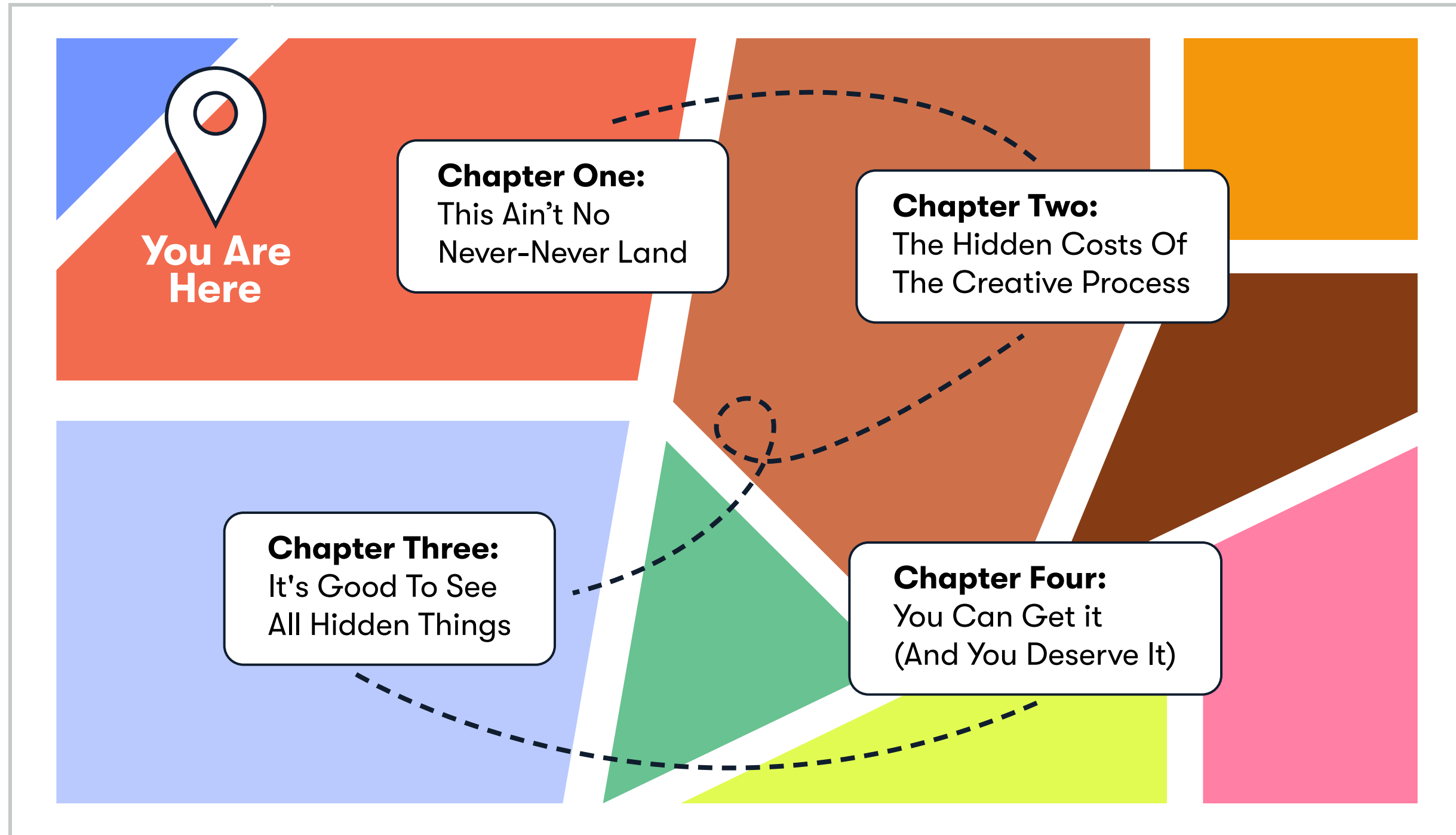
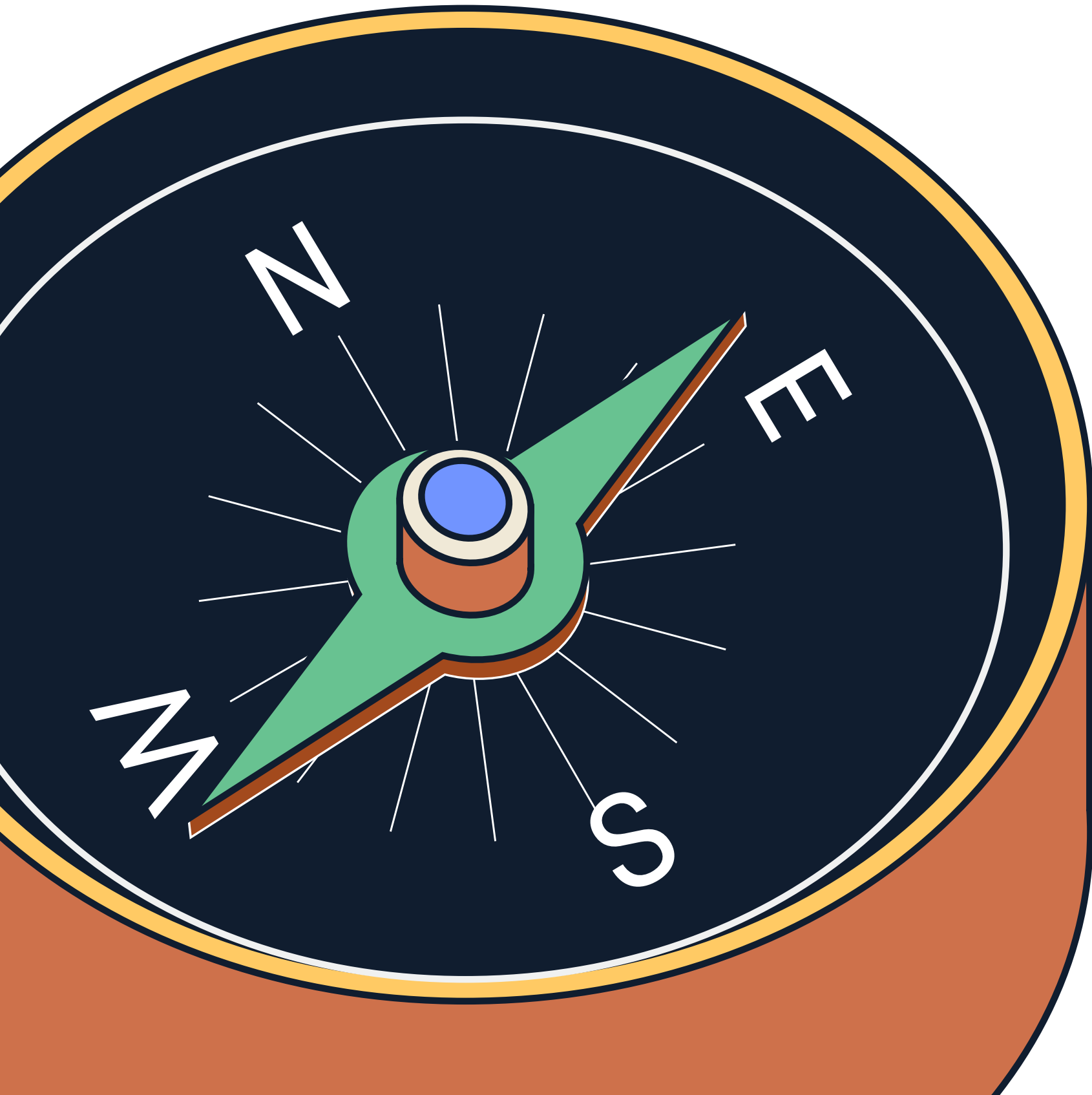


