

Superside

OVERCOMMITTED

The State of In-house Creative Teams in 2025.

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Regina Corso Consulting

Dear

OVERCOMMITTED,

there's hope.

Before she was CMO at Superside, Jen Rapp was a customer, so she's seen the overcommitment of in-house teams first-hand.

Now she wants to be part of the solution. Because there has to be one. *Right?*



It's not talent, technology or passion. As a marketing leader overseeing creative teams for the last ten years, the biggest problem creatives face today is bandwidth. Now, more than ever, they're asked to do more and build more—faster and with fewer resources.

Every creative team I've overseen from DoorDash to Klaviyo, even here at Superside, is maxed out and battling burnout as a group and as individuals. No wonder the survey results came back saying 76% of creative professionals felt burned out and 78% of their teams felt the same way.

Overcommitted? It's just another word for in-house teams.

In-house creative teams serve many stakeholders. They're the guardians of the brand and gateway to creative assets for the sales team, marketing teams, event teams, product teams, people teams, and more. Anything that requires graphics, video or design comes to the creative team.

“Overcommitted? It's just another word for in-house teams.”

Have you seen our new menu items? The move toward motion, video, AR and immersive experiences takes more time to produce and requires highly specialized skill sets. The battle for attention is getting epically harder and ad lifespans are shrinking to nanoseconds, driving the need for non-stop testing and iteration at the speed of light.

Would you like fries with that? The rise of digital media was one of the main reasons in-house teams came to exist. Instead of print, TV and radio campaigns, the number of channels and creative formats has exploded—like Big Bang-level expansion—and it just keeps growing. And the fact that it's all online, means the people making the requests accidentally underestimate the amount of work involved in creating, editing and versioning creative.

Next? Please pull up to the window... Here's the catch: No matter how big or small they are or how efficiently they work, in-house teams inevitably end up as a bottleneck, a choke point between their KPIs and the entire company's creative assets. All the work comes into one team, it's all urgent and there's no way to get it all done.

Can I get a little help here?

Most creative professionals, 70% of them, feel that their team's best talents are wasted on work that's well below their skill levels and much less strategic to growth.

The solution: When these teams hit maximum capacity—which is always—they outsource. But, it's far from a perfect solution, with 85% of teams thinking they need to do a better job choosing what they outsource and who they work with.

The problem: Even the best freelancers and agencies aren't built for today's digitally driven, AI-infused landscape. Starting from scratch and determining the best partner for each project is no way to scale. It's likely why 51% of creative professionals have lost faith in traditional agencies. Honestly, I'm surprised that number isn't higher.

A little help please?

There has to be a better way!

The times they are a-changing. While traditional service providers struggle to adapt, failing to deliver on speed, quality and communication (or address a plethora of other performance challenges), partners like Superside have now risen to the occasion.

Before I joined Superside as CMO, I was also a customer. In 2021, my creative team at Klaviyo was seriously swamped. After exploring our options, we hired Superside. Why? What stood out to me was that Superside understood what it meant to step in and act like an extension of our in-house team.

They didn't try to replace our expertise, they amplified it by serving as an extension of our team. Suddenly, we had a creative team serving our creative team. Our team was able to move faster, get more done and be more creative, without hiring more people or spending our limited budget on a fancy agency.

Ultimately, with Superside by our side, our creative team was no longer the 'blocker.' Our internal stakeholders were happier—here's looking at you Thuan Tran on our Growth team and Josh Mendelsohn in PMM—and our creatives were happier too.

A better way?



SO WELCOME TO

OUR OVER-COMMITTED REPORT

Change starts here

There's hope for every overcommitted creative on the planet. We got you!



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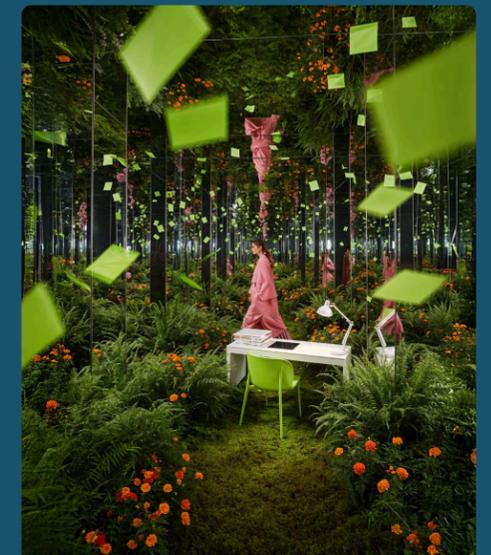
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Our Team

01 Overcommitted

Why so Overcom

Overcommitted?

Overcommitted

Over-^{/əʊvəkə'mɪtɪd/} committed

VERB

Having allocated more resources, time, energy to a purpose than one can afford or is capable of.

Before we jump in, let's take a second to define what we're talking about.

When you see a percentage on these pages, where did we get that and who exactly are these "creative leaders"? Let's break it down.

Creatives are often stereotyped as not being 'numbers' people. But creatives do love an insight. It's the foundation of any impactful creative idea. And those insights very often start as numbers.

60% faster. 9 in 10 prefer it. 92% wait until the very last second to do their taxes. Data can back up a gut-feeling or disprove something you're wrong about.

Now for this report.

We've known creative teams are busy. But without data, we could say that maybe they're a lazy bunch or hyperbolic.

So we wanted to talk to some real people. Not just one or two. 50 would be good, 100 better.

We ended up surveying 206 people.

All of them are creative leaders. Specifically, we spoke to directors and higher overseeing creative departments within an organization. 25% were Creative Directors, 34% Director of Marketing, 16% were VP of either Creative or Marketing, and 26% were Head of Creative or Marketing.

We wanted to talk to enterprise teams, so all respondents work in an organization with at least 1,000 employees. 42% work at companies with over 2,500.

The majority (68%) are 35-54 years old. 8% have spent 5 years or less in creative, 52% have spent 6-10 years, and 12% have endured and persisted for over 20 years.

This is who we mean when we say creative leaders.

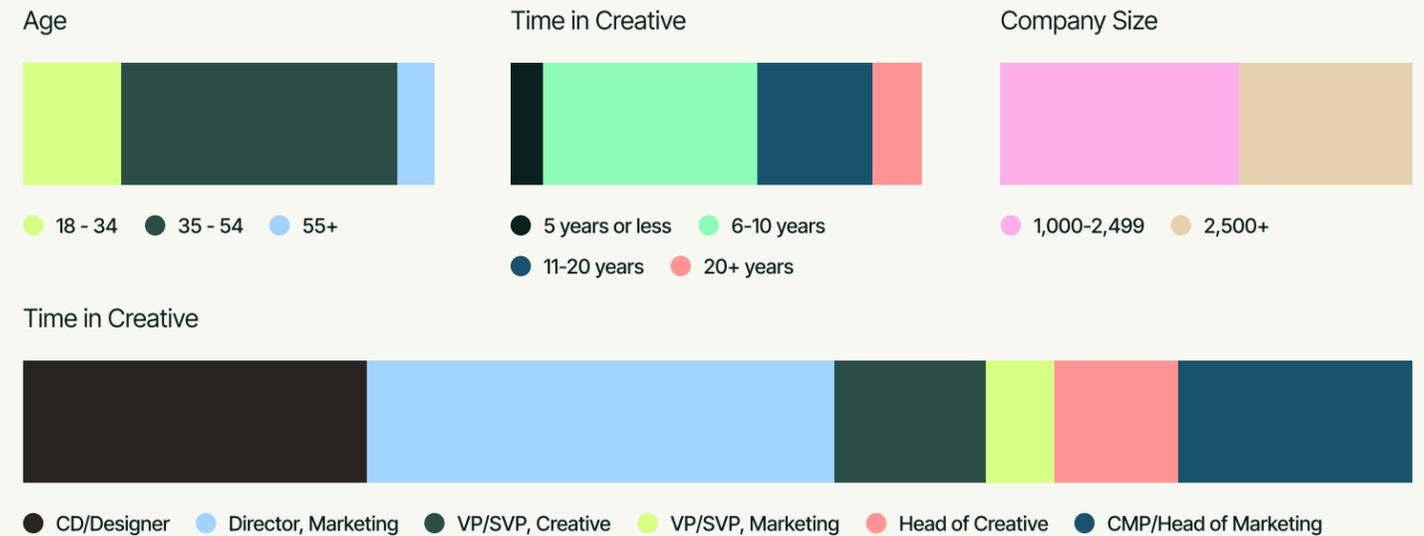
How we looked at the stats:

