



The State of Creative Marketing in Tech 2025

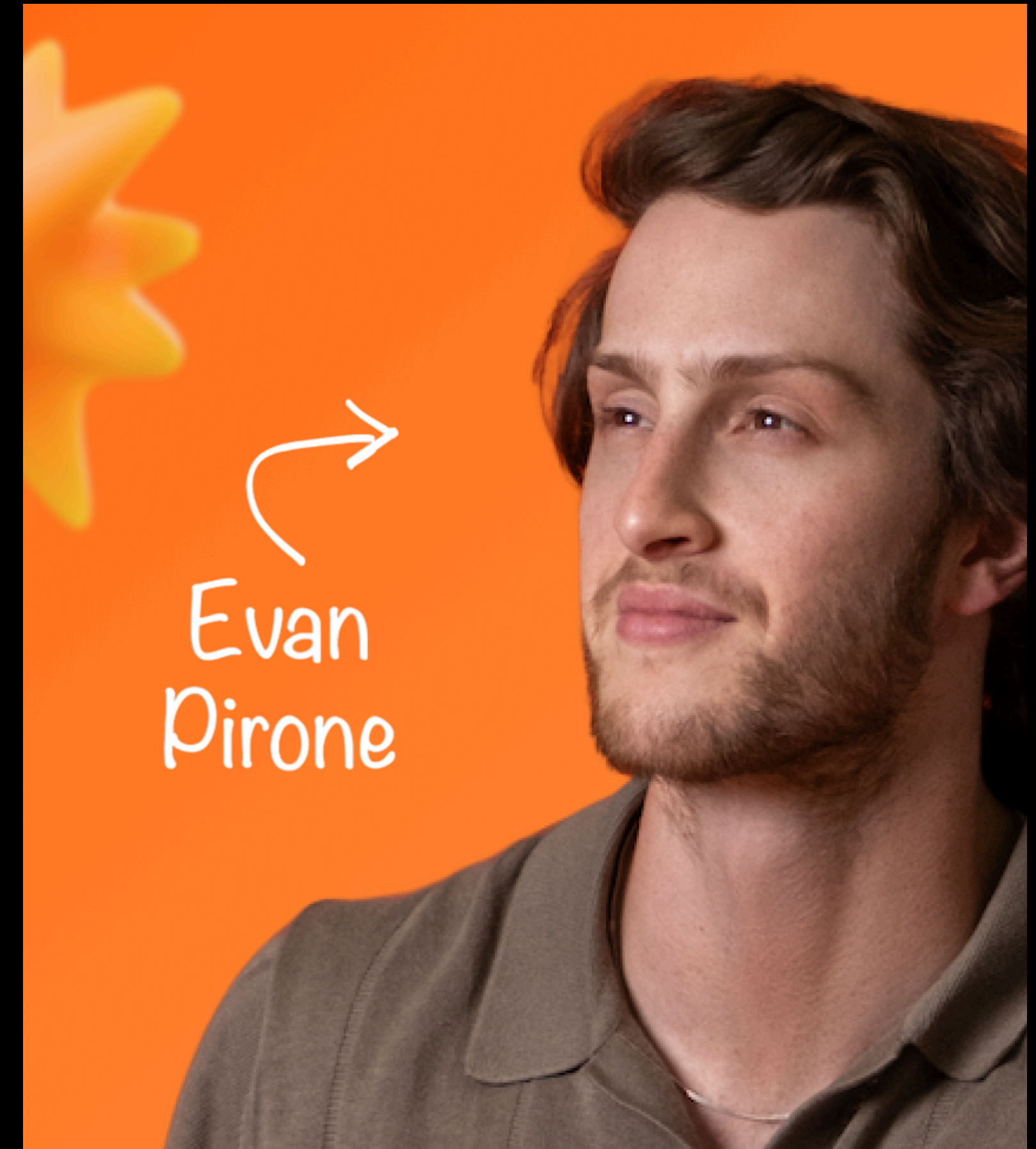
Insights from over 200 marketing leaders at Tech and SaaS brands

Founder Foreword: The Shift is Here

How marketing leaders are adapting their creative strategies for scale, performance, and impact.



Michael Pirone



Evan Pirone

If you're a marketing or creative leader at a high-growth tech company, you're already feeling the pressure. More platforms, more content, tighter turnarounds, and a greater demand to prove creative ROI.

What we're seeing—and what this report confirms—is a big shift:

- From projects to modular systems.
- From one polished ad to 50+ modular variations.
- From once-a-quarter production to always-on pipelines.

Creative isn't the final step anymore. It's the engine driving acquisition, activation, and retention.

The old model of campaign-based creative just doesn't cut it anymore. You need a creative engine—a system that can deliver high-quality content at speed, adapt across platforms, and optimize based on performance.

We surveyed 200+ marketing, founders, and creative leaders from across the tech ecosystem to help you benchmark where tech brands are heading—and how you can scale your creative strategy to stay ahead.

Michael & Evan Pirone | Co-Founders, Vidico

Table of Contents



01 Executive Summary

02 The Volume Era - Budgets

03 Production Bottlenecks

04 Creative Performance

05 Paid Creative & Social ROI

06 Video Performance

07 The Short-form Playbook

08 AI in the Creative Stack

09 What's Next

What you'll learn

CREATIVE OUTPUT & BUDGETS	PRODUCTIONS BOTTLENECKS	PERFORMANCE & PLATFORMS	AI & THE FUTURE OF CREATIVE
<div><div>01</div>How often tech brands produce new creative</div> <div><div>02</div>How marketing budgets are shifting in 2025</div>	<div><div>01</div>What's slowing teams down</div> <div><div>02</div>How in-house, hybrid, and external teams are evolving</div> <div><div>03</div>The role of frameworks and design systems in scaling</div>	<div><div>01</div>Top-performing platforms for ROI and paid media</div> <div><div>02</div>What formats are working best</div> <div><div>03</div>What trends are shaping the next 12 months of creative</div>	<div><div>01</div>How AI is being used in the creative stack</div>

Executive Summary

Discover **real insights** from
real brands

METHODOLOGY | HOW TO USE THIS REPORT



Methodology

To understand what’s shaping creative in 2025, we took a multi-dimensional approach:

Surveyed 200+ marketing leaders across SaaS, tech, and enterprise to map out strategies, pain points, and emerging trends.

Interviewed select clients and partners to gather qualitative insights from those leading high-growth campaigns.

Analyzed Vidico’s internal benchmarks from hundreds of video and campaign projects to identify patterns in performance, testing, and velocity.

Combined survey data, expert insights, and case studies to create a grounded, actionable snapshot of how top teams are scaling creative today.

How to use this report

01

Align your team

Identify what’s shifting in creative performance and audience preferences.

02

Plan Ahead

Spot where the market is heading before your competitors do.

03

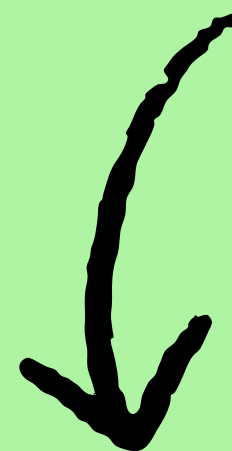
Brief Smarter

Share key stats and insights with your creative production team to elevate briefs.

Keep this report bookmarked during your strategy sprints, campaign planning, or creative reviews.

Methodology

Who took Vidico's 2025 creative marketing survey?



We surveyed 200+ marketing, founders, and creative leaders from across the tech ecosystem in United States & Australia.

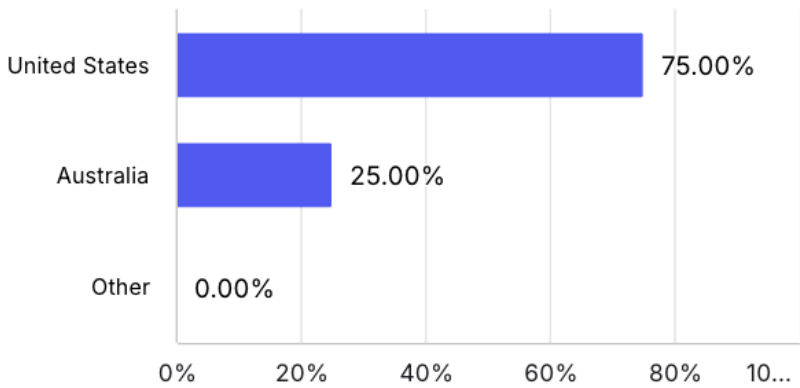
Respondent Breakdown

- 58% B2B SaaS / Tech
- 23% Product-led Growth (PLG) Startups
- 12% Agencies or consultants working with tech clients
- 7% Enterprise marketing teams

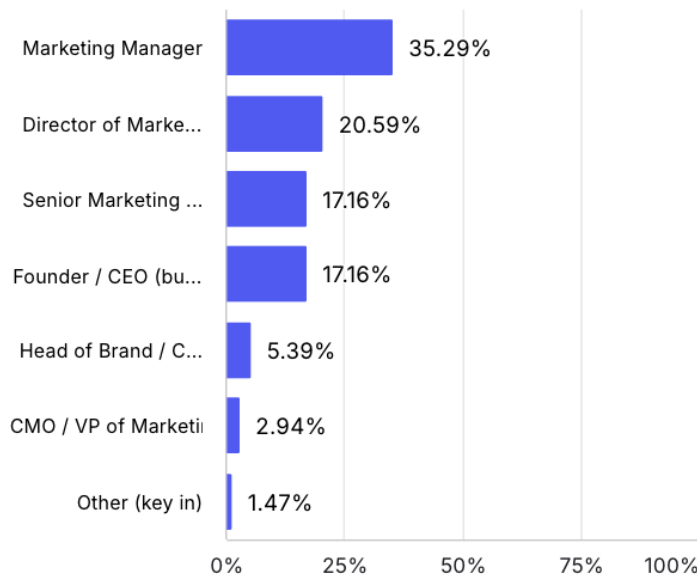
Roles

- 42% Marketing Managers / Senior / Directors
- 29% Content or Creative Managers
- 17% Founders / CEOs (at early-stage startups)
- 12% Performance or Growth Marketers

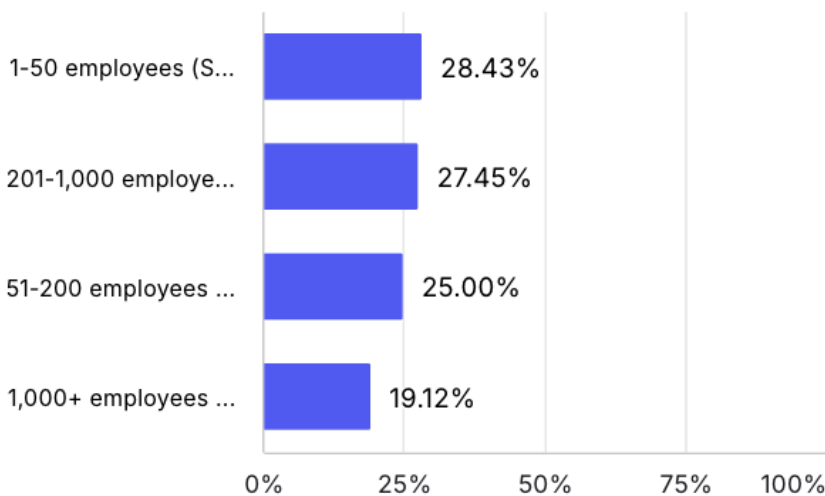
In what country are you currently employed?



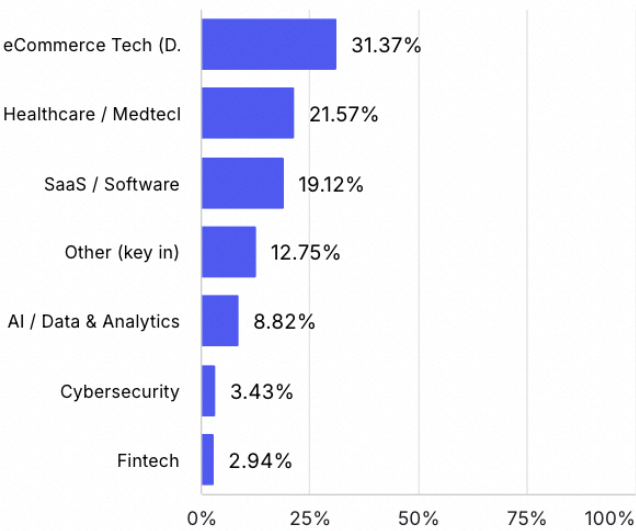
What best describes your current role?



What is your company size?



What industry does your company operate in?



Together, they represent a sharp cross-section of fast-moving brands navigating the creative demands of 2025.

Practical, insight-led, and
made for modern Tech & SaaS
teams—this is your creative
playbook for what works in
2025 and beyond.

Creative Output & Budgets

How often tech brands produce new creative and what their budget for creative is

CREATIVE VOLUME | CREATIVE SPEND



Content production is scaling fast

How often do tech brands produce creative assets?

78% produce new creative **monthly or more frequently**

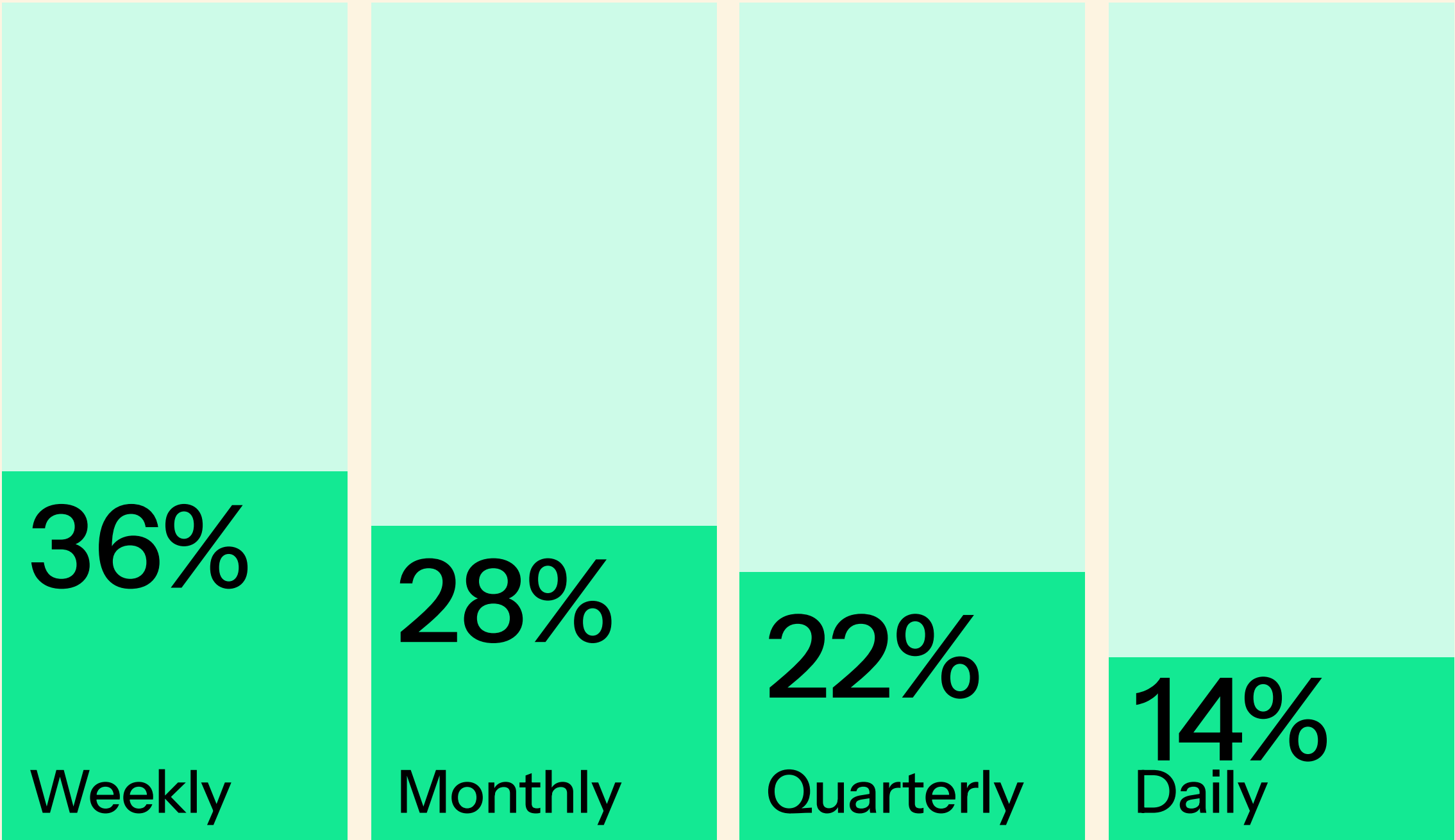
36% said they produce new creative **every week**

Only **22%** still operate on a “**per campaign**” basis



Takeaway

The majority of marketing teams are building for volume, not just launches. Treat creative like product: ongoing, iterative, always improving.



In Practice

TikTok’s Advertiser Academy went from 10x to 160x + creative assets

This enormous effort required a system that could scale their creative output without losing the essence of their brand.

[Check it out here](#)

Adobe’s Black Friday campaign required the creation of 52,000 assets in 2023.

Learn how Adobe’s marketing team leveraged insights from this campaign to transform content production at speed and scale.

[Learn more](#)

Creative Spend: Ambition > Budget

69%

of tech marketers
operate with less than
\$150K/year for creative.

28%

spend over \$1M per
year in the production
of creative assets.

That includes all content types—video, design, branding, and paid media assets—yet expectations around volume and platform reach remain high.

What influences creative spend?

Company stage & revenue

Higher spenders were mostly Series B+ SaaS, scale-ups, and mid-market tech brands with structured teams.

Role of the respondent

Brand & content leads were more likely to oversee \$150K+ budgets, especially those tