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2023 DIGITAL TRENDS—TAKE ACTION

# Ignite the creative spark for unforgettable experiences.

From the mesmerizing brushstrokes of a masterpiece to the ingenious design of a groundbreaking product, creativity is the force that shapes our world and touches our souls. In a fast-paced and ever-evolving digital landscape, where competition is fierce and attention spans are fleeting, creativity becomes an essential currency for business success. It's the secret sauce that makes it possible for brands to connect deeply with their audiences with experiences that resonate on a profound level.

But creativity often finds itself shackled by tight schedules, demanding deadlines, and the constant pressure to deliver results. Our **2023 Digital Trends report** showed that organizations bear the weight of efficiency and productivity, inadvertently sacrificing the precious time and space needed for true creative exploration. The challenge lies in finding the delicate balance between productivity and creativity.

In this guide, part of our *Take Action* series, you'll discover how to carve out more time for creativity and deliver experiences that elicit awe and wonder. Drawing upon the power of customer insights and content automation, you'll be able to infuse your teams' creative endeavors with newfound vitality.

Creativity is the first casualty in a fast-paced digital economy.

In a bustling digital arena, creating personalized experiences that truly dazzle gives your brand a distinct competitive advantage.

60%
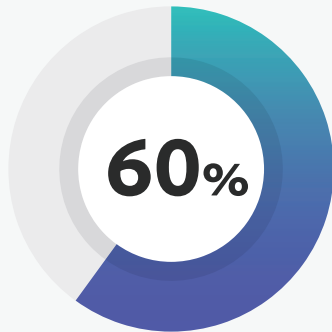
60% of Gen Z and 53% of millennial consumers actively seek heightened levels of personalization from the brands they engage with.

Source: Adobe

But achieving these awe-inspiring, personalized experiences at scale requires a generous dose of creativity, a resource not every company possesses in abundance.

Our *2023 Digital Trends* report sheds light on a concerning reality—many organizations are compromising the time and freedom necessary for creativity in the pursuit of efficiency. Nearly half of organizations lack sufficient time for creative endeavors. For digital experience creators who work in underperforming organizations, the challenge of finding time for creative exploration becomes even more daunting.

62%

of senior executives acknowledge that efficiency gains have come at the cost of time or the freedom to be creative.

Source: Adobe

44%

of practitioners agree, identifying limited time for creativity as a barrier to delivering exceptional customer experiences.

Within your company lies a hidden gem—the boundless creative energy and innovative thinking of your digital experience teams. Unfortunately, this valuable resource is often underutilized. Given the time and space to tap into their imagination, these teams can breathe life into every experience, revolutionizing the way you deliver personalized content.

Awakening these powerful creative capabilities takes a strategic approach. Your organization must provide customer insights that inform and inspire both creatives and marketers, serving as a compass for their endeavors. The insights offer a glimpse into your audience's desires, allowing your teams to break new creative ground and align their strategies, messages, and designs with what truly motivates customers.

But it doesn't stop there. To maximize your teams' creative potential, automation comes into play. Automating tedious and time-consuming tasks frees up time and energy to focus on what they do best—ideating, conceptualizing, and bringing innovative ideas to life. Automation acts as the driving force that streamlines operations, boosts efficiency, and magnifies creative output.

By embracing this strategic approach—combining customer insights and automation—you transform your teams' creative endeavors into extraordinary experiences that leave a lasting impression on your audience.

Embolden your creative ideas with customer insights.

One of the first rules of creativity is "know your audience." This is true no matter the medium, whether you're writing a story, painting a commissioned piece, or creating a holiday campaign for loyal customers. The more you understand who you're creating for, the more effortlessly creativity flows, allowing you to deliver unique and meaningful experiences.

While it may not be feasible to have direct face-to-face interactions with every customer, it is possible to get to know them on a personal level thanks to the swaths of data each digital interaction collects. But if data isn't connected and overseen by human truth, empathy, and insightful analysis, the resulting experiences may fall short of their potential.

22%
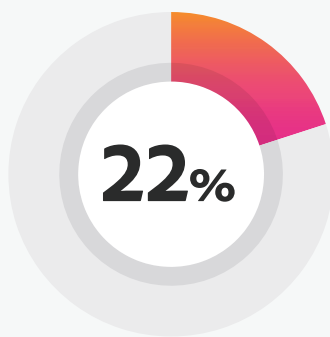
Only 22% of practitioners feel highly skilled at combining a deep understanding of the customer, obtained through data and empathy, with creativity.

Source: Adobe

Gaining a deeper understanding of your customers becomes even more challenging when you are tasked with creating a substantial volume of personalized content.