Small numbers, big surprises

We're not about to simply ignore small numbers as insignificant, because sometimes they have the most to say.

For instance, 13%. This is the percentage of respondents who clicked "no complaints" when we asked about their relationship with their agency.

Also, 3% of creative leaders don't feel under pressure. 1 in 4 creative leaders aren't feeling burned out. These small numbers reveal some big problems in the way we work.



Big numbers, no surprises here

What about the numbers closer to 100%? When we asked about AI, 93% say the use of it in the design process will improve the quality of designs. You probably couldn't get this many people to agree on what day it is!

Another big big number that made us honestly relieved at first: 97% of creative leaders claim they're satisfied with their current working model. Woohoo!

But hang on. Let's compare that to some other numbers:

- Three-quarters of creative leaders say, over the past year, they have personally felt burned out by the sheer amount of work
- Almost four in five say their team has been burned out
- Almost 80% say creative demand is higher than their capacity to deliver

So are 97% of creative leaders claiming they're satisfied with burnout? Fine with being constantly over capacity?

It's important to understand all numbers in context. Two sets of contradictory stats can be technically true but we need to dig a bit deeper to uncover what it means.

Demographically divided

By asking about demographic details, we uncovered some interesting skews in how certain groups answered.

For instance: Those with more experience in the creative industry are more likely to say they're understaffed (50% vs. 32%). And smaller enterprise companies are more open to outsourcing or already are outsourcing creative tasks to freelancers (46% vs. 29%).

What this means is that a solution for one team is not necessarily the solution for all teams. When figuring out what to do for your team, it's essential to look closely and carefully at context.

Double-checking our work

Lastly, we made sure to check if the numbers made sense. Superside has almost 750 designers, project managers, strategists, videographers, motion designers, writers, creative leads. Many of them are ex-agency, many ex-in-house. Their input was crucial to making sure we're accurate with our conclusions.

We also work closely with the teams behind 500 global, iconic brands. We made sure to speak to these partners and included some of the insights of those more in-depth conversations here too.

We hope you find some insight in these numbers.

Creative leaders, *are you OK?*

Creatives are used to operating in fast-paced environments, but last year was the next level.

Because improving the state of in-house creative teams requires a clear understanding of where the problems lie, Superside surveyed more than 200 enterprise creative leaders about their workloads, staffing issues, and plans for the future.

Turns out there are problems. Lots of them.

From print designs to TikTok videos, there's a lot of pressure to deliver high-quality work across a number of channels—and do it fast.

Teams are overcommitted, overwhelmed, and struggling to keep up. Traditional agencies don't provide enough support, and while AI is an incredible tool, it can't do it all.

Still, amid the chaos, there's opportunity too. A chance to reshape the way creative teams operate.

Keep reading for an in-depth, no-holds-barred look at where the industry is now, what's coming next, and simple things you can do to get the most out of your team, while saving yourself from burnout.

Let's dive in



Overambitious Over

02 *Overambitious*

Overambitious

Overambitious Over

*Lofty business goals
come with outsized
creative expectations.*

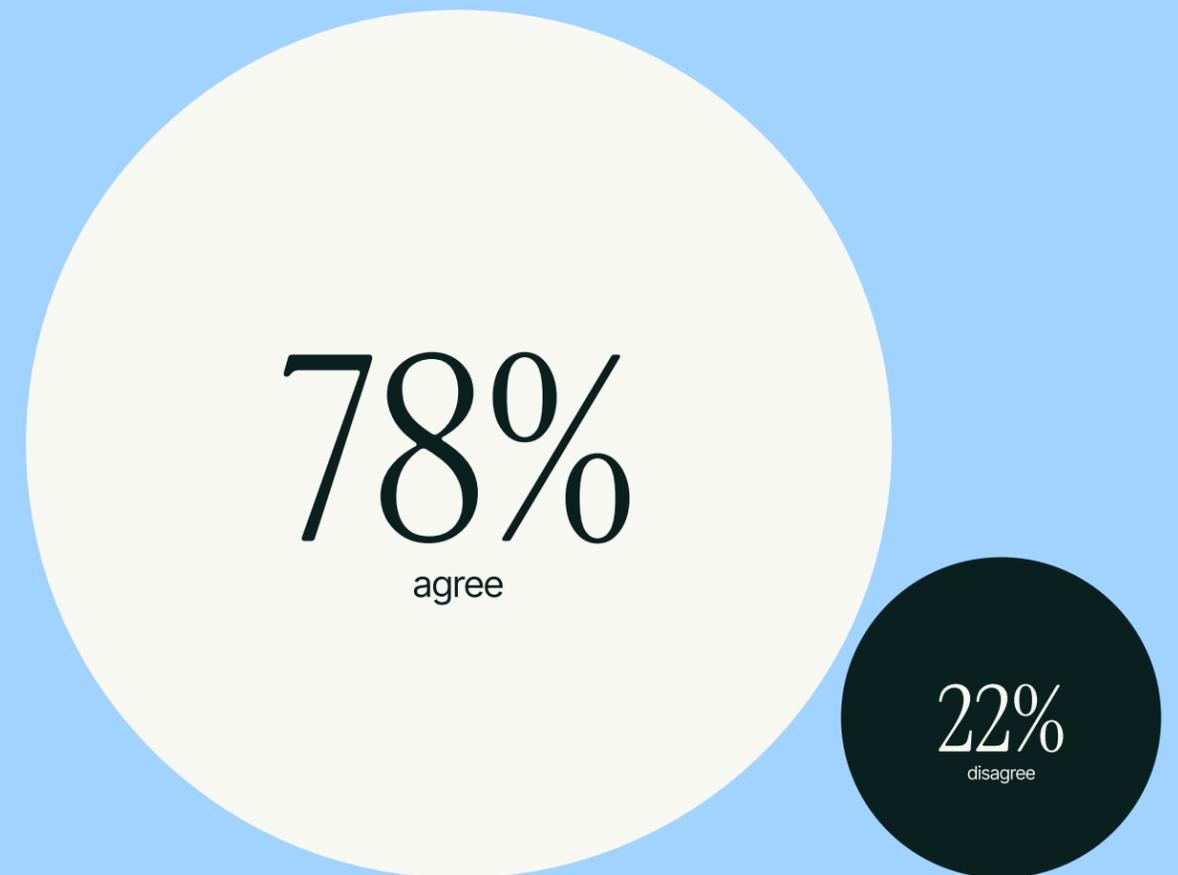
97%

Creative teams are swamped, and it seems that most people have just accepted this.

