



FINDING THE PERFECT IMAGE.

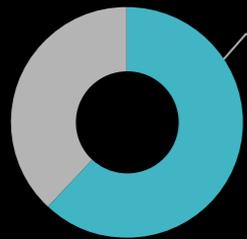
Three ways the right stock service can accelerate creativity.



As a creative leader, your job involves a lot more than bringing concepts to life. You've got a team to manage, and a pile of clients to keep happy. You've got content to ideate, assets to build, and campaigns to manage—and it all needs to be delivered on time and on brand.

Ideally, your team would concept and shoot every asset to perfectly merge imagery and message for every deliverable. But business deadlines and budgets don't always allow time for careful creativity—and 62 percent of creative marketers say creating original imagery requires time and effort their team can't afford.¹

So much to create, so little time.



62%

of creative marketers don't have enough time to create original imagery for every project.



That's when finding the right image for a project becomes a challenge. The image has to be specific enough to fit the needs of the project. It must be high quality enough to translate well across all channels and devices. It needs to keep pace with business demands across every channel. And it must do all of this while adhering to creative guidelines and staying true to brand.

It's a tall order—and a familiar challenge to enterprise-level in-house creative teams. Here are three ways the right stock service can help you meet both your creative and business needs.

1. Keep the focus on great creative.

In-house creative teams are known for doing whatever it takes to get the job done. In fact, creative leaders identified brand knowledge, high-end creative quality, and speed/cycle time as their top three value drivers from the clients' perspective. But that consistent, gritty productivity doesn't come without its roadblocks and frustrations.

From sifting through low-resolution, low-quality watermarked images to finding stock photos with the right composition, color, or layout, it's easy for your team to get bogged down in manual processes. In fact, creative teams spend 57 percent of their project time on design production in 2016.³

Budget is another concern. While visual marketing budgets continue to increase, 4 out of 10 creative leaders say their non-personnel budget is still inadequate, and 68 percent say stock imagery is one of the biggest ways that budget is used.⁴ Those constraints make it even more important to efficiently source quality stock images that work hard for your team.

With the right stock service, your team can quickly find images that fit the bill—and the brand. The ability to find images quickly and track usage to avoid reuses and repurchases will keep your team focused less on process and more on delivering great experiences.

“In-house creatives have many of the same chops as agency folk. What they lack is the time and resources to put those chops to work on high-concept projects because they're too busy managing day-to-day deliverables.”²

PETER LEEDS
Global Head of Creative
Marsh Inc.

Creative teams need more time to be just that.



of creative project time is spent on design production.



of creative marketers say they lack the time and resources to create effective visual content.⁵

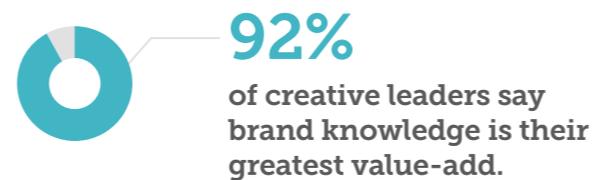
2. Produce timely content—while staying true to brand.

Brand means everything to in-house creative teams. In fact, 92 percent of creative leaders say brand knowledge is their greatest value-add to the business.⁶ That level of brand guidance is a necessity for any enterprise-level organization, but creative teams also need to produce, and keep pace with the increasing digital needs of the business.

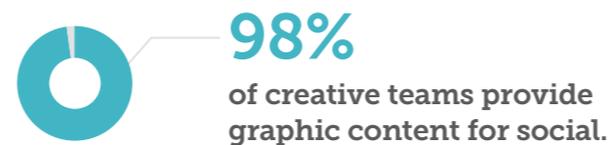
Consider the demands placed on creative teams by social media. Ninety-eight percent of creative teams provide graphic content for social media, and it's a challenge to create true-to-brand content at the volume those channels require.⁷ Given the increasing number of social channels and their ever-changing specs and formats, creative teams need to be able to quickly find images that meet brand requirements—and ensure social teams can act and react quickly with engaging social content. Forty-nine percent of creative marketers spend at least a quarter of their day on visual assets like these, and yet only 51 percent have fast-track processes in place to accommodate projects with fast turn-arounds.⁸

That's where a more streamlined way to update images can help. The ideal stock solution tracks the changes you make to a comp version and retains those changes during the licensing process. That way, when the design elements are approved, your imagery already has the right changes applied to the licensed version, eliminating the need to re-edit when you should be publishing.

More than pixel pushers.



Creative teams must move at the speed of social.



“An image or video must become a distinctive asset for our brand, and there’s plenty of stock that can do this. But we can’t afford to spend six hours looking for a single asset every time.”⁹

JOSH SOUTER
Creative Director, Adobe

3. Work better with the systems you have.

Finding the perfect image is only the first step. For designers, marketers, and production staff, the images they use must also integrate with existing creative applications. Assets that require your team to toggle back and forth between programs waste more time than they're worth—and that's time that could be spent getting more done.¹⁰

The right stock image service should offer in-application integration with your enterprise design and photo editing technologies and allow your team to stay immersed in their design environment while they search for the right image.

“Any opportunity to merge productivity tools and vendors together in a single ecosystem is an opportunity to spend less time managing and more time contributing to creative goals.”¹¹

Creative Director,
Fortune 25 company

This kind of integration is especially important when you have multiple people working across multiple locations so everyone has instant access to the same stock images—no matter where they are. Once you've met those requirements, it's also important to determine how an image service could work at scale across dozens of facilities, whether it offers enough images to sustain large groups, and how well it would integrate into the technology that drives your company's workflow.

The right solution to accelerate creativity.

Every stock service offers great images. The right stock solution, however, will help creative teams spend more time creating, streamline the creative process across teams, and manage licensing and editing—all while keeping pace with the demands and requirements of your business.

Adobe Stock for enterprise does all of this—and more. With Adobe Stock, it's easy for creative teams to search and license world-class assets inside Adobe Creative Cloud apps, track and retain changes made to images during the licensing process, and meet the increasing creative demands of large organizations.



Adobe Stock for enterprise makes it easy for teams to search and license world-class assets inside Adobe Creative Cloud apps—all while meeting the critical licensing requirements of large organizations. For more information about how your team can get started with Adobe Stock for enterprise, visit www.adobe.com/go/stock.

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3. "2016 In-House Creative Services Industry Report," BOSS Group, Cella Consulting, LLC and InSource, Inc, 2016.
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10. "Adobe Stock Benchmark Analysis," Pfeiffer Consulting, 2016.
11. Axis41 interview with creative director, Fortune 25 company, September 28, 2016.



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