The Hidden Costs Of The Creative Process

It turns out seeing what you're missing makes your creative ops way more effective. Who knew?

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CHAPTER ONE:

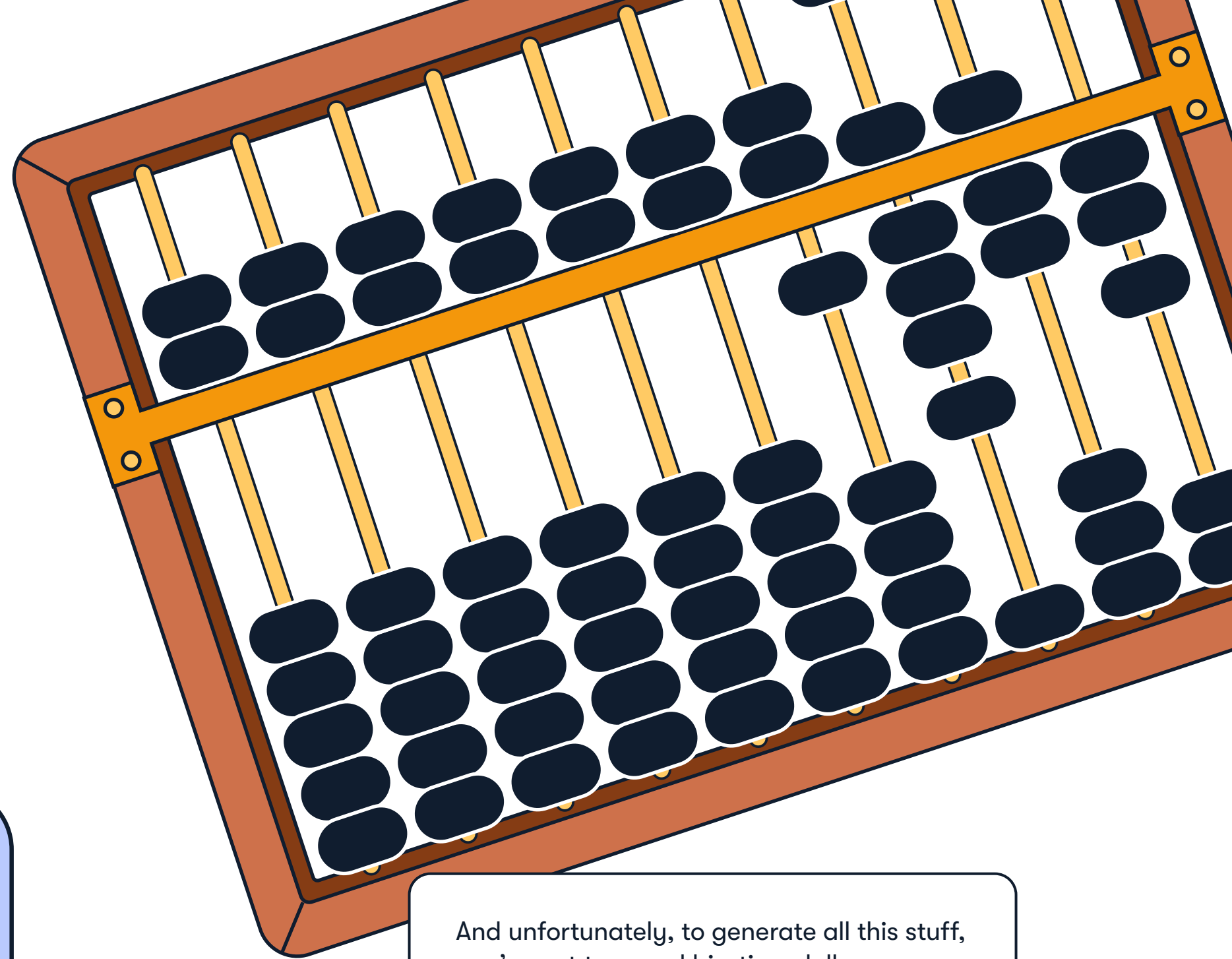
This Ain't No Never-Never Land

The math can be a real bummer.

Creating and shipping personalized content at scale requires a greater amount of...

