

Creative Automation Buying Guide

Introduction to Creative Automation

Automation, or labor-saving technology, is the technology by which a process or procedure is performed with minimal human assistance. Marketing is more complex than ever: media channels are multiplying, consumers are becoming increasingly online-driven, and big tech is pushing privacy changes that will threaten invasive targeting.

It's time to get back to storytelling and do it at a scale that is impossible to achieve manually. From expensive content scaling (think external production shops or agencies), slow and cumbersome creative processes, to generic ad experiences, and inconsistent design, **brands just can't turn to old-fashioned creative production anymore.** It's too slow and rigid.

The answer is creative automation.

Creative Automation is changing the way brands advertise online by having software perform repetition for high-volume design or creative production functions. A recent Forrester study commissioned by Celtra found that **77%** of marketers believe they could benefit from a more automated digital advertising strategy. It's not just marketers, consumers back this trend up too, as **66%** want to see more variety in advertising. In other words, they're bored by the repetitive ads they keep seeing over and over.

Why haven't marketers adopted creative automation in droves yet? Many don't even know it exists. Creative Automation is a really new concept and very different from the traditional brief-idea-production-launch process many marketers are used to.

Creative Automation for speed, scale, and content variety

HANIAH
New line of products coming this fall



PREORDER

HANIAH
Neue Produkte kommen diesen Herbst



BESTELLEN

HANIAH
Nuevos productos llegarán este otoño



PEDIR

HANIAH
New line of products coming this fall



PREORDER

HANIAH
New line of products coming this fall




PREORDER

HANIAH
New line of products coming this fall

PREORDER

HANIAH
New line of products coming this fall



PREORDER

HANIAH
Nova linija produktov na voljo jeseni



NAROČI

HANIAH
New line of products coming this fall



PREORDER



HANIAH BEAUTE

HANIAH
50% SITEWIDE OFF



LEARN MORE

New line of products coming this fall



HANIAH

HANIAH
Nuevos productos llegarán este otoño



PEDIR

What brands are saying about Creative Automation



“By introducing creative production automation to our workflows, Spotify has been able to produce and launch 4 times more content with twice as fast production cycles with our global summer campaign. This kind of scale would not be feasible with manual creation;”

Veda Partalo, VP, Premium Brand & Marketing at **Spotify**

“Creative Automation let us turn our brand tool kits into flexible creative master templates that could be adapted into 100s of beautiful variants by local markets, saving us money and time per campaign, while maintaining quality and enabling personalization,”

Marcus Cho, Global Lead, Consumer Engagement, Audience & Media Personalization, **adidas**



How Creative Automation helps brands

Brands looking to **increase their creative production at scale** while maintaining quality and brand guidelines without increasing headcount, should turn to Creative Automation. By breaking down the silos that exist within pockets of the creative production process, Creative Automation brings together stakeholders across **Marketing, Creative, Design and Media Operations.**



Production: Industrial production of artisanal creatives on-demand

- Centralize and standardize creative design that can be easily used across all channels and markets
- Fully featured creative templates that can be adopted tactically or locally as needed, but can keep core brand or design elements locked
- Separate process of designing templates and managing content
- Built-in design governance system, including layout reflows, smart image cropping and copy line break management



