

THE FUTURE OF CREATIVE, MARKETING AND DIGITAL TEAMS

Highlights from the COVID-19 Impact Report

In a recent Cella survey, nearly 250 creative, marketing and digital professionals answered questions about the impact of COVID-19. Their responses indicated that most in-house teams made significant contributions to their companies in March-April, successfully adapting to fully remote operations and nimbly responding to clients' needs. These findings were echoed when the Association of National Advertisers' (ANA's) research named in-house teams the most important producers of new creative assets during the early spread of the pandemic.

These highlights from our report emphasize the growing effect of creative, marketing and digital teams on their companies' successes.

Making Significant Achievements During Abrupt Change

Quick pivoting as project volume spikes



Top 3 reasons include

- 90%** crafted **communications related to COVID-19**
- 77%** reset marketing/communication **strategies and messaging**
- 35%** made a **quick shift to more digital commerce/business**

As digital commerce and business continues to increase, teams will need to add new talent and reinforce existing skills.

Keeping business as usual, just doing it remotely



Of those reporting decreased productivity

- 57%** cited **distractions at home** (from children, etc.)
- 49%** reported **technology challenges**
- 41%** faced **stresses and concerns** centered on COVID-19

Two of the primary causes of decreased productivity are uniquely related to COVID-19. The output of teams negatively affected by the virus should improve as its severity lessens.

Resetting roles and ops (without loss of quality!) due to staff reductions



There was almost no downgrade in the level of quality delivered by teams making a sudden transition to working remotely. The fact that collaboration and creativity are thriving suggests good things to come in the new normal.

Reinventing How the Work Gets Done

Taking remote work success into the future



Recruiting will **no longer be restricted by a local geographic boundary**

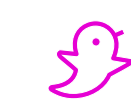


Compensation will be **less affected by local averages**

Organizations will look at remote hiring very differently moving forward, widening the recruiting geography and access to new talent.

Making "digital first" the marketing focus

More marketing efforts are being moved to digital channels, including these top five.



71% social media



54% PR/crisis communications



51% online events



45% digital advertising



42% content marketing

Changing priorities may lead to new personnel (or different roles for current staff). The following will be needed to support the areas shown above.

AI
Analytics
Campaign Management
Content Development
Digital Video

Digital Strategy
Dynamic Content Production
Marketing Technology
Motion Graphics
SEO

UX and CX
Project Management
Visual Design

Bubbling to the top: crucial technology gaps

The COVID-19 situation shines a spotlight on certain technology needs revealed by remote workers.



33% would benefit from an **advanced digital asset management system (DAM)**



30% want a **more robust project management (PM)/workflow tool**



19% **lack a PM/workflow tool**

Technology spend will increase to support greater productivity by all workers, especially remote team members. Powerful project management tools and DAM systems top the list of potential purchases.

The in-house agency — encompassing creative, marketing and digital functions — will be increasingly important to a company's success in the even-more critical, fast-paced digital world. As priorities shift and challenges surface, engaging the right people with the right skills, and equipping them with the right technology, will be imperative.

Download the full COVID-19 Impact Report at cellainc.com/covid-19-report.