- + Creative assets
- + Brand assets
- + The design elements that serve as the building blocks for both (think fonts, stock photos, illustrations, possibly a meme of the designer's dog—that kind of thing)

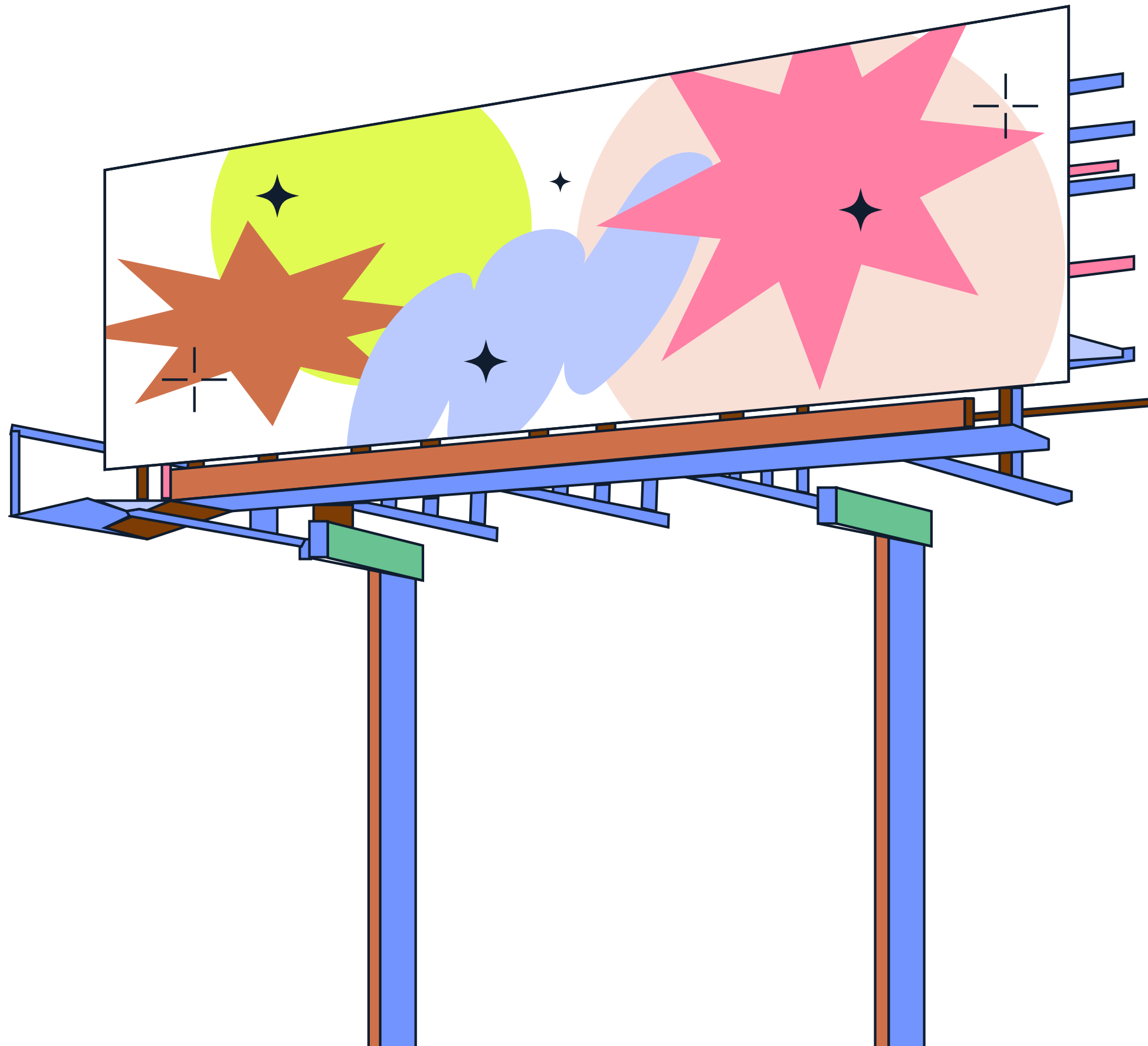
Sheesh. We're already exhausted.



And unfortunately, to generate all this stuff, you've got to spend big-time dollars on...

- + Purchasing what you need
- + Building what you need
- + The time required to do both
- + The labor required to assemble everything into the final creative work product