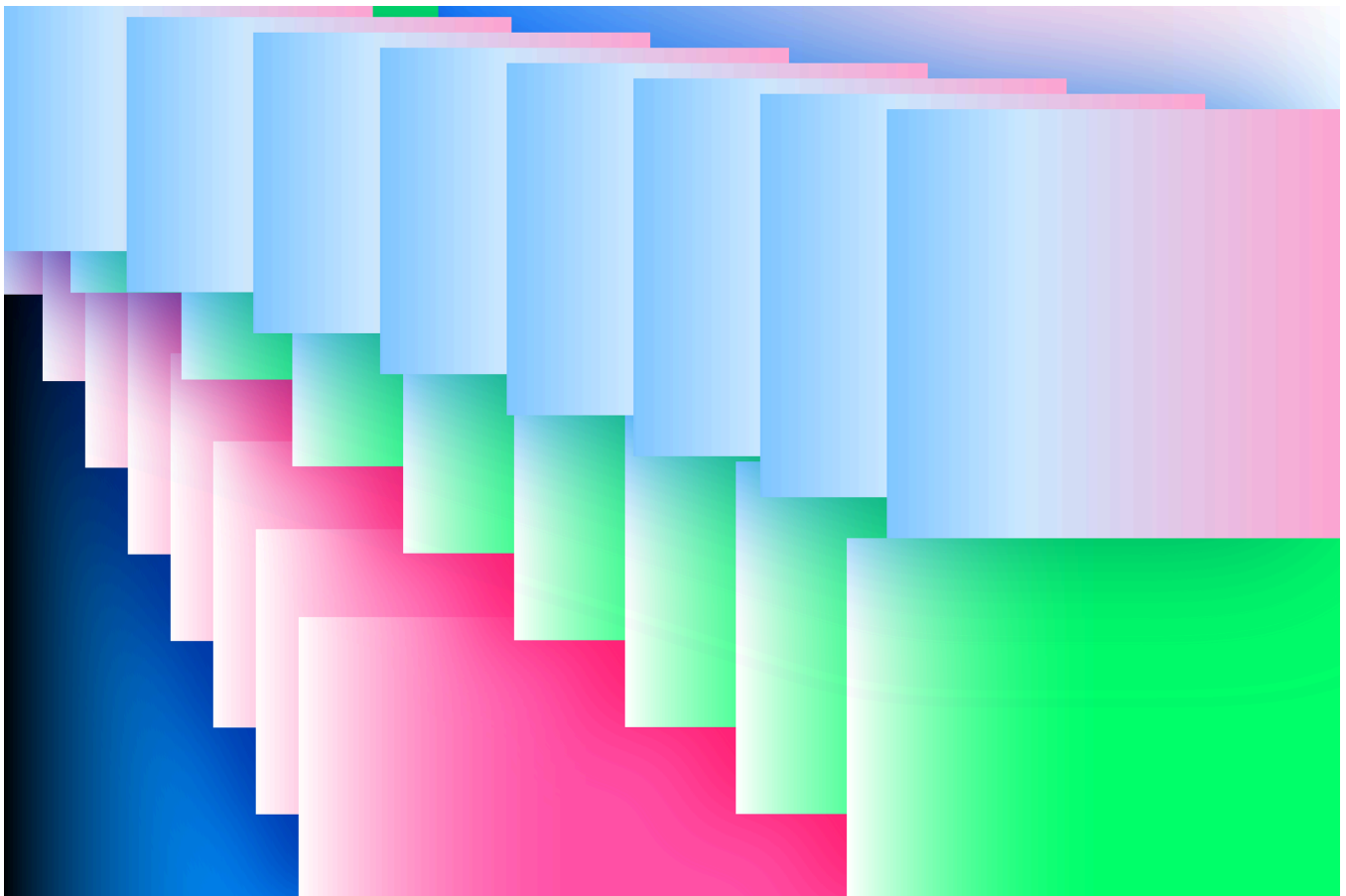
Review: All creatives previewed within centralized feedback in one platform

- Easy collaboration across multiple stakeholder groups (designer, reviewer, approver) within one platform
- Faster revision turnaround times via instant in-platform communication
- Powerful campaign preview tools, enabling systematic and swift review of a multitude of creative variants
- Familiar Commenting UX with flexible accessibility (with easy access for non-platform users)



Distribution: Content delivery and creative control across digital channels

- Programmatic, video & social; Google Campaign Manager, Google UAC, Flash Talking, YouTube, Facebook & Instagram, Snap, and Twitter.
- Distribute creative assets (video, image, html) seamlessly into existing or new campaigns
- Update live creative assets instantly without having to re-distribute



Why turn to Automation now?