In fact, 97% of creative leaders claim that they're satisfied with their current working model.

But are they *really*? (Nah.)

More than three quarters of leaders say creative demand is higher than their capacity to deliver.



QUESTION

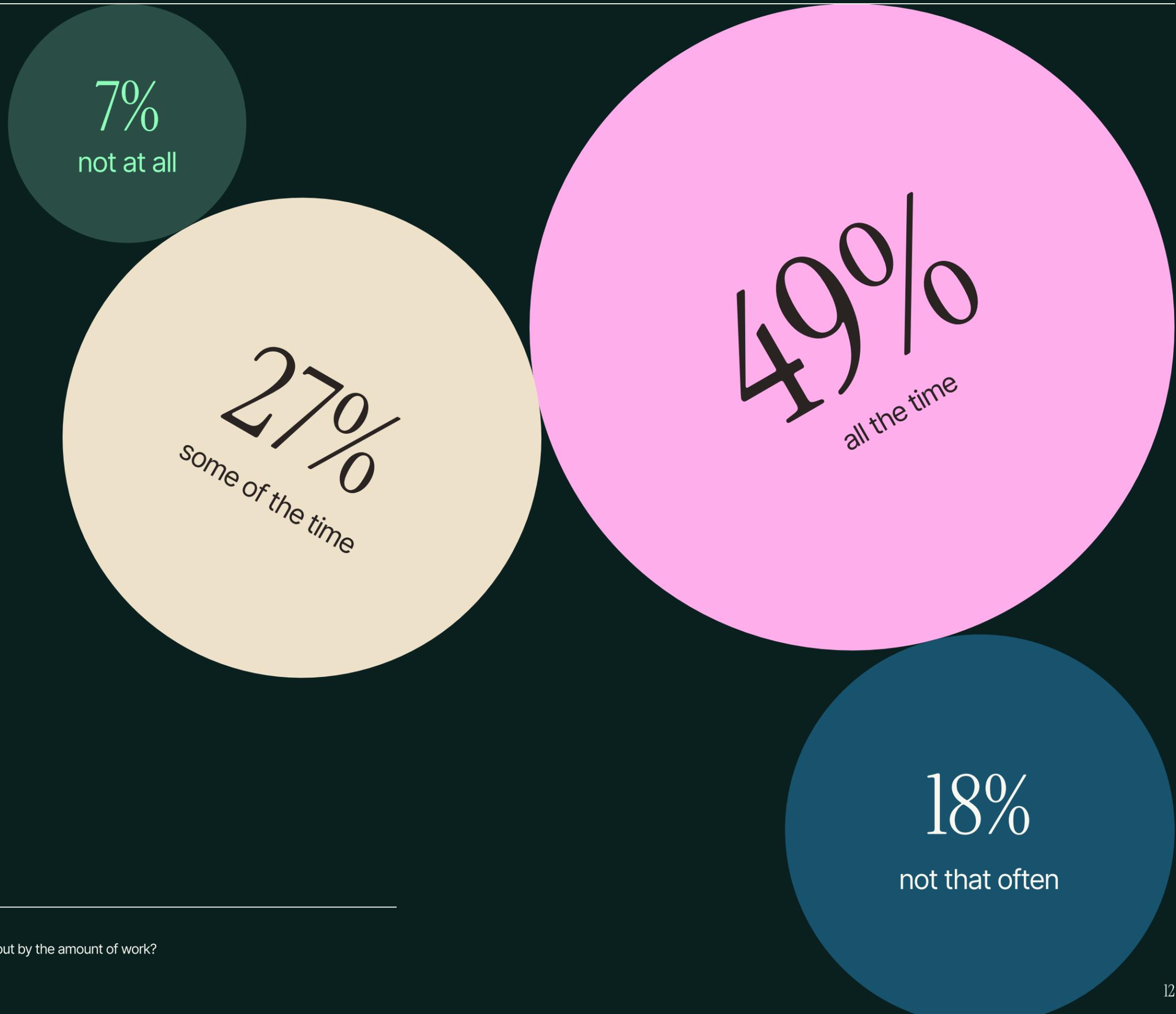
Do you agree with the following statement: "Creative demand is higher than our capacity to deliver"

Overwhelmed Overwhelmed

03 *Overwhelmed*

Overwhelmed

Overwhelmed Overwhelmed



76% of creative leaders say they've felt burned out in the past year.

In fact, 76% of creative leaders claim that they've burned out with their current

QUESTION

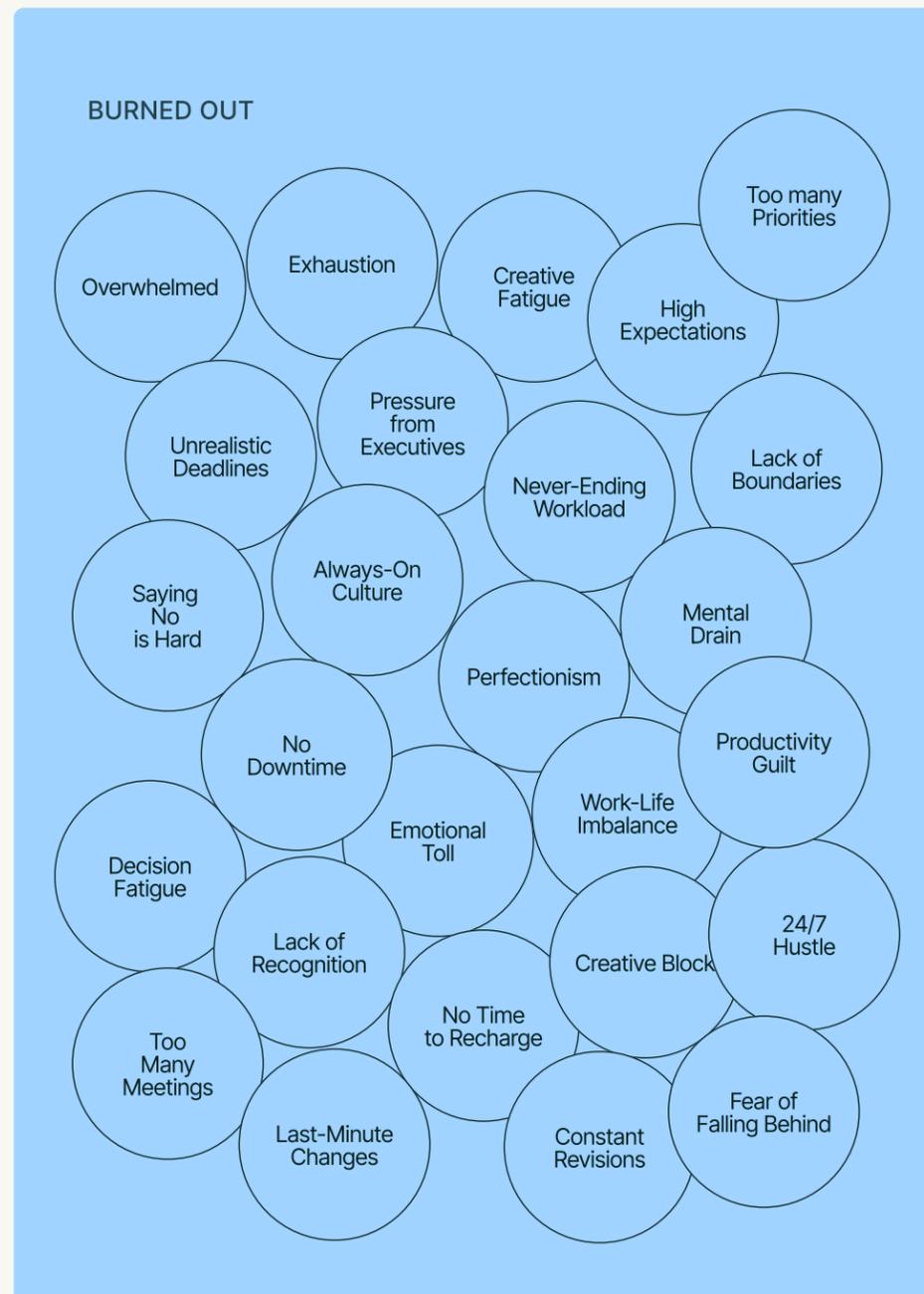
Over the past year, how often have you personally felt burned out by the amount of work?