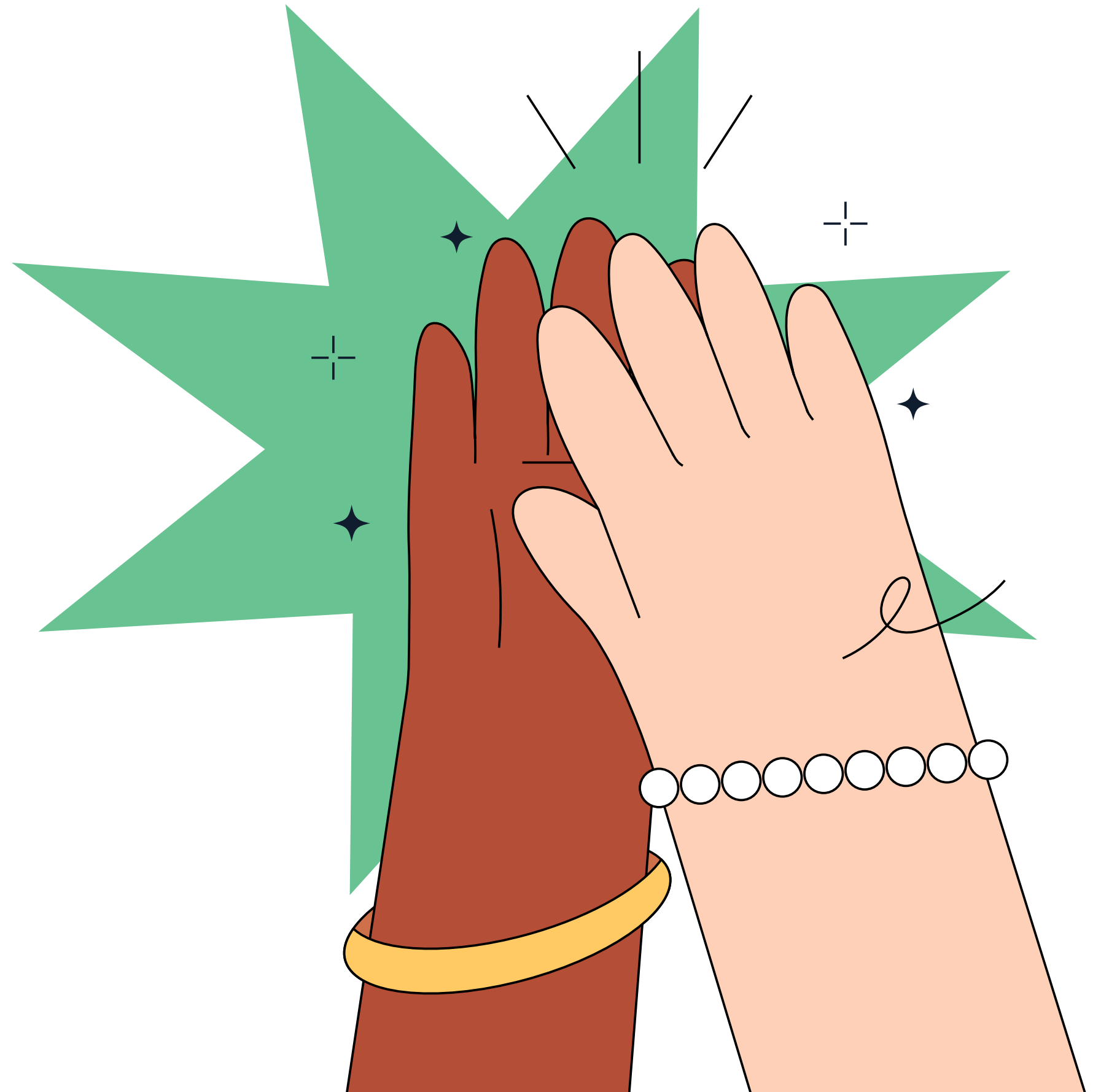
And we're not even touching on the cost of producing the final creative work product, whether it be a digital ad, print ad, or what have you.

That cost is high as well, especially when you factor in the emotional rollercoaster (code for "panic") teams endure as they try to verify all the fonts and other design elements about to be produced are properly licensed and otherwise in tip-top shape *before* the handoff to the production peeps.

Indeed, and as you've likely surmised, we're not here to rap about the creative process in terms of inspiration.

Nay, we're here to rap about the creative process in terms of *creative operations*, a.k.a. *how teams get stuff done at work*, so that handoff to production is smooth, efficient, and above reproach.

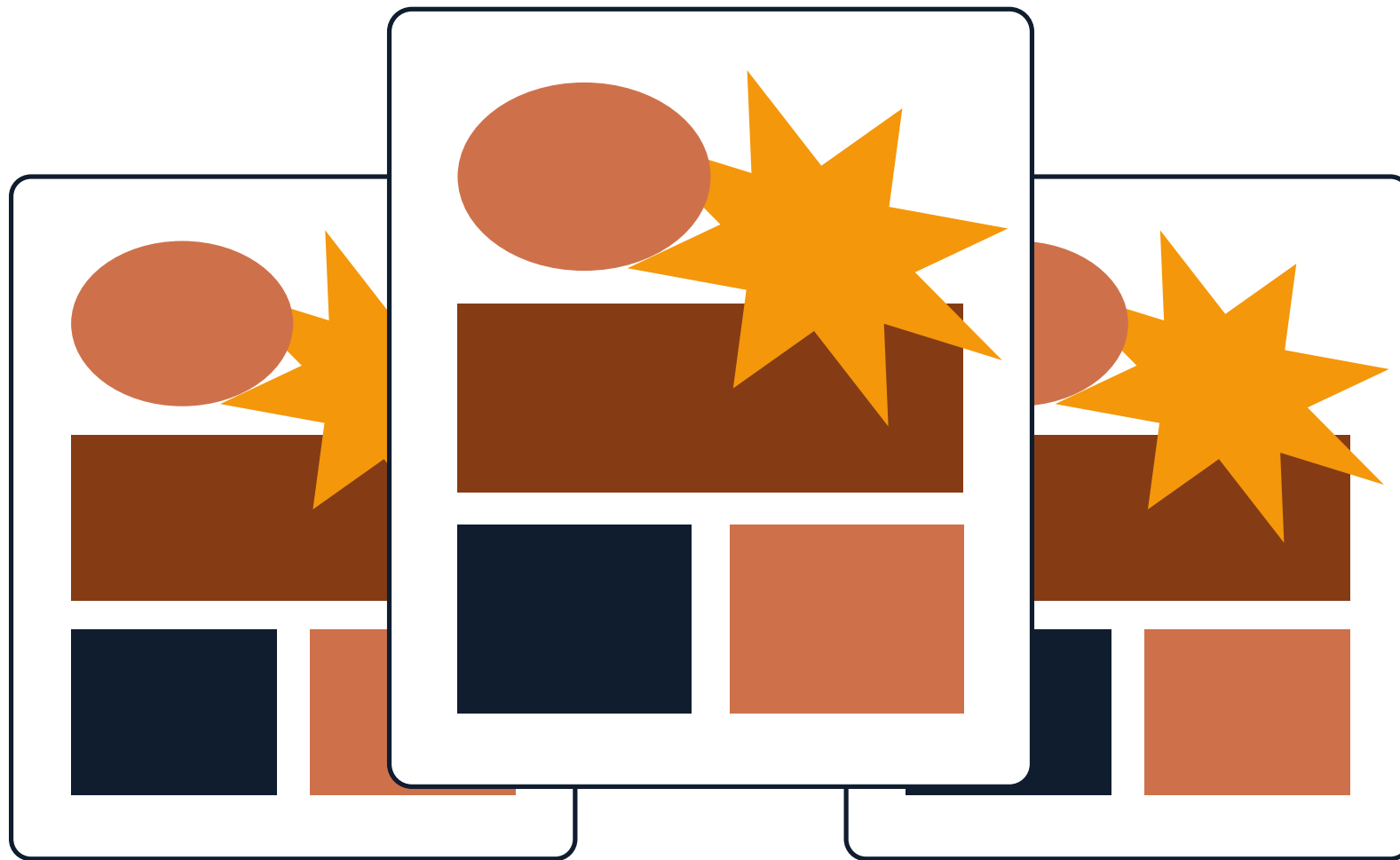
Let's go!



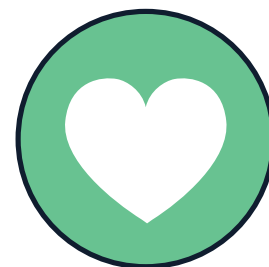
CHAPTER TWO:

The Hidden Costs Of The Creative Process





Here's the rub they don't emphasize enough in design school—all those disparate design elements sure look impressive, but not unlike so many blind dates, they come with the kind of baggage that gets in the way of meaningful progress.



Bag 1: Licensing

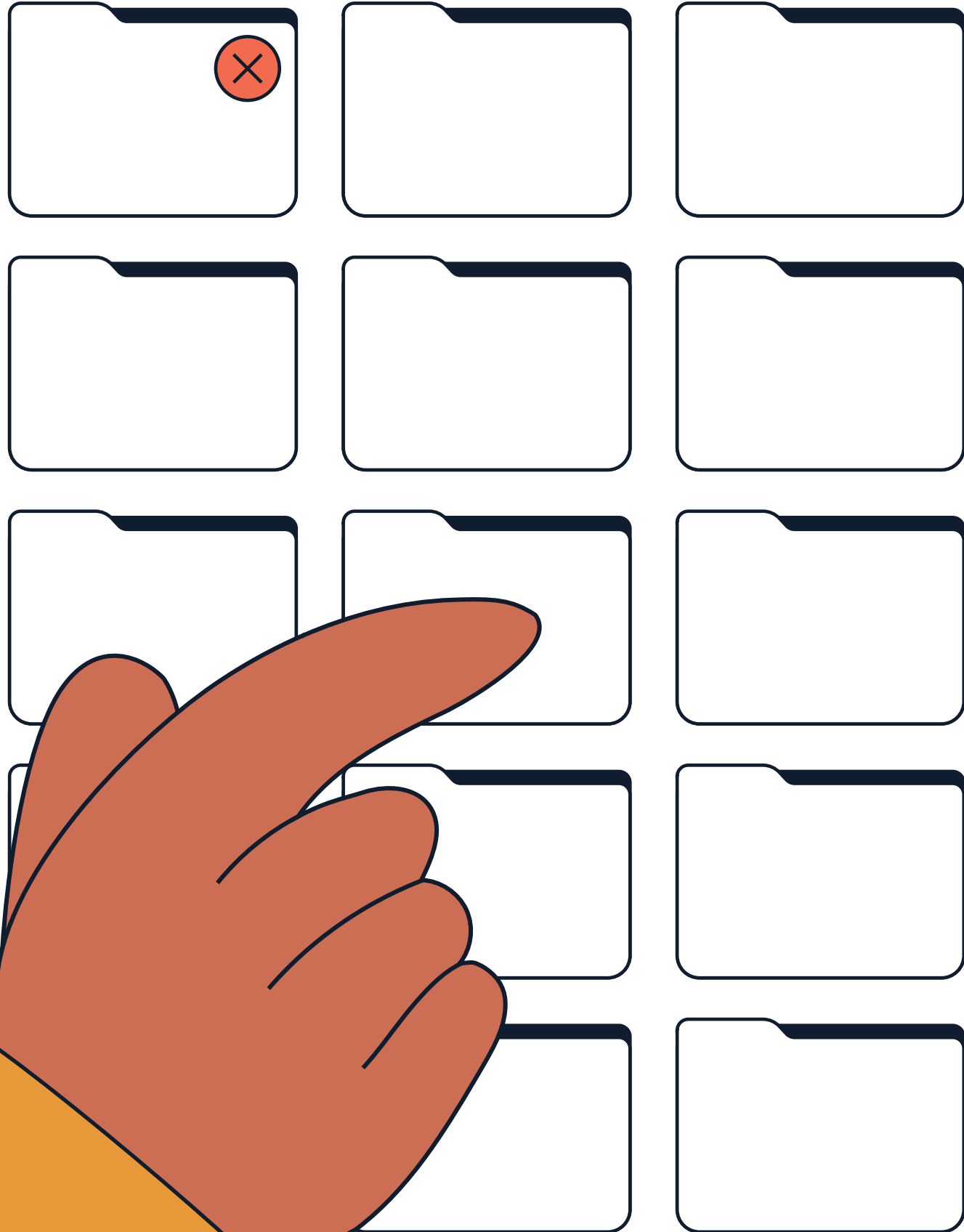
That stock photo used across different contexts may be permissible for web, but not print.

And it doesn't help that the actual font license agreement is incomprehensible to begin with.

That's right, **licensing** is both complicated and has a nasty habit of creating **legal disputes**, **negotiated settlements**, and **damage awards**. Oh. And attorneys' fees.

Ugh.

