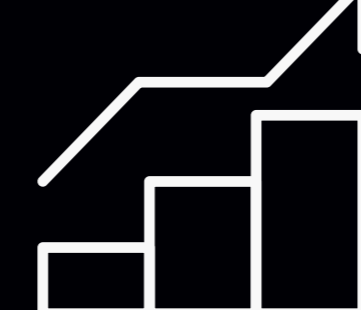
Can marketers keep up with the ever-changing digital landscape and rising pressure?

Marketers are faced with a growing number of constantly changing ad formats and platforms, struggling to keep up with current trends and demand for fresh content.

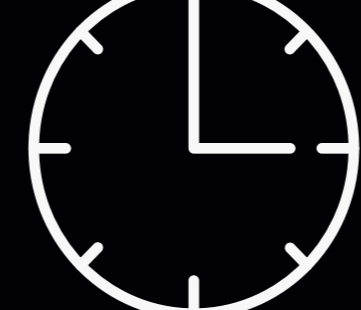
To reach their goals, they need to produce countless high-quality ads at speed, but that has its challenges



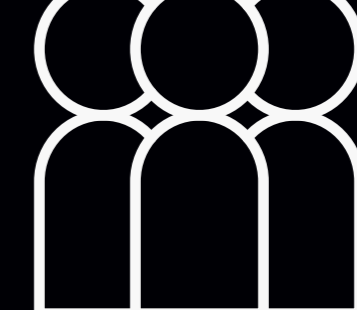
Current process slows progress



Extra expectations to do more with less



Making trade-offs to remain on budget or on-time



Spending more time getting alignment than action

Marketers need a way to keep up



44% believe they currently have effective creative processes in place to create digital ad content



80% believe their digital advertising strategy could benefit from improved creative technology

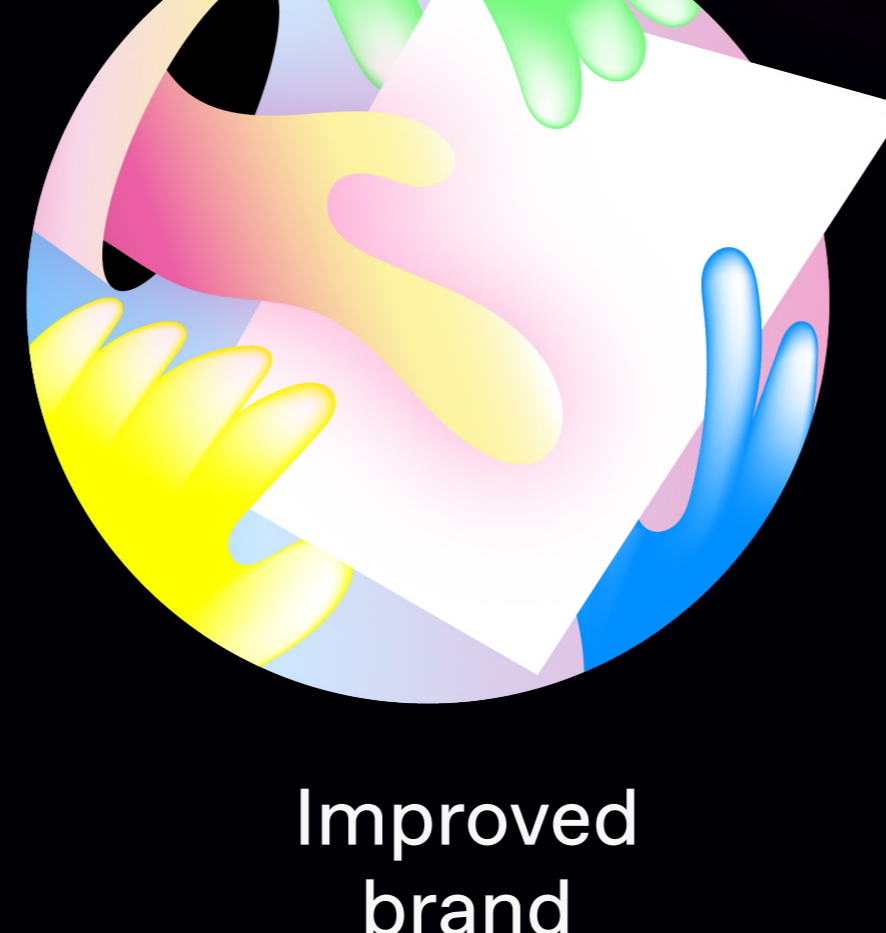
"Improve Creative Speed, Quality, And Relevancy With Automation" 2021 Forrester custom report commissioned by Celtra

Spend less time on menial tasks and more time on delivering creative excellence with creative automation

The benefits of creative automation



Increased speed to market



Improved brand consistency



Immediate & long-term cost savings



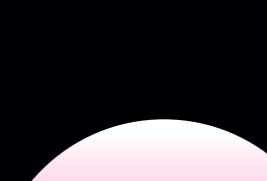
United global production / brand governance

What is creative automation?

Technology that streamlines the creative production process via cross-team efficiencies, enabling you to produce impactful digital ads at scale for a fraction of the cost and time.

By increasing efficiency and reducing creative waste, creative automation allows marketers to drive more and better campaigns, increases their ability to test and learn, and empowers them to create the volume of ad content needed to implement personalization strategies.