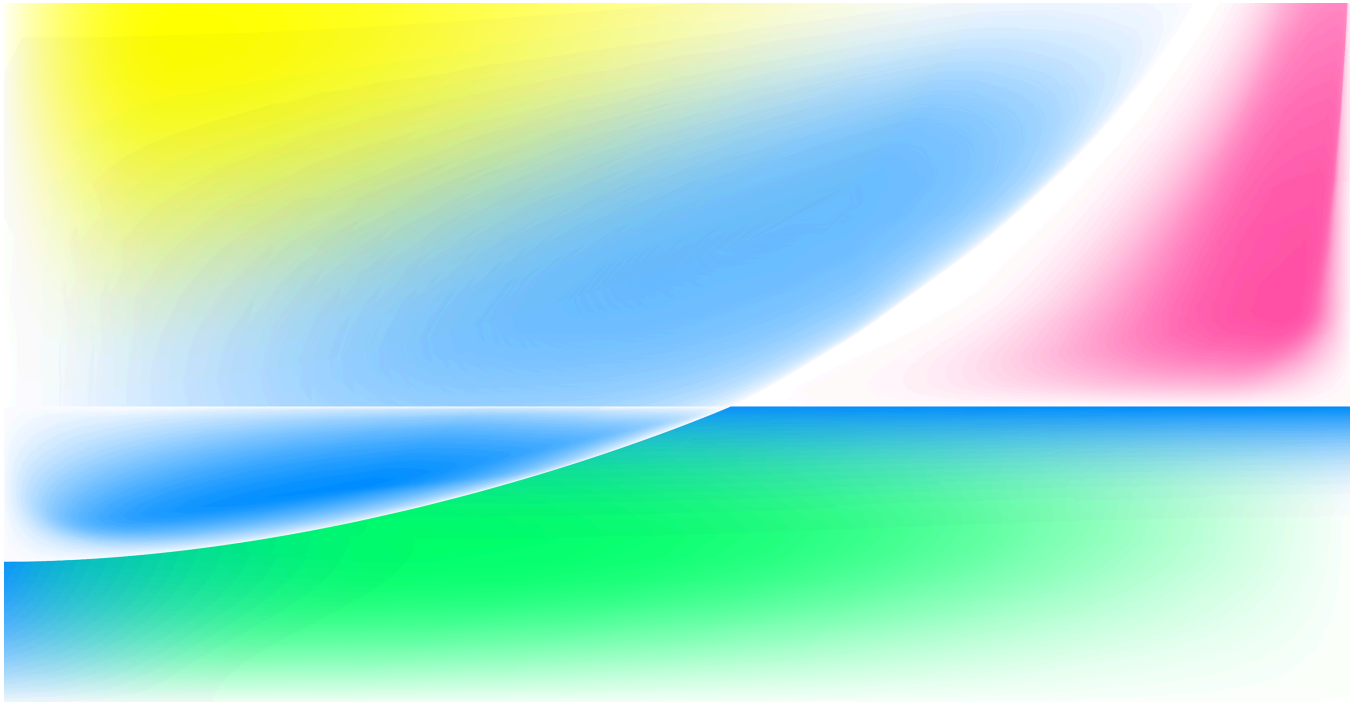
Connectivity has changed everything about the way we live. Consumers are empowered and expect seamless experiences from brands at all times. Always-on means there is a need for more creative content than ever before. In fact, 67% of consumers want a variety of different storytelling approaches from brands so they don't keep seeing the same ad/ creative over and over." This creates immense pressures for marketers whose budgets and resources are decreasing.

The swift and unexpected transition to an ecommerce-first reality as a result of the COVID-19 pandemic has introduced challenges to even some of the most established online brands. Working in silos has only increased as remote-work is making collaboration much tougher than in-person. With this transition also comes the required change of how, when and what marketers communicate with their potential and existing customers.

Content requirements were already increasing before the pandemic, and now, often with less resources than before, brands need to consistently monitor, update and refresh their content to ensure the message is relevant, sensitive, and at pace with the speed of culture. You may be wondering how this extremely large content gap can be addressed and the answer is fairly simple: Creative Automation.



Are you suffering from the **content gap**?



Expensive to scale: manual scaling or outsourcing means hiring more people to stay afloat or spending big by outsourcing.

Cumbersome creative process: offline creative processes from ideation to feedback are siloed and live in many places across email, Slack, spreadsheets, and Drive, making it difficult to collaborate.

Generic brand templates: creatives look simplistic and don't convey the brand essence.

Inconsistent design: volume demands result in inconsistent messaging, brand guidelines violations, distorted logos, incorrect font usage etc.

Choosing the right Creative Automation Software

Creative Automation is right for your business if you're looking to achieve:

- Creative control and flexibility
- Channel support for creative production
- Operational efficiency
- Security and compliance
- Interoperability with existing creative and marketing technology investments
- Strategic value

How to evaluate and shortlist providers:

- Size, Scale, and Years in Business
 - How many employees do they have? Can they support you globally? How long have they been in business? Answering these questions can ensure that you're dealing with a reliable vendor who has a history of success and can provide enterprise level support.
- Point Solution or Product Suite
 - Do I need to purchase one product or an entire suite to realize creative automation? Product suite vendors may drive you to replace multiple elements of your tech stack to realize value; which often comes with long implementation times and more expensive contracts.
- Sales Process that Prioritizes Value Over Features
 - Does the vendor talk about their approach to the sales process and want to focus on your needs vs. their product's features? Many vendors push to demo features early with the hope of a fast close; leaving success planning for after the deal. It's important to consider vendors who demonstrate their ability to listen and address your organization's unique challenges.

If your procurement process does not require an official RFP, this document can serve as a resource in sourcing information on Creative Automation.



getcreative@celtra.com