Burnout is a serious issue for creatives, and it's more widespread than you might think.

Not only did 76% of leaders report feeling personally burned out over the past year, but 49% felt that way "all the time." It's not just leaders, closer to 80% reported seeing burnout in their teams.

Saying no isn't always an option either. Leaders add that 35% of the time, the pressure to deliver comes directly from executives.

There are a lot of reasons for this, but a big one is that creative teams have been told that on average, 55% of projects are high priority, making it difficult to know where to start.



Overloaded Overloaded Overloaded

04 Overloaded Overloaded

Overloaded Overloaded

Overloaded Overloaded

Two in five creative leaders say their team is understaffed.

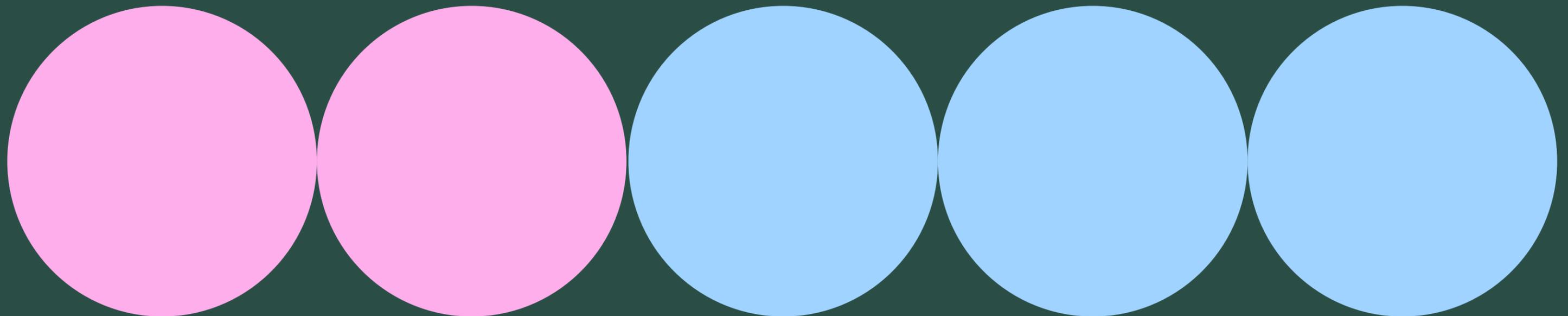
While creative teams could use additional support, less experienced leaders may not know to sound the alarm.

About half of creative leaders who have worked in the industry for more than 10 years say their teams are understaffed, but just 32% of those who have been in the field for 10 years or less agree.

In addition, those who have been in creative for a decade or less are much more likely to say they're staffed just right (61% vs. 44%).

While it's tough to know exactly why this disparity exists, it's interesting to note that the evolution of social media as a marketing tool has significantly increased the demand for creative work.

It's totally possible that staffing numbers just haven't risen alongside the number of new asks—and leaders with less experience just don't have the good old days (BTT, or Before TikTok) as a reference point.



QUESTION

How do you feel your current internal creative team is staffed?

● Understaffed ● Just right



10 Overqualified

05 Overqualified

Overqualified

ied Overqualified

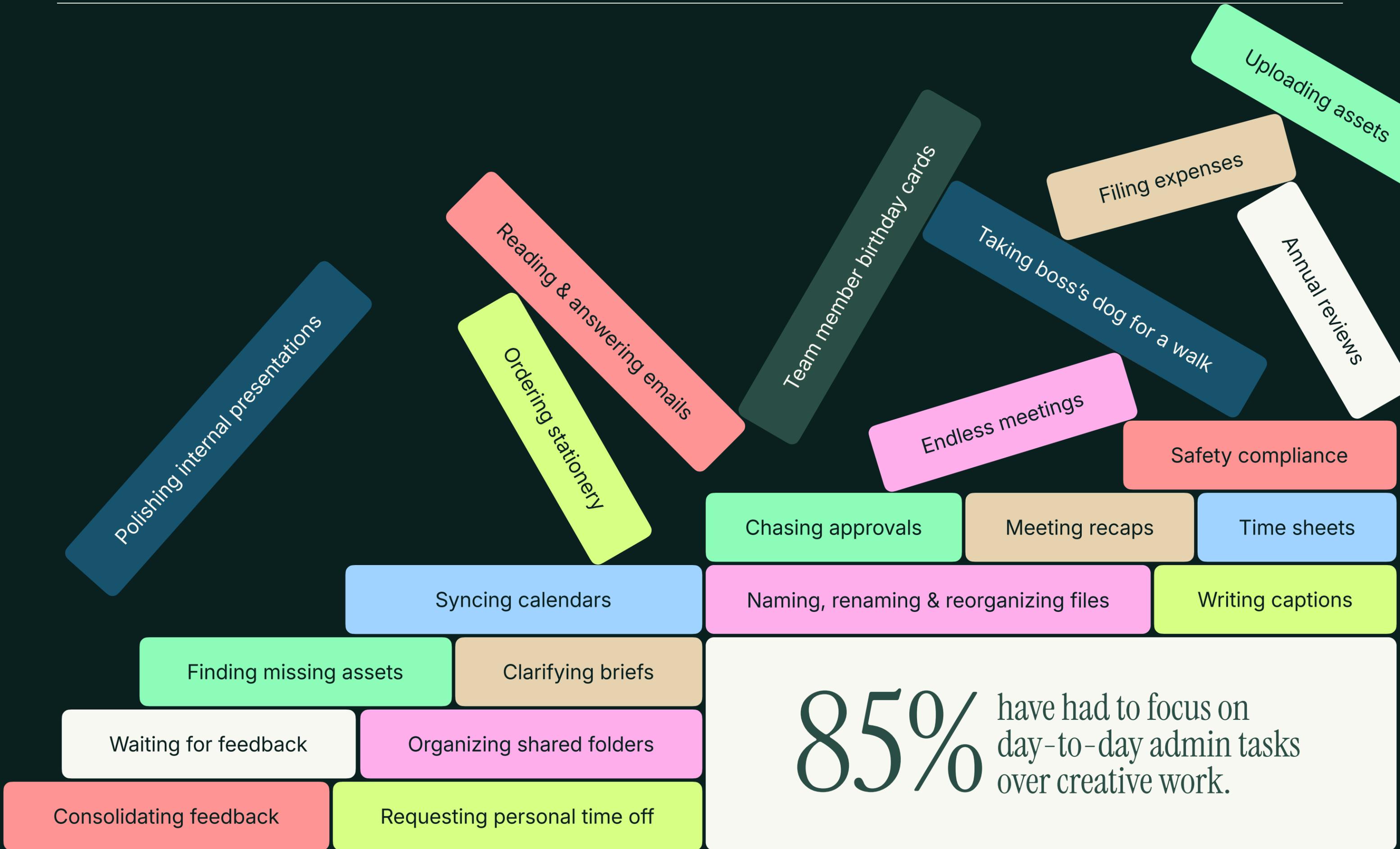
“Almost every creative leader (96%) believes their team has the skills to complete their projects.”