A recent Adobe study revealed an unabated surge in the demand for content, with two-thirds of respondents anticipating a growth of five to 20 times within the next two years.

3 pivotal steps to data-driven success.

Take these three pivotal steps to spark creativity and extract valuable insights from your data.

1. Centralize your data for streamlined analysis.

Centralizing your data into a consolidated hub gives your marketers and creatives a convenient and efficient way to evaluate key performance indicators (KPIs) and assess how well their content resonates with customers. This centralized reporting capability eliminates the need to navigate multiple sources, simplifying the analysis process and maximizing your team's efforts.

2. Unify content creation, delivery, and measurement with a single platform.

Give your marketers and creatives a single platform for content creation, delivery, and measurement by combining your digital asset management (DAM) system with your content management system (CMS). With a DAM you can easily find, modify, approve, and manage all your digital assets, and then use the CMS to transform those assets into memorable experiences. By consolidating these processes into one platform, you save time and effort while ensuring a consistent and cohesive brand message. An integrated solution also incorporates robust measurement capabilities, so you can align your content efforts with your business goals, such as conversion and return on investment (ROI), all through a user-friendly dashboard.

3. Power personalized experiences with analytics-driven insights.

The unified platform enables you to dig deeper into analytics, extracting valuable information about customer behavior, preferences, and engagement patterns. By incorporating A/B and multivariate testing, you can track the performance of your content and gain valuable customer insights for personalized experiences that keep the conversation going. This data fuels the content-data loop, allowing you to refine your content strategy, identify areas for improvement, and optimize the overall customer experience. By reusing assets efficiently and paying attention to the insights, you can reduce costs and maximize the impact of your content initiatives.

Find the time. Find the wow factor.

Brands are expected to achieve more with fewer resources than ever before. Your digital experience teams must grow revenue while diligently managing expenses.

In this dynamic environment, artificial intelligence (AI) has reinvented the way we approach content management. AI-powered automation tools are game-changers, capable of handling repetitive tasks and generating tailor-made creative assets for different campaigns and channels.

These automated tools do the arduous tasks of dynamic sizing, versioning, and optimizations for you, relieving the burden from your creative teams and freeing up their valuable time and energy to focus on higher level tasks. Companies can deliver creative content faster by letting their tools automatically adapt it to various channels' specifications. Make a change once, and that change updates everywhere your customers interact.

26.7 hours
The average time spent creating and editing work.

Source: IDC

3 ways to make more time for creativity.

Here are three tips to help your team reclaim time and reach their creative potential.

1. Automate repetitive tasks.

Use tools that can automate tasks like image and video cropping, ensuring your content is optimized for any screen size or device. Automating these time-consuming tasks allows your team to devote more energy to the creative aspects of their work.

2. Optimize experiences with AI.

Use AI-driven algorithms to analyze data and adjust content dynamically, creating channel-specific variations. Your content is sure to resonate with your target audience across different channels so they feel seen, heard, and understood.
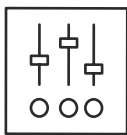
3. Welcome generative AI.

Use generative AI to create composite experiences that combine imagery, copy, and layout customized to specific campaigns and channels. Generate creative assets, marketing copy, and layout designs efficiently, saving time and expanding your creative possibilities.

Keep igniting creativity.

Whether you're a marketer crafting compelling campaigns or an entrepreneur dreaming up disruptive solutions, creativity is the catalyst that takes you beyond the boundaries of the ordinary and into the realm of the extraordinary. While efficiency and productivity are essential, they don't have to come at the cost of delivering "wow" moments. By using insights to analyze content performance and adopting automated workflows and generative AI technologies, your teams can focus their energy on delivering the awe.

If you haven't already, check out our *2023 Digital Trends* report to get a more in-depth look at the trends that will define success this year.

To explore further ways to help your teams bring their imaginative ideas to life and captivate your audience with engaging experiences, we invite you to dive into our comprehensive guide *4 Ways to Step Up Your Content Creation Game*. Discover how you can create, manage, and deliver personalized content at a moment's notice and with ease.

Get the guide

Sources

1 "2023 Digital Trends: Experience Index," Econsultancy and Adobe, 2023.

2 Marci Maddox, "Addressing Content Velocity with a Modern Content Management System," IDC, November 2021.

3 Richard Whitehead, "Demand for Content Shows No Sign of Slowing," Adobe Experience Cloud Blog, March 21, 2023.

4 Stefan Offerman, "The Digital Economy Is Driving New Expectations and Opportunities," Adobe Blog, March 21, 2023.