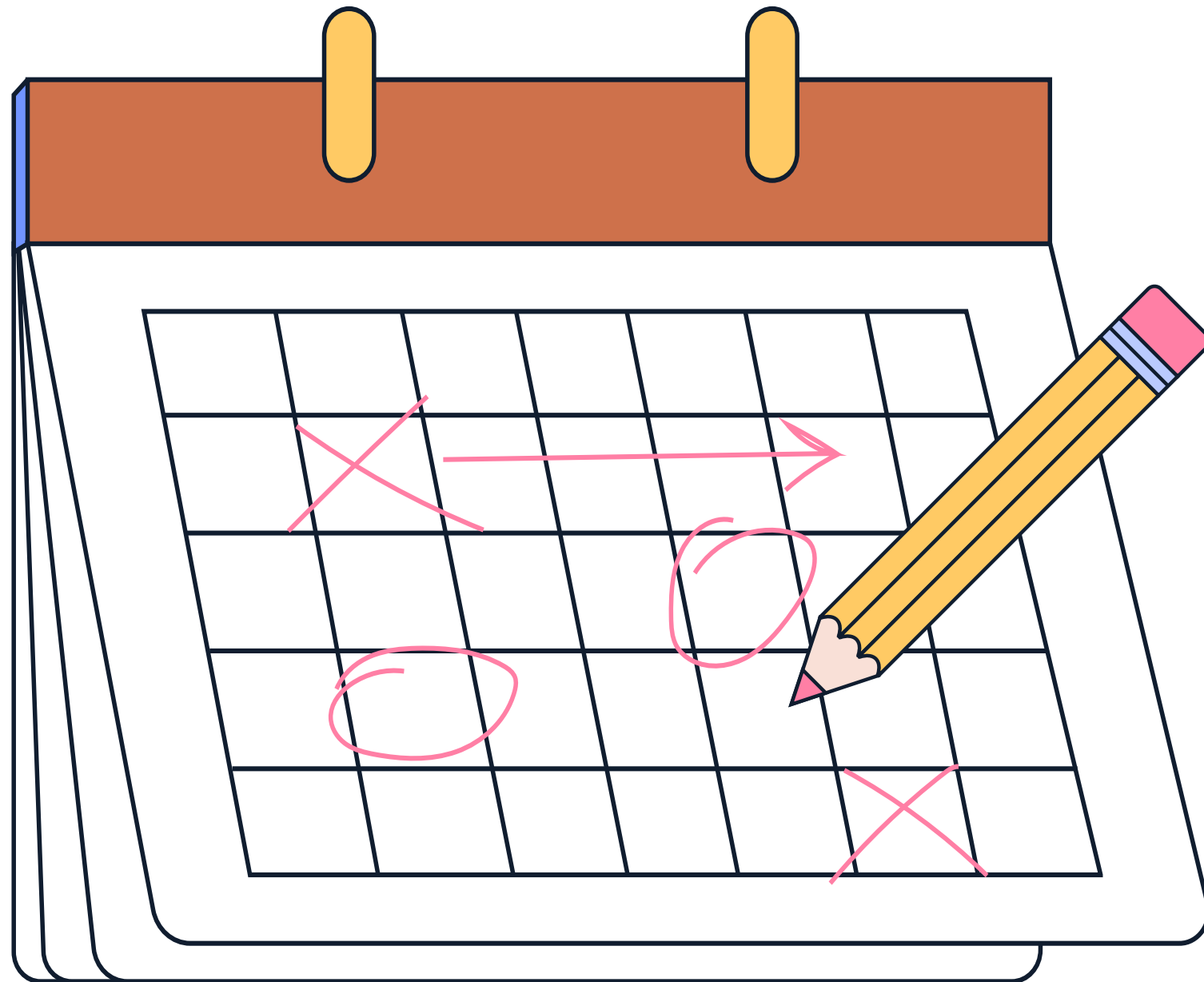




Bag 2: Inherent Risk

If teams can't organize, search, share, and activate the right design element at the right time, an improper design element used in working drafts can end up in the final draft, then get distributed with the final deliverables.

Truly unfortunate, because that risk makes it hard to control costs, stay on budget, deliver work on deadline, and ultimately convince clients to stick around for the long-haul.