Four in five creatives say they want to create bolder work, but they're always racing against the clock.



First the good news: Almost every leader (96%) believes their creative team has the skills to complete their projects, which can explain why 61% say they keep everything in-house.

Now, the bad: Despite their talent, most teams just don't have the time or bandwidth to execute their ideas to the fullest. Lower priority tasks, day-to-day administrative work, and mundane (but essential) production assignments always seem to get in the way.



Overlap Overlap
06 Overlap Over
The Overlap Over
lap Overlap Over

Hot take: **Let designers design** *—outsource the rest.*

Currently, just 52% of leaders say they outsource certain tasks, and 70% say many of their most talented designers are working on tasks below their skill level.

Not only can this kill creativity, but it can also tank employee satisfaction. No designer wants to spend all their time endlessly resizing when they could be coming up with the next big brand idea.

That's one reason why 85% of creative leaders surveyed say they need to do a better job outsourcing.

Finally, skilled creatives will have the bandwidth to focus on their areas of expertise—and others can tackle everything else.

Keep in-house

61%

of enterprises rely on in-house teams for creative work. Commonly retained skills include:

Web design (71%)

Graphic design (69%)

Branding (67%)

Outsource

52%

of enterprises use freelancers or temporary contractors. The most outsourced skills being:

Emerging media (48%)

Audio (40%)

Video production (40%)

Rely on traditional agencies

41%

of enterprises choose to collaborate with agencies.

7 in 10 creative leaders
say their *most talented
creatives* are working
on mundane tasks
below their skill level.



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O *o* *vershad* *o* *we* *d* *O*

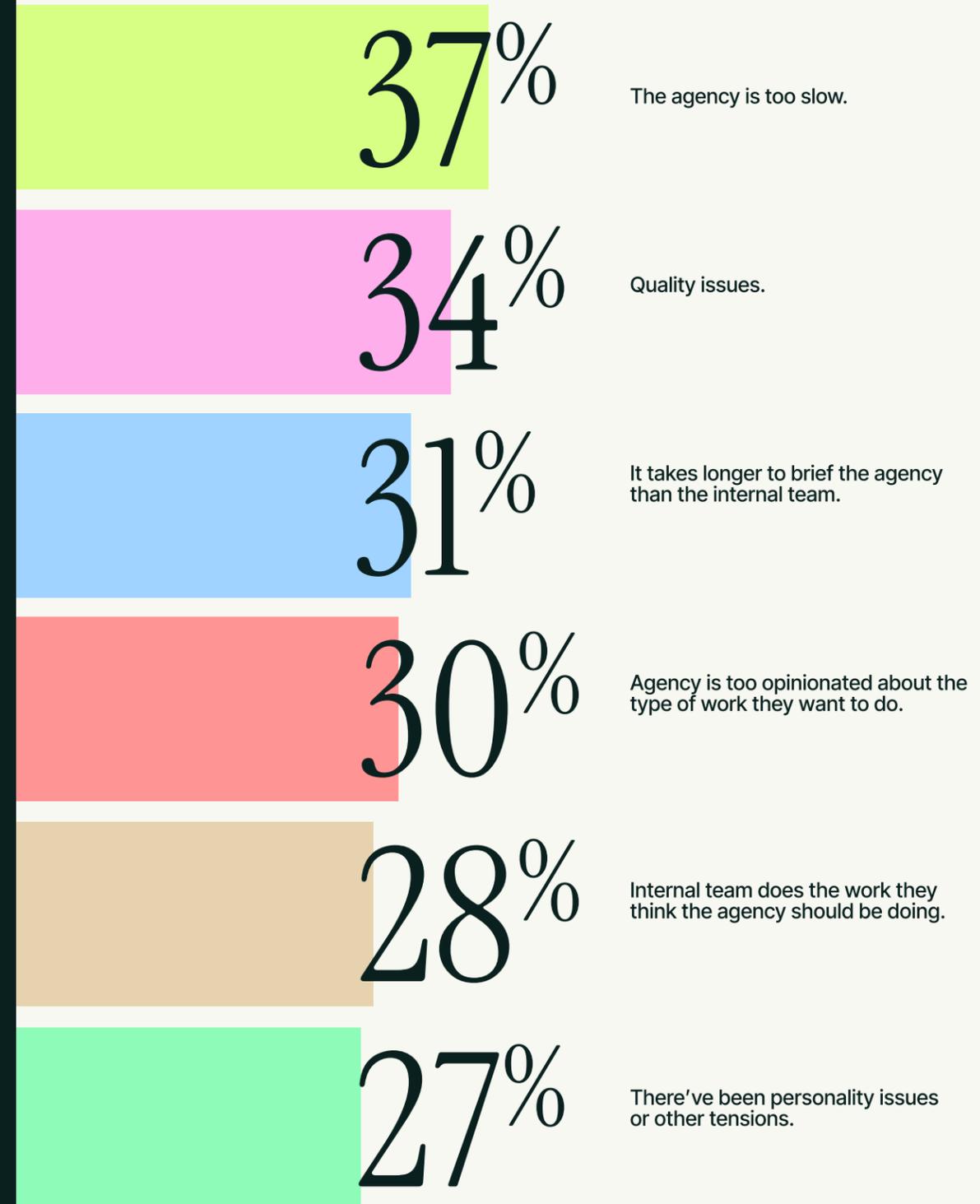
we *d* *O* *o* *vershad* *o*

Agencies: *the answer?*

Despite the need for additional support, many leaders are hesitant about partnering with a traditional creative agency.

In fact, of the 41% that rely on agencies, only 13% say the partnership is going well.

51% of creative leaders say they've lost faith in agencies recently. *Why?*



Overcome Overcome

08 *Overcome Overcome*

Overcome *Overcome*

Overcome Overcome



AI has *changed* the game.

It seems like every business leader is talking about AI now, but creative teams are well ahead of the curve.

They've quickly embraced this technology to manage demand, enhance the quality of their work, and boost efficiency, and it's paid off.

Nine in ten creative professionals say they have the AI skills internally to meet the needs of the future of their business. Still, it's critical to take an intentional, strategic approach to keep pace with demand.

It's not an exaggeration to say that AI has the power to transform, well, everything—and of course, that includes design.

And while leaders are excited about AI's potential to speed up workflows and improve designs, so are executives, and their expectations are changing too.

