

Press Contacts
Emma Wilkinson
Adobe
01628 590 208
emmaw@adobe.com

Red
020 7025 6671
adobeteam@redconsultancy.com
Follow us on Twitter: [@AdobeUK](https://twitter.com/AdobeUK)

FOR IMMEDIATE RELEASE

Nearly half (48%) of UK marketers concerned about keeping up with the rapidly changing pace of the industry

Despite this, Adobe's Digital Roadblock Report 2015 still shows that the majority (85%) see these changes as an opportunity

- **Three in five believe new technologies are driving the changes**
- **51% worried about their company's ability to keep up**
- **Experimentation in new technologies seen as the key to learning**

LONDON - July 2, 2015 – Adobe today released its Digital Roadblock Report 2015 revealing that UK marketers are feeling equally challenged (49%), optimistic (47%) and excited (46%) about digital transformation within the marketing industry. The study of 451 UK marketers shows that new technologies are driving this change (61%) and contributing heavily to consumer expectations on how brands communicate with them.

The Digital Roadblock Report found two main areas where technology is changing the game – firstly through using data and insights to inform marketing activities (58%); and secondly on how marketers now reach their audiences, particularly citing mobile skills as important (63%) in this regard.

In just the last 12 months, 70% of marketers have recognised that their marketing approaches have had to transform due to the proliferation of connected devices. With the upsurge in Internet of Things (IoT) and wearable devices, marketing now has the ability to permeate every aspect of a consumer's life and this has led to a whole raft of new skills required for mobile-friendly marketing and consistent, compelling experiences. In fact, respondents said that mobile marketers, data analysts and digital marketers are the most under-represented roles in their companies today.

On a personal basis, seven in 10 (73%) UK marketers feel that they themselves are expected to adapt to keep pace with the changes in industry, and a similar number say that they need to be prepared to implement new technology to succeed. But nearly half (48%) are already worried about how they will adapt and 40% feel they do not have the skills to perform their jobs successfully. While many see skills development in these new areas as important, the majority (41%) of UK marketers also recognised that experimentation or trial and error were the best methods of learning.

Furthermore, over half (51%) are also worried about their company's ability to keep up citing lack of resources (41%) and training in new marketing skills (30%) as top barriers to success. And while UK marketers generally recognise that fundamental change to marketing is needed (59%), they still believe that a balance between trusting their gut when making decisions (55%) and using new technologies (58%) are key to their roles.

John Watton, EMEA Marketing Director at Adobe said: "It's becoming increasingly tough for marketers to stay relevant when technology is literally changing the face of the industry. Despite some concerns around ability to keep up, on the whole UK marketers are positive about the opportunities presented by new technologies. When the tools and technologies are changing so quickly, skills will always be hard to develop in a short space of time. To succeed marketers need to be brave, experiment, collaborate with departments across their organisations and continue to trust in their marketing instincts."

Nearly half (48%) of UK marketers concerned about keeping up with the rapidly changing pace of the industry

Key findings

UK marketers see the industry changing dramatically and the change is only accelerating; they're optimistic and see it as an opportunity:

- Eighty-five percent of Marketers see the changes in marketing as an opportunity (UK 85%); nearly half (47%) feel optimistic and are excited (46%) about the changes.
- While optimistic, UK marketers worry about their ability to keep up (48%, 37% EMEA); they feel underprepared for the changes within their industry (41%) and feel they are along for the ride rather than driving change (51%).
- Marketers believe they are expected to adapt to tech advancements to keep pace with the industry (73%), yet only 19% describe themselves as tech savvy (early adopter)⁶

New technologies are transforming how marketers interact with their audiences and how marketing effectiveness is measured:

- 3 in 5 marketers believe new technologies are the driving forces of change (UK 61%, FR 50%; DE 63%)
- Marketers believe that internet-connected devices enable marketing to permeate every aspect of consumer life (70%). Marketers must become skilled in mobile (63%) and in delivering consistent customer experience across mobile and IoT devices to reach these consumers
- New technology is contributing to the change in consumer expectations – consumers now expect immediate responses (79%), compelling content (74%), uniquely tailored marketing (62%) and brands to communicate directly to them (73%).
- 58% agree capturing and applying data to inform and drive marketing activities is the new reality.
- 57% agree that data (metrics from digital ads, campaigns, website, etc.) are informative in evolving their company's marketing creative.

About the Digital Roadblock Report

The data points referenced above come from a study commissioned by Adobe, produced by research firm Edelman Berland and conducted as an online survey among a total of 1,311 marketers in three countries, age 18+, residing in U.K., Germany, or France and working in marketing. The Europe data presented in total in the report uses an aggregate of the three countries surveyed (UK, Germany, France). Data was collected Mar. 31- Apr. 16, 2015 by Edelman Berland. The margin of error +/- 2.6%.

The UK sample included a total of 451 marketers age 18+, residing in the U.K. and working in marketing. Data was collected Mar. 31- Apr. 16, 2015 by Edelman Berland. The margin of error +/- 4.6%.

Links

[Adobe Digital Roadblock Report 2015 – EMEA](#)
[Adobe Digital Roadblock Report 2015 – UK](#)
[Adobe Digital Roadblock Report 2015 – Infographic](#)

Social resources

Follow [@AdobeUK](#) and [@AdobeMktgCloud](#)
[#DigitalRoadblock](#)

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com/uk>

###