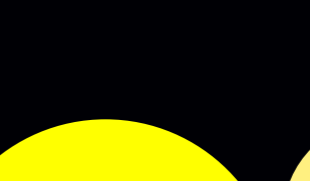
Top global brands have already implemented creative automation



Reduced production effort for each new market



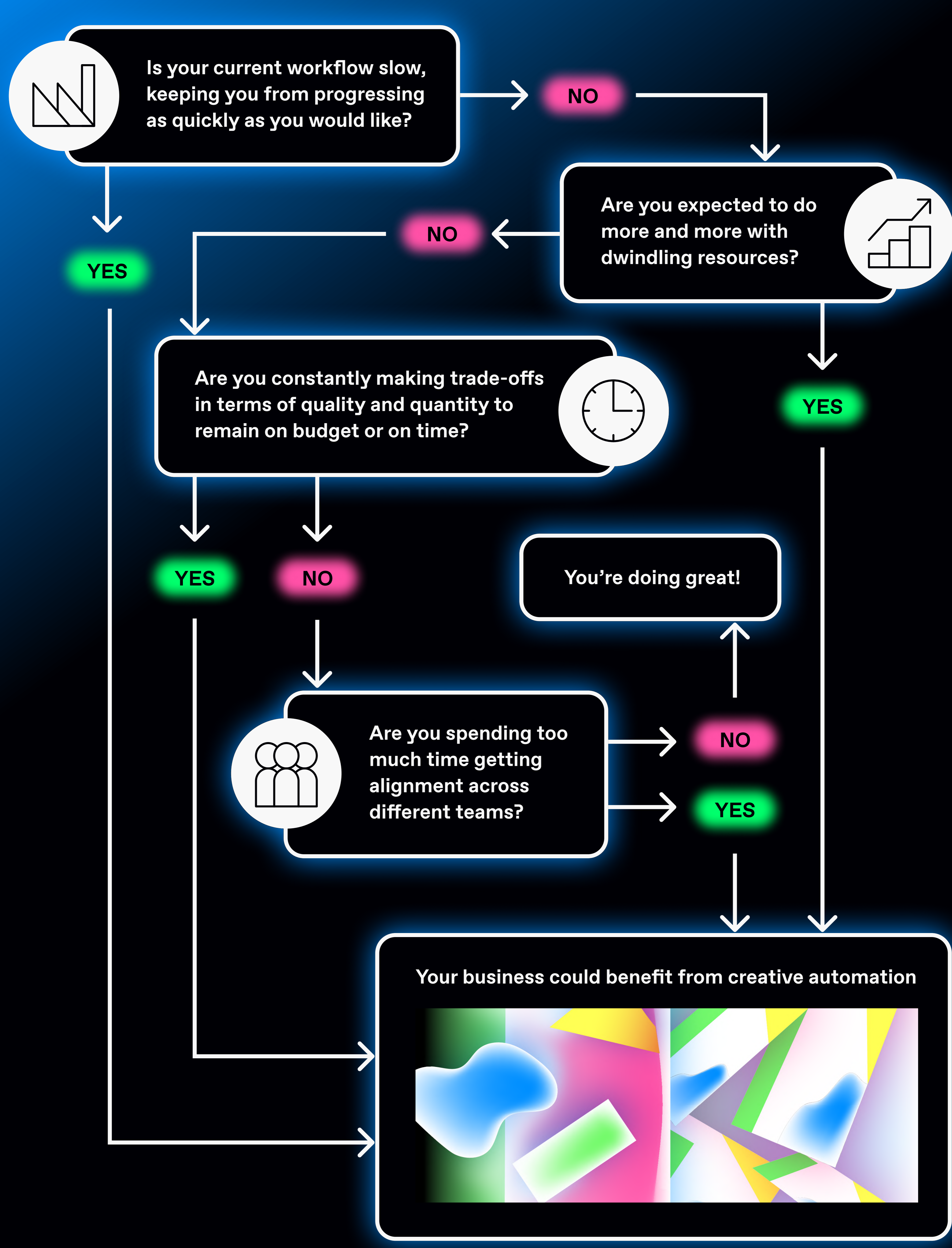
Faster time to market



Faster approval process

Pave the way for creative automation in 3 steps

1 Identify the immediate need



2 Get buy-in from teams

Once you realize it's time to implement creative automation, the next step is getting leadership and cross-team buy-in. By agreeing that increasing efficiency through creative automation is an important company goal, you get:

Increased collaboration across teams

With leadership buy-in for greater efficiency, teams can collaborate on parts of the process they wouldn't normally have access.

Better briefs through a common language

With leadership buy-in for greater efficiency, teams can establish a common language to describe their objectives.

Modular design to easily adapt to manage ad-hoc needs

With leadership buy-in for greater efficiency, designers can embrace a flexible design system to adapt for any situation.

3 Implement the optimal workflow for all teams

Find the best process that benefits all teams and look for opportunities to collaborate in every stage of your creative production process to drive efficiencies.

"Moving from manual processes with fixed design to modular and automated digital creative production has made our workflow faster, our digital creative more effective whilst also driving cost-savings across the company."

Nathan Cook

Global Director of Brand Communications Excellence, Unilever

Ready to get started?

Book a free demo with the Celtra team today to discuss how implementing creative automation can help your business speed up production while providing the utmost creative design control.

[Book a demo](#)