WHAT CREATIVE LEADERS THINK ABOUT AI:

Agree the use of AI in the design process will help creative teams design more quickly

96%

Believe it will improve design quality

93%

Say their executive team understands how AI impacts design

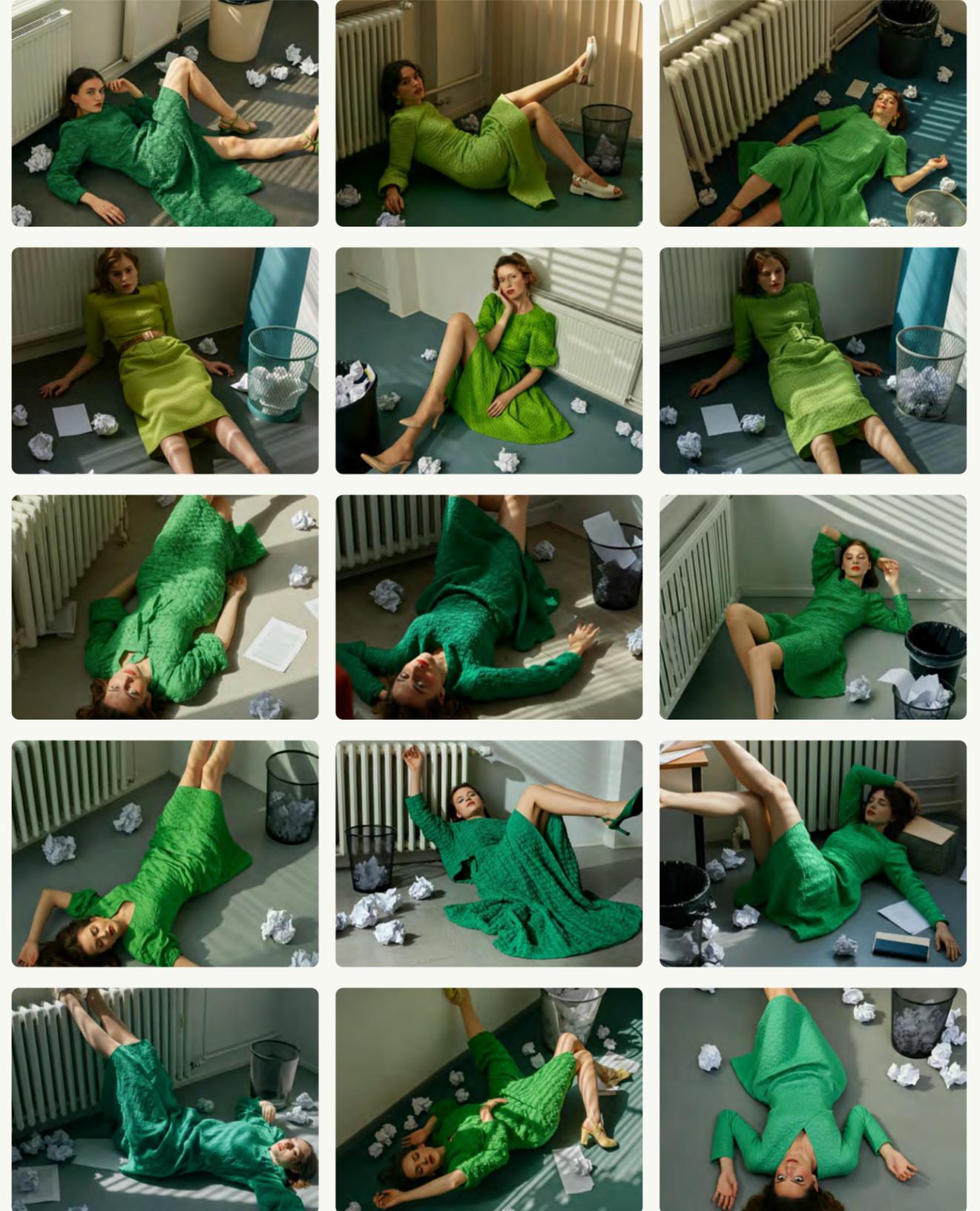
89%

Say their executive team's expectations have shifted because of AI

85%



GENERATING IS ONLY STEP ONE



& Finally And Fin
And Finally & Fin
& Finally! And Fin
And Finally & Fin

So, what comes *next*?

Creating an environment that inspires audacious creative work is easier said than done. Creative teams must be open to big structural changes to unlock their full potential and avoid burnout.

HERE IS SOME UNSOLICITED ADVICE FOR

Creative leaders who are ready for change and ready to deliver impact:



ONE

Get focused

Let the creatives come up with big, bold ideas, and give them the space to execute them. Outsource the rest.



TWO

Reconsider your agency

Ask yourself if a traditional agency is the partner your team really needs. Are there other service providers who could give you better, more tailored support?



THREE

Be strategic about AI

Embrace AI to alleviate capacity strain and enhance design quality. It's a great assistant, and an excellent brainstorming partner. Use it wisely!



Ever see the "This is fine" meme? That's how creative teams are expected to operate today—at a table, unbothered and working, while the room burns around them. **It doesn't have to be this way, though!** By rethinking team structures, leveraging AI, and bringing in experts for extra support, creative leaders can finally empower their teams to work smarter, not harder.

Now let's get
qualitative.



Not Your Average Cybersecurity Playbook.

A look inside Palo Alto Networks' social strategy with Jacqui Morgan.

Jacqui Morgan is not just challenging the status quo in social media strategy—she's redefining what's possible for B2B brands.

As the Global Social Lead at Palo Alto Networks, a global cybersecurity leader, Jacqui blends creativity, bold moves and a relentless drive for innovation to elevate her brand's online presence. We met with Jacqui at her Santa Clara office to hear all about her role, the challenges she's faced and what makes her work shine.



Superside:
Running social media for a tech giant must be a wild ride. Can you tell us a little bit about yourself and what you do at Palo Alto Networks?

Jacqui Morgan:
My name is Jacqui Morgan, and I'm the Global Social Lead at Palo Alto Networks. I oversee our social strategy, which includes creating and managing the incredible content you see across platforms like LinkedIn, Meta, and X. Our focus spans across all our products and thought leadership efforts. We have a lot of different channels. All of those channels require support, and all of those channels require creative, so we are constantly iterating and working with our teams to put out the best content possible across all different verticals.

Cybersecurity is a very important topic. It's probably up there with death and taxes as non-negotiables in life. Everyone has a computer, everyone has a phone, and everyone needs cybersecurity in some way. And so we have a very big responsibility to make sure that we're talking about this in a way that people will understand.

Superside:
Every job has its spark—that thing that keeps you inspired. What's lighting your fire at work these days?

Jacqui Morgan:
Top of mind right now is doing things differently and leaning into creativity as we tell the stories that really matter to protect digital ways of life. In B2B tech, especially cybersecurity, it's easy to fall into repetitive messaging. My goal is to make our content stand out!

It's important because, while we are business to business, we're not business to boring, right? We need to make sure that we're telling our story and reaching our target audience in a way that will make them pay attention and remember us at the end of the day. And you really can't do that without the right messaging and creative.

Superside:
Every job comes with challenges, and moving to an in-house team is often a different ballgame altogether. What's been the biggest challenge in your role?

Jacqui Morgan:
Coming from an agency background, I had a big learning curve moving in-house. The pace was still fast, but the volume of work—ensuring every stakeholder and product had the best possible content—was challenging. Also, deadlines are tight! We're big believers in doing things fast but doing them right. We're a pretty lean team and we're able to do a lot, which is a huge testament internally, but we really do rely on our partners for that extra support.

Superside:
We all know creatives often have sleepless nights over their projects. When it comes to creative work, what keeps you tossing and turning?

Jacqui Morgan:
Well, I am a Virgo, so I have a lot of anxiety and detail orientation when it comes to everything.

