

Creative collaboration

What is creative collaboration?

Creative collaboration happens when marketers, designers and other creators work with managers, clients and partners to take projects from concept to completion, via multiple rounds of feedback and iteration.

Why does it matter?

We live in an era of unprecedented creativity. From artists to ad execs, multi-media whizz kids to mid-west marketing managers, the need for creativity extends across every sector from large corporations to small businesses.

Four barriers to effective collaboration

Creative collaboration is a combination of three critical processes that every business requires: file sharing, creative review and project management. However, these processes are often impeded by four main problems.



The inefficiency of email

Only 14% of received emails are critical work-related messages



Lack of oversight

More than a third of businesses have issues with project oversight



Feedback disconnected from visual work

*Creatives and clients waste 1.5 hours discussing visual work in email



Approval process impedes progress

*55% of businesses regard project approvals as a significant challenge

“Hightail brings everyone and their opinions together. All comments are made in a single place, so no one has to manage all that feedback.”



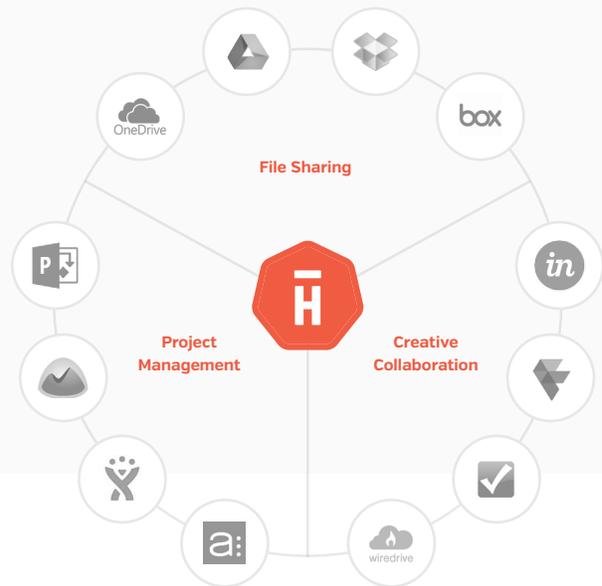
Brian Walker
Art Director

Find more statistics on
hbr.org/2013/06/e-mail-not-dead-evolving

Complete Collection of Project Management
Statistics 2015, 7/7/15

All in one place

Though there are ways to make each individual stage more effective, there has never been a way to manage the entire creative collaboration process in one place *until now*.



How Hightail helps

Hightail helps creative teams stop wasting time on tedious email discussions, looking for the latest version or manually updating stakeholders. Here's how your team will benefit by sharing files, exchanging feedback and managing projects with Hightail:



Save time

All project files, conversations, updates and approvals are consolidated in one place

“With Hightail, what used to take an hour now happens in minutes.”

Byong Bark
Creative Director, Social Envi



Get out of email

Creative reviews happen in context of the visual file being discussed instead of a separate email thread

“Leaving feedback on Hightail is much better than email.”

Brian Walker
Art Director, HistoryNet



Avoid confusion

Hightail keeps all versions and feedback in one place for a visual way of tracking a project's progress

“Versions is probably the most powerful tool in Hightail.”

Richard Farr
Producer, Digital Video Experts



Keep everyone involved

Analytics, approvals and project management tools ensure everyone remains in the loop

“It's the Google Docs equivalent for our post-production process.”

Rob Finch
Creative Director, Blue Chalk