

# WHEN CREATIVITY COMES SECOND TO ADMIN, IT'S TIME TO MAKE A CHANGE

Marketing professionals often spend too much time managing digital media assets when they should be working creatively. File storage problems and version control can dilute the creative process, as our [survey discovered](#). Fortunately, there's a solution...



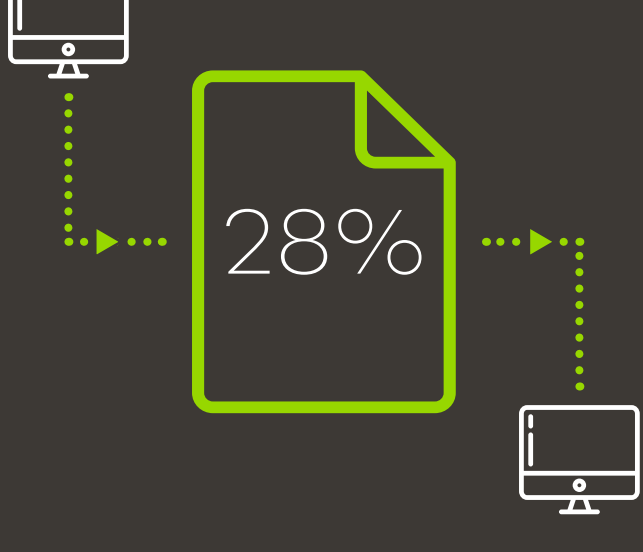
**THE PERCENTAGE OF UK-BASED MARKETING PROFESSIONALS WHO SAY THEIR BIGGEST FRUSTRATION IS NOT HAVING THE TIME TO BE CREATIVE**



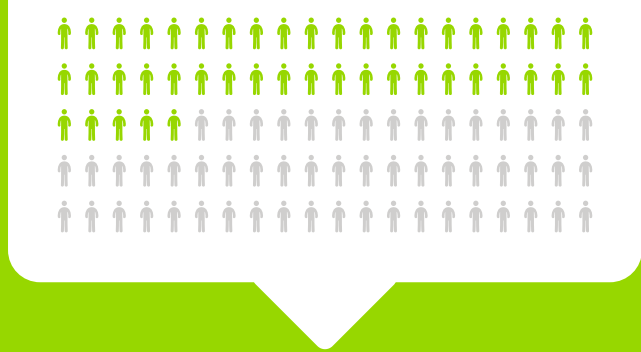
## THIS IS DESPITE 41% OF PROFESSIONALS ORIGINALLY CHOOSING THEIR CAREER DUE TO THEIR PASSION FOR BEING CREATIVE



**NEARLY 20% OF RESPONDENTS IN THE UK USE UP TO 15 DIFFERENT SOLUTIONS FOR THEIR DIGITAL ASSETS**



The percentage of UK respondents who experience difficulties working with large files



## 45%

The percentage of UK respondents who aren't confident their current processes can handle the increasing demands of video content in marketing



## 58% OF MARKETING PROFESSIONALS IN THE UK ARE SPENDING MORE TIME OUTSIDE OF NORMAL WORKING HOURS TO CATCH UP ON NON-ADMIN PARTS OF THEIR ROLE



**THE PERCENTAGE OF UK RESPONDENTS WHO SAID THAT MOST OF THEIR TIME IS SPENT ON ADMIN TASKS**



## 37% UK-BASED MARKETING PROFESSIONALS SAY THAT IT TAKES THEM SEVERAL MINUTES TO FIND A DIGITAL ASSET, WITH A FURTHER 21% UNSURE OF WHERE TO FIND THEM



Although **30% of UK respondents** believe that DAM platforms can make asset management more efficient, **24% don't currently use one**, compared to just **9% of US respondents**



**GO FOR CONTENT MANAGEMENT WITHOUT ANY OF THE CHAOS**

Imagen's [2021 Marketing Tech Report](#) highlights the problems many creative teams face when working with large media files. Imagen Go is a smart, AI powered platform that removes the complexity of managing digital assets – so teams can collaborate more efficiently, re-use assets more effectively and spend more time being creative.

Discover the power of Imagen Go at: <https://imagen.io/products/go/>