I have this toxic trait of always pushing and always trying to do more and to do it better. It's proven very helpful in my life. At the end of the day, what keeps me up at night is asking myself, "Could I have done more? Could we have done it this way?" and almost second-guessing a bit. But then when I see the excitement and the community response to things we're able to create, it makes me able to fall back asleep.

We have this big undertaking of being the cybersecurity partner of choice and talking about cybersecurity is a huge responsibility. We've been tasked with redeveloping and igniting this social strategy across all different verticals, all different platforms. That is no small feat.

PALO ALTO NETWORKS

"We're B2B, not business to boring."



Jacqui Morgan
Global Social Lead



I needed help, making sure that every single stakeholder and every single product and every single piece of content that we were putting out was the best possible. And that's where Superside came in.

Superside: ▾

Everyone was talking about your bold moves during the big San Francisco cybersecurity conference. Can you spill any details?

Jacqui Morgan: ▴

Definitely! This past May, there was a major cybersecurity conference in San Francisco, but we decided not to attend. Instead, we took over a nearby hotel and hosted exciting online and offline activities. We showcased our Precision AI offering, held an AI-focused executive event and even did a drone show over the city. We were really able to drum up excitement on social media and beyond through paid and other digital avenues to get people excited for our AI event.

Something our CMO said was really inspiring to me. "This conference is great, but at the end of the day, a huge percentage of attendees are other cybersecurity professionals. Instead of just marketing to the existing community, why don't we reach out to our actual target audience in a way that matters?" Now I constantly think about that perspective when we undertake anything across any digital execution.

We also launched our brand campaign during that conference. And with this brand campaign, we were able to reach people differently, in a way that made them sit up and pay attention. Now people understand what it is we do and who we are. It was definitely the highlight of my personal career, being a part of that large campaign.

Superside: ▾

We can't leave this interview without mentioning AI. How do you feel about AI in creative work?

Jacqui Morgan: ▴

I think it's a great tool for supporting teams and brainstorming. And to get to a concept potentially. But, as a cybersecurity company, we know that while AI offers incredible opportunity, it also comes with risk, so it's important to prioritize security.

Making sure things are secure is of utmost importance. So I think AI is absolutely a tool that teams should be using. How they use it at the end of the day needs to be right for them and right for the organization and secured at the end.

PALO ALTO NETWORKS

"As a cybersecurity company, we know that while AI offers incredible opportunity, it also comes with risk."



Jacqui Morgan
Global Social Lead



From bias to em-dashes. What to watch out for when you're working with AI.

Tip 1

Keep it human, human

AI-generated text has tells. Overuse of em dashes, saying "delve", overly polished phrasing, and a certain robotic rhythm.

If your reader is human, make sure they have something human to relate to. Add personal anecdotes and inject natural imperfections. If it's too smooth, rough it up.

Tip 2

Don't trust AI blindly, verify everything

AI makes mistakes, sometimes confidently. Fact-check all output, especially if it involves stats, names, or security-related details.

Misinformation spreads fast, and AI won't take the fall, your brand will.

Tip 3

Watch for baked-in bias

AI models are trained on human data, which means they inherit our very human biases.

If something seems off, whether it's stereotypes or skewed perspectives, pause and reassess. The tool is only as good as how you use it.

Tip 4

Keep sensitive info out of AI's reach

Never input confidential or sensitive info into an AI tool.

"But I'm just in marketing!" Many AI systems store and analyze inputs, meaning anything you type about a brand could be used to train future models, or worse, fall into the wrong hands.

Staying Creative at the Helm of Leadership.



with Reddit's Marie Kare

As Head of Creative for Global Business Brand at Reddit, Marie Kare is not just a leader; she's a powerhouse of ideas, balancing creativity with business acumen. She gave us some guidance on how to stay creative as a creative leader, based on her journey.

Marie Kare's approach to staying creative while leading a global team is both inspiring and practical. "I think of myself as a sort of compulsive creative; I can't stop making things."



A nonlinear journey to leadership

Kare's career path wasn't a straight line, which she proudly embraces. "In college, I majored in philosophy, which is a perfect background for a future head of creative. None of this was planned for me."

Her journey included running a jewelry business, launching and selling an internet company and eventually landing in the gaming industry before transitioning to Reddit. This diverse background provided her with a unique perspective on leadership and creativity.



Cultivating creativity beyond work

For Kare, creativity isn't confined to office hours. "I spin yarn, do collage, and even design board games," she revealed. These hobbies are not only personal outlets but also fuel her professional creativity. "The key is to have a personal creativity practice that keeps you satisfied, even when you're not as hands-on."

"I have lots of hobbies where I can be creative. I think if you're a creative person, it infects so much of your life so that even these day-to-day activities you can approach creatively."



Embracing corporate creativity

Navigating a corporate environment while staying true to one's creative self is a challenge Kare faces daily. "Comparison is the thief of joy," she noted, urging creatives to focus on their own journey rather than comparing themselves to others.

Transforming mundane tasks into opportunities for creativity is also very important. "You have to be creative about how you juggle priorities. Sometimes it feels a lot like mechanized robotic work, but you can be creative and come up with solutions to problems and it's just a new puzzle for you to solve."



Empathy as a leadership tool

"Leadership is about more than just managing tasks; it's about supporting people," Kare explained. She personalizes her feedback process, asking, "What kind of support would be most useful to you?" This approach builds trust and empowers her team.

Giving constructive feedback is crucial for fostering growth within a team, but it's a delicate balance. Effective feedback should be clear, actionable and supportive. Kare encourages to start by asking "What kind of feedback feels most important to you right now? How will you best be able to receive it?"



Redefining leadership with authenticity and creativity

When asked about her leadership philosophy, Kare's response was succinct yet profound: "You can still be yourself and understand KPIs".

Her words resonate with leaders striving to integrate creativity into their strategic roles. By staying authentic, fostering creativity and building strong relationships, Kare exemplifies how leadership can be both innovative and impactful.

Marie Kare's journey is a testament to the idea that great leaders don't just manage, they inspire. For aspiring creative leaders, her story offers not just hope but a roadmap to thrive authentically in a corporate world.

HOW TO KEEP CREATIVE

Pop your media bubble

Ditch your usual content lineup. Read a genre you'd normally avoid, watch an obscure documentary, or dive into a podcast about something completely unrelated to your work. Creativity thrives on unexpected connections and you won't find them if you're always consuming more of the same.

LISTEN



Ologies by Allie Ward, where experts geek out on everything from Ergopathology (burnout) to Canistrumology (basket weaving).

Touch some grass

There's something about movement and getting outside that unclogs creative blocks. Whether it's down the street or up a hill, a walk brings new sights, sounds, and a little randomness that sparks fresh thinking.

READ



Wanderlust by Rebecca Solnit, a history of walking and its connection to thinking. Then, go for a walk.

Look closer, not farther

When everyone pulls from the same global trends, we naturally end up in similar places. Instead, get hyper-local. Be inspired by other local creatives, movies in your home language, the type of hand-painted signs, and niche aspects of your neighborhood or culture.

READ



Steal Like an Artist by Austin Kleon. A smart take on the difference between copying and drawing inspiration.





It's No Longer "If AI"—It's *How*.

Superside's Director of Gen-AI Consulting, Jan Emmanuele on how to stop imagining and start acting.

From the designer's keyboard to the executive boardroom, creative professionals and senior leadership agree on the fact that businesses should embrace AI.

Creatives in particular have little doubt about the benefits, with 96% saying AI will speed up production and 93% indicating it will also elevate quality. Following suit, 89% of the executives realize how generative AI drives efficiency and unlocks new possibilities, like building custom image and illustration libraries and greater freedom and agility in concepting.

With alignment on "why"—the focus shifts to "how"

Everyone wants to get to the end results as quickly as possible. But, there's more to AI transformation than simply picking the right tools. If that's all you look at, you'll fail far more often than you succeed.

Especially when the people leading change—the in-house teams—are already overcommitted.

Think bigger than tools and tech

You can't just give everyone on your team access to a tool like Midjourney and call it a day. A strategic, mindful approach makes all the difference.

Successful AI adoption is multi-dimensional: Your people need to be prepared and your rollouts must be carefully planned for the highest-reward, lowest-risk implementations.

Put people first

The top three barriers to AI adoption—education, awareness and skill sets—all have rational and emotional components. You can counter fear with education. But first you have to identify the roots of the anxiety.

Meet with your teams. Have open conversations and assess where people really are. Find out what they know and don't know, even if it's different than you think or believe. Identify and empower dedicated AI champions who can help those with concerns overcome obstacles.

Look before you leap

As you determine where to integrate AI into your creative workflows, it's tempting just to pick a process and dive right in. This is akin to knocking down a wall before checking to see if it's load-bearing or where the wiring and pipes might be.

Internal creative teams are experts at working lean and maximizing efficiencies. With this in mind, take the time to think holistically—looking at the entire blueprint of your creative workflows so you know where you're making changes and why you're doing so—ensuring that the problems you're aiming to solve will have a significant impact.

After all, there's more to creative processes than production and AI can do more than generate images. Map and evaluate all of your workflows from early discovery to final delivery, determining where AI can add value to research, ideation, information sharing, data analysis, quality assurance, personalization, localization and more.

Play the long game

AI is here to stay and your transformation will be a long-term commitment. Your teams will need ongoing support. Your workflows will be updated time and again. Things will go right, and wrong.

You'll learn as you go, putting foundations in place, pivoting from unexpected detours and iterating on wins. Before you know it, building prompt and image libraries will be like second nature—and custom models and design systems will be the norm. It all starts by thinking outside the tools.

“After all, there's more to creative processes than production *and* AI can do more than generate images.”

Amplify, not replace: how to keep creativity at the center when using AI

okay – and

Real results. *Real quick.*

With products that cut your hair drying time by 60%.



OKAY- AND

Ads

AI can help scale your ad ideas. Let it be part of the process from the start, brainstorming visual metaphors and suggesting new iterations of a headline that performed well.

Craft one on-brand prompt and then slightly change it to get a series of consistent visuals. Use AI to add basic motion. All of these elements work together to tell your story.

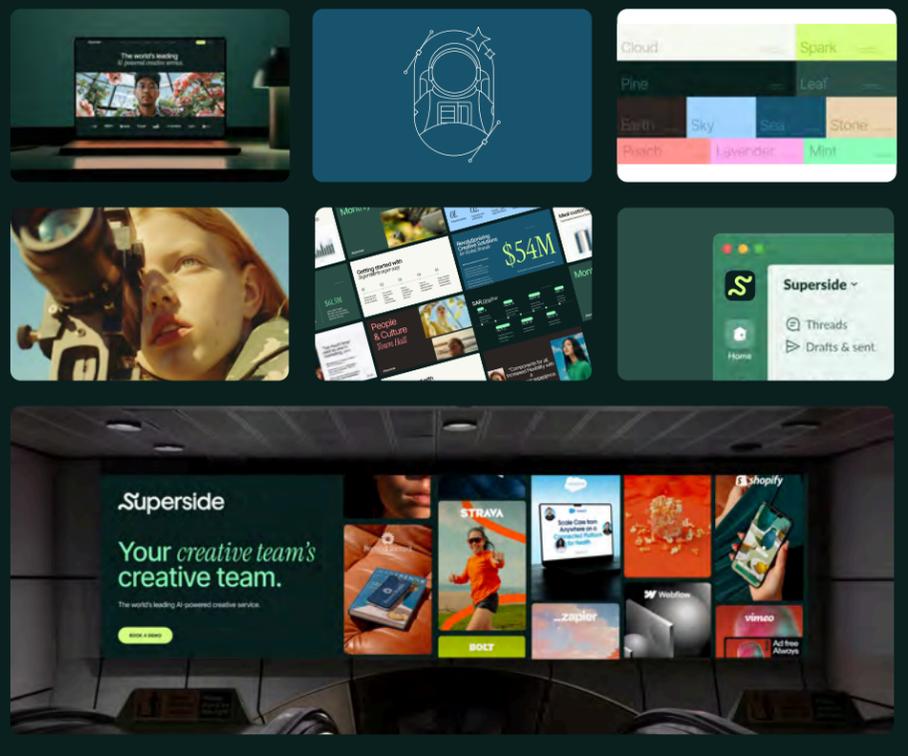


SECURITYSCORECARD

Illustration

If you're only thinking of illustration as something decorative, think bigger!

From conference collateral to comic book, the Superside team used AI to turn cybersecurity into an intergalactic showdown. Beyond crafting the story line, we used AI to generate hundreds of cinematic backgrounds, spaceships, and consistent characters, refining and combining them to bring the ultimate cyber battle to life.



SUPERSIDE

Branding

Can AI help with branding? No doubt. We know because we've done it ourselves.

We rebranded Superside 100% in-house, and with AI-powered workflows we slashed the timeline from 2 years to just 8 months. Being AI-first means defining our brand prompt architecture, building custom models, and training our own brand-tone GPTs so even non-writers get our tone right.

The result? A naturally evolving brand. Endless, perfectly on-brand imagery

for every need, no more stock photos, ever.

And it's not just about what's possible. It's also about what's impossible.

The Superside brand loves to lean into fun, sometimes surreal imagery. An astronaut underwater, women juggling staplers in a field, a figure made out of sticky notes. An AI-first brand allows us to imagine beyond what's strictly real and make our wildest ideas come true.

OUTDOORSY

Video Production

Video is the next big challenge for generative AI. It's complex, dynamic, and easy to get wrong. But the potential? Huge.

AI isn't just about the final output, it can transform the entire workflow, from concept to production. Generate a first draft of your script. Turn sketches into a detailed storyboard to visualize the style early on. Record a VO and morph it into a jolly Santa or a dramatic movie trailer voice. Generate an impossible underwater shot or the close-up you forgot to film. Add hyper-realistic AI sound effects. Auto-generate captions for accessibility.

The future of video is already here, if you know how to use it.

ROLAND

Photography

You're already using AI for imagery, but have you pushed its limits for your brand? Think on-brand visuals with your exact colors, perfectly formatted for any platform.

Need a vertical version of your favorite horizontal shot? Generative fill has you covered.

Launching a new product but no time for a photo shoot? AI. Want visuals that highlight the active ingredients? AI. Need dynamic football imagery without favoring a specific team? AI.

The possibilities aren't just endless, they're entirely in your control.

A woman with blonde hair, wearing a vibrant green dress, is lying on her back on a green carpeted floor. She appears to be resting or exhausted, with her hand near her face. The floor is scattered with several crumpled pieces of white paper. A silver laptop is open on the floor next to her. In the background, there is a white trash can and a window with vertical blinds. The scene is dimly lit, suggesting an office or studio environment.

Hey, thank you for reading. You've reached *the end*.
We're Superside, the leading AI-powered creative service.

Superside

