

Creative Services

If your creative team spends too much time managing projects and too little of it plying their craft, it's hard to get a marketing campaign or program off the ground.

In fact, a 2018 report* found that creative teams are creating ten times the content they once did, and 46% spend up to seven hours per week performing administrative tasks instead of producing creative work.

From branding redesigns and websites to integrated marketing campaign assets, creative teams are routinely challenged to cultivate high-impact visual communications elements on increasingly tight deadlines.

Here's how Ai can help.

DON'T GET STUCK IN THE WEEDS

The 2018 report also found that the speed at which creative teams are expected to work, coupled with the heavy volume of work on their plates, were the most challenging aspects of their jobs. Ai's ability to scale services based on immediate needs enables us to take on creative work at any stage of your marketing plan's implementation, from handling overflow and ad-hoc work to full branding projects.

YOUR ASSETS, OUR APPLICATION

Our job is simple. It's to make your job easier by lifting the project management aspect of creative services off your shoulders. With a full suite of solutions designed to execute multichannel marketing strategies, Ai can manage the application of your brand across any print or digital medium.

FLEXIBILITY TO SUIT YOUR NEEDS

Whether your organization needs a fully managed branding or rebranding project, or an experienced partner to handle specific aspects of the job, Ai's creative team is adept at collaborating on an as-needed basis or as an extension of your department.

INTEGRATED SOLUTIONS FOR SUPERIOR RESULTS

With top-of-the-line offset and digital presses, including two Xerox® iGen® 5's with Clear Dry Ink capabilities for spot coatings and multiple offset finishing options, Ai can bring your unique designs to life to deliver amazing printed pieces to your audiences. With industry-leading finishing, die-cutting, specialty folding and bindery services, we can produce a variety of printed pieces specific to any industry.

*Source: 2018 In-House Creative Management Report, presented by inMotionNow and InSource