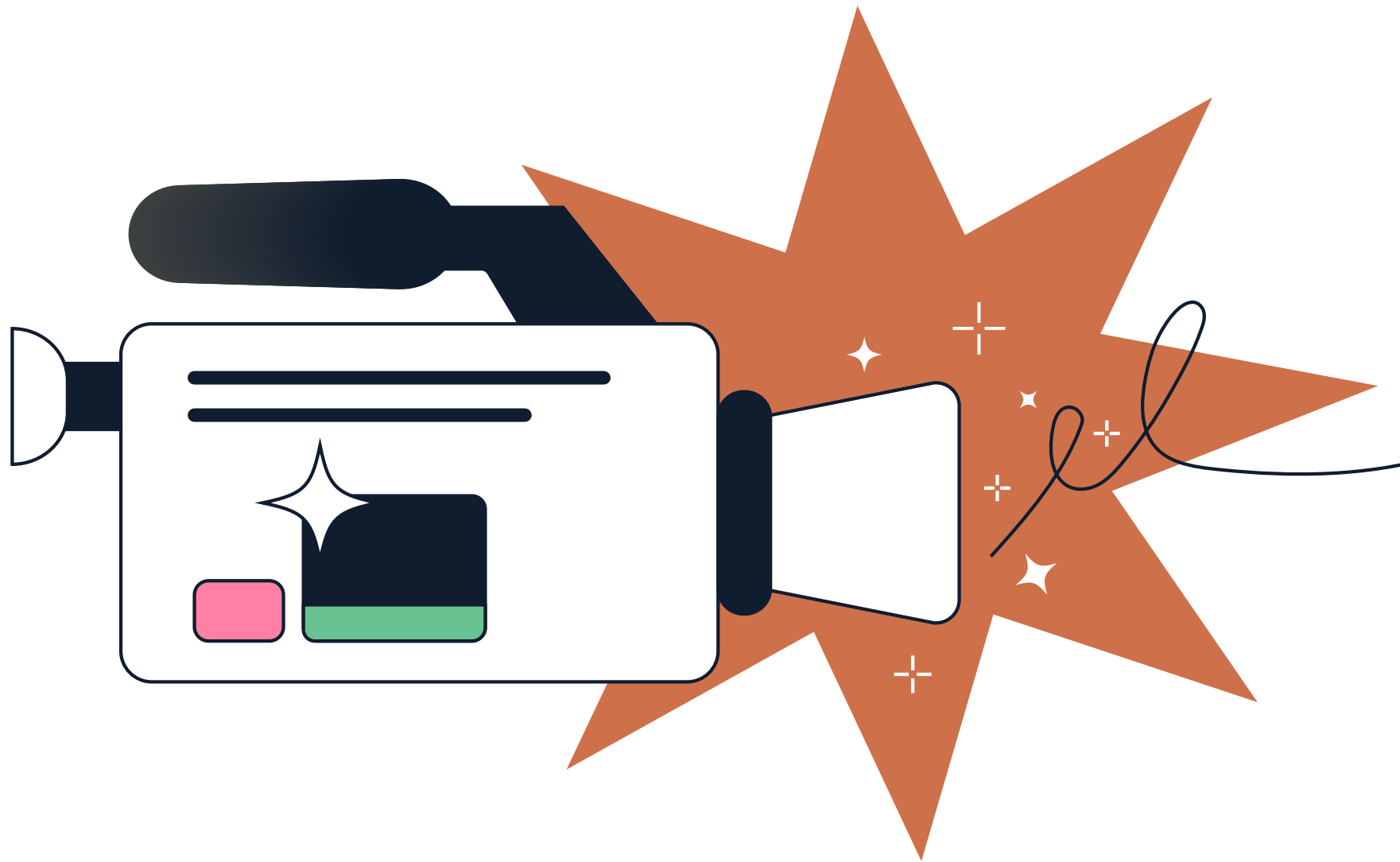
Bag 3: Indeterminable ROI

Imagine deciding to renew a design element's license—or alternatively taking a hard pass—without knowing past and present usage detail. That's no way to effectively manage and apply resources, yet creative leaders do it all the time.

That's right, the finance people glare because no one can answer pointed questions about design elements' long-term effectiveness, value, or ROI.

The Compounding Effects Of All Three Bags

- + Phone calls and meetings with LAWYERS
- + Hours and hours dedicated to non-billable activities like fixing mistakes or searching for files
- + Inertia created by teams not knowing what to do
- + Stress from failing to control costs, budgets, and happiness quotients



CHAPTER THREE:

It's Good To See All Hidden Things

Never fear! We know creative enterprises of all sizes need an overarching, actionable understanding of their creative operations starting the second the first payment from the client clears the bank.

That means a way to:

- + Make the right licensing information available to the right stakeholders
- + Prevent the use and distribution of the wrong design element
- + Activate and share the right design element for the right project at the right time
- + Understand the present and historic use of specific design elements across campaigns, collateral, and clients



Imagine that... a world where you'd know that every font, photo, graphic, illustration, icon, (you get the idea) that goes out the door—no matter where it lives in creative work—is both the *right* design element and *properly licensed* before it's forever stamped in the annals of creative history.

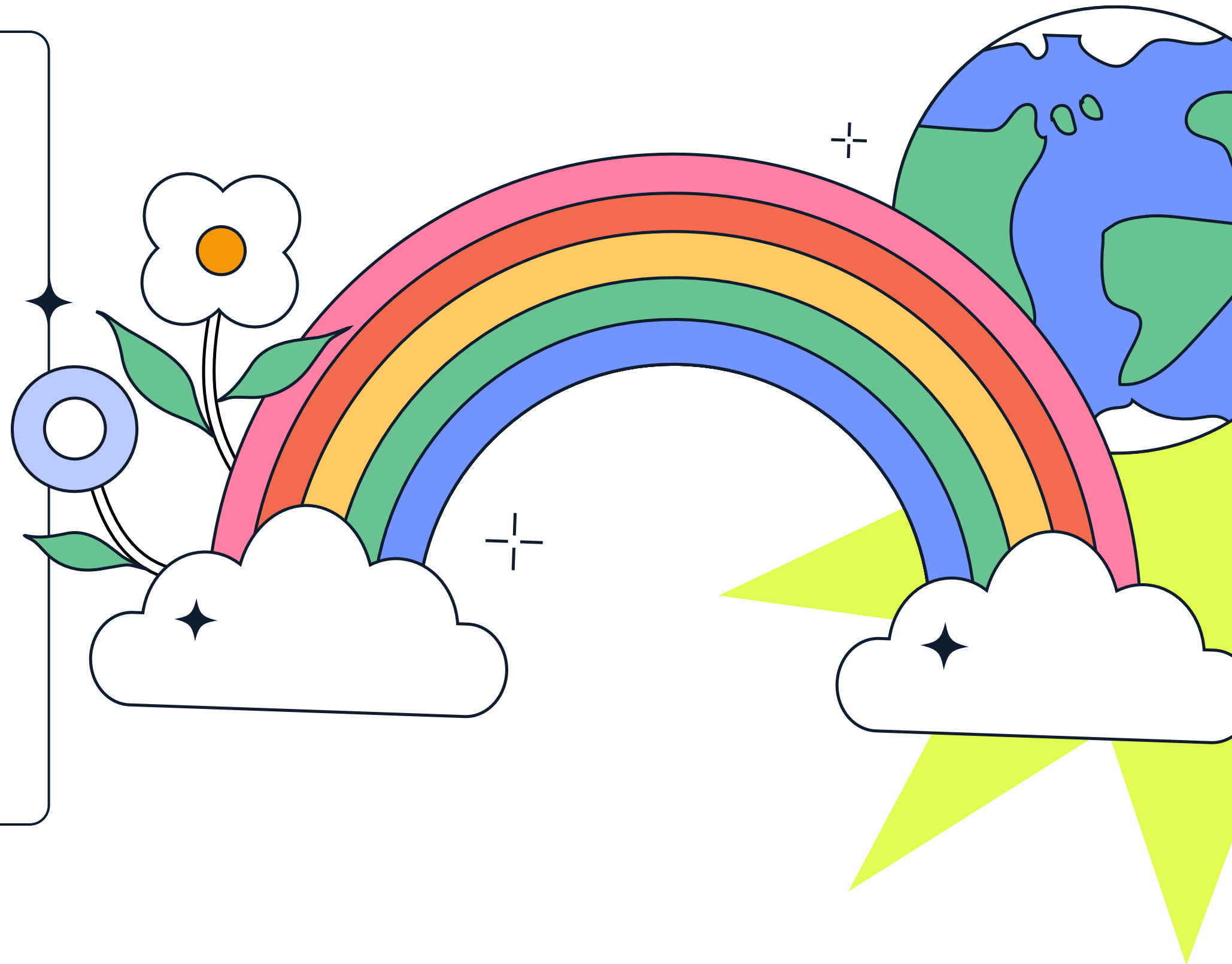
And a world where you can track the usage of each and every design element to see how it did, how it's doing, and whether it's worth keeping around for a while.

