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FOR IMMEDIATE RELEASE

Creatives are Driving More Business Impact Than Ever Before in their Organizations: New Adobe Study

Rise of design-led thinking in the realm of business having positive spillover effect on creative careers

Hong Kong – September 22, 2016 – The rise of design-led thinking and the incorporation of design approaches into business and strategic problem-solving is having a positive impact on the careers of creatives everywhere. Adobe's 2016 Creative Pulse survey of more than 1,700 creatives – including graphic designers, web designers, artists and more – discovered that respondents are creating a bigger impact within their organizations. 56 percent of respondents in Asia Pacific feel they are having more impact compared to two years ago, with 89 percent saying that their **businesses are placing more importance on creativity and design thinking**.

While this is great news, creatives cannot rest on their laurels. The opportunity to drive greater business value means creatives need to learn new tools and techniques – a statement that 93 percent of APAC respondents agree to. In fact, creatives now need to be "full stack" in their skillset. Over the next year, APAC creatives believe the most important skills to acquire will be UX/UI design (27 percent), app development (16 percent) and digital storytelling (11 percent). Looking at just these three alone, the creatives of the future will need to combine skills from the realms of design, user experience, programming and communications.

"More and more organizations recognize the value of creativity and design-led thinking in driving business results, which is really encouraging to us," said Yew Hwee Ng, Managing Director of Adobe Greater China. "Creatives will have bright prospects if they can grasp this opportunity. Adobe is committed to the backing of creatives under this trend, by offering more skillset support and tools."

Despite their increasing importance to business, creatives in APAC still stay up at night with uncertainties, just like the rest of the workforce. One of their main worries is the fear they will lose inspiration and motivation (47 percent) while increasing their creative skills. Employers need to take note of this, especially since most creatives cited that they are very reliant on desktops (74 percent) for work. This suggests many creatives are still deskbound, despite the link between creativity and fresh experiences that typically come from mobility and change. At the same time, the increased speed of business is putting pressure on creatives to deliver more ideas and content faster than ever (43 percent), but at the same time, 42 percent of creatives still feel that they aren't being sufficiently trained in all the new skills they need.

"We've seen the role of design and creative professionals change rapidly in recent years, and Adobe is at the forefront of this changing creative environment. With the proliferation of mobile devices and new technologies such as Augmented Reality (AR) and Virtual Reality (VR), creatives are being challenged to

create content more rapidly than ever before. Not only does this mean they need to adapt quickly to the new demands of creating for more platforms and a broader set of customers, it also means that they need to be able to create on-the-go, collaborate with team members across different devices and geographies, and measure the impact of their work on business results. It's a challenging environment, but also one that empowers creatives of today to make a real difference to the business," said Janie Lim, Marketing Director, Digital Media, Adobe Asia Pacific.

It seems the best days are yet to come for the creative industry in APAC. 87 percent of respondents believe that there is a bright future for creatives, and equipped with the right tools and skillsets, along with the proliferation of technology, there has never been a better time to be a creative.

Download survey report here.

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