

Press Contacts

Celest Lim
 Adobe Systems Incorporated
 +65 6511 9959
celim@adobe.com

Lara D'Souza / Emelyne Sng
 Text100 for Adobe
Adobesg@text100.com.sg
 +65 6603 9000

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

SINGAPORE, 20 September 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, web designers and more – discovered that respondents are creating a bigger impact within their organizations. 56 percent of respondents in Asia Pacific (APAC) 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.

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.

Results in **Southeast Asia echoed the APAC findings** – out of the 220 creatives surveyed, 94 percent felt that businesses are beginning to place more importance on creativity and design thinking.

Here's an overview of the sentiments of creatives in Southeast Asia:

	APAC	Southeast Asia
How creatives view the industry		
Creativity and design thinking are more important to businesses	89%	94%
Creatives are increasingly working across multiple mediums and disciplines	94%	93%

Creatives are expected to learn new tools and techniques	93%	92%
Technology is enabling creatives to be more in control of their professional destiny	85%	85%
What keeps them up at night		
Losing inspiration and motivation	47%	54%
Pressure to deliver more creative ideas and content faster than ever	43%	49%
Not being trained sufficiently in new skills	42%	38%
The top 3 driving forces behind the changing role of creatives		
New technologies that change how creatives do work	63%	67%
The impact of social media on the creative industry	41%	45%
New platforms for reaching the audience	39%	36%
How have mobile devices changed the creative process		
They can capture inspiration in the moment and on the go	52%	65%
Work is now accessible to a broader audience	53%	57%
They can create content anywhere	35%	40%
Main motivators at work		
Desire to learn new things	72%	81%
Seeing their ideas brought to life in the real world	59%	70%
Doing great work	53%	66%

"We're an organization that started out with a mission of enabling creativity, so it is really encouraging for us to see the value of the creative profession really being strongly recognized," said V. R. Srivatsan, Managing Director, Adobe Southeast Asia. "Over the last few years, we've seen businesses recognize the value of creativity in driving business results. The success of firms like IDEO, which take a design-led approach to problem solving, has shown that creatives deserve a seat in the boardroom. In the coming years, we could expect to see creative drivers taking an even stronger lead in the business conversations."

"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.

"Design used to be the icing on the cake, but today it is the bridge between business, technology and users. It has an essential role in the success of a product, and the world is starting to acknowledge that. Designers are in more demand today than ever before. At the same time, design tools are very accessible and powerful, and the internet is full of free education. Today, there's no excuse not to do what you want to do," said Nina Georgieva, Design Lead, Grab.

[Download survey report.](#)

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea/

Find us on Facebook at <https://www.facebook.com/AdobeSEA/>

###

© 2016 Adobe Systems Incorporated. All rights reserved. Adobe and the Adobe logo, are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.