But what really matters is, in this world, everyone in your organization *always* has the verifiable information they need to keep doing their job.

When that happens, projects ship faster with less stress, there's freedom to create impactful work, and clients receive more than they paid for.

Which is a great recipe for new business, client retention, revenue growth, and profitability.

Nice work if you can get it. Wait for it... wait for it...



CHAPTER FOUR:

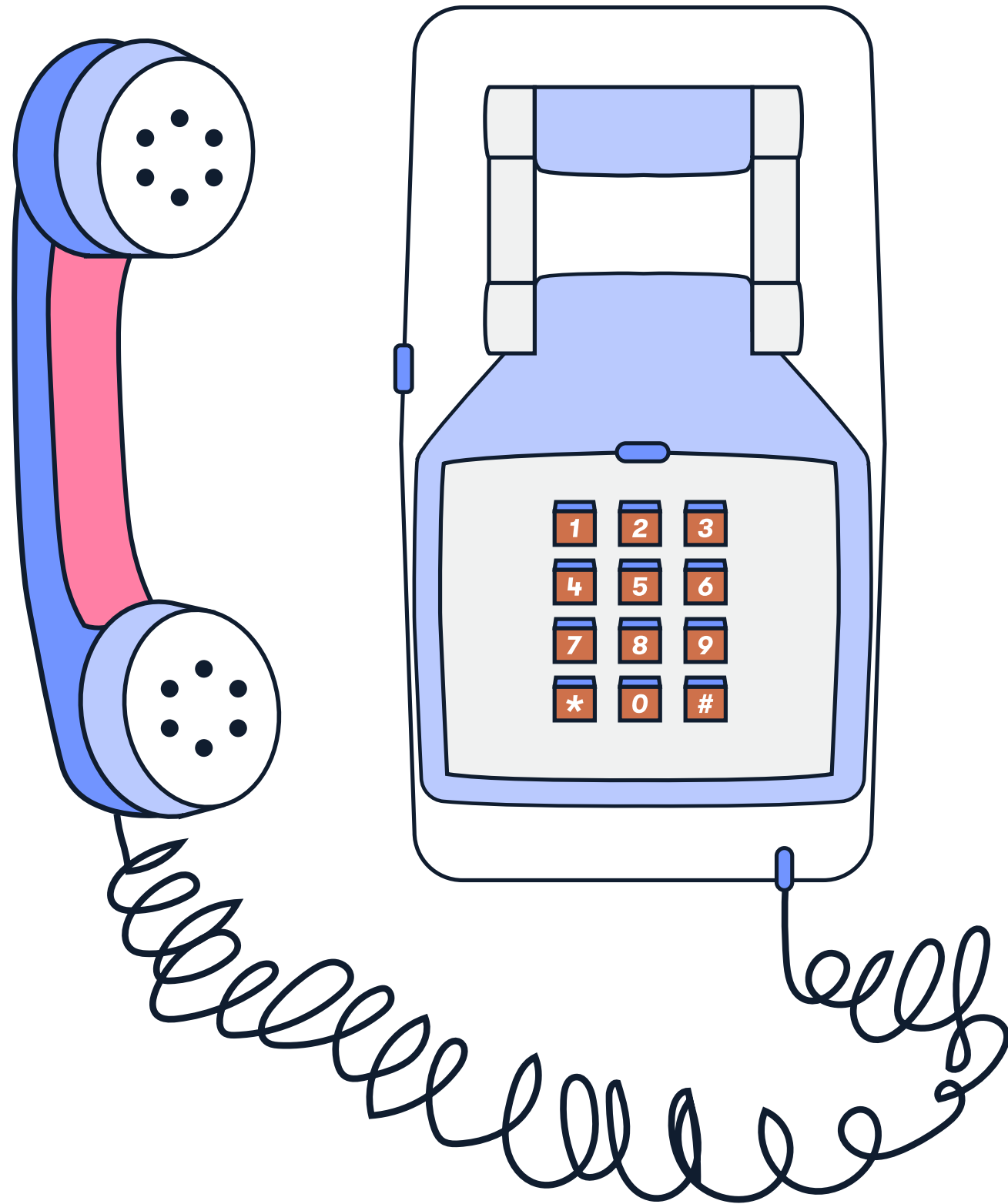
You Can Get It (And You Deserve It)





Here at Extensis, we're hearing there's lots of chaos during the handoff of creative work to production. Chaos caused by lack of control over and visibility of the deep, dark recesses of the creative process.

That's tough sledding for sure, and since nobody ever deserves to panic more, we've come up with a solution.



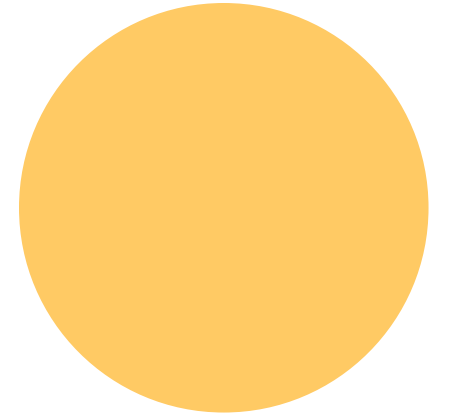
You're Ready For This, Promise

Let's talk about how Extensis software now comes with tools built to both identify and mitigate all the hidden costs of your specific creative process, so your creative ops are way more effective.

After all, you deserve fewer revisions (client, emergency, or otherwise), a lower creative asset spend, more billable hours, and better margins, don't you think?

Told ya you were ready!

[Contact Our Team](#)



Hey! Have a very merry week now okay?
You deserve it.

And remember, innovation is simply the
interruption of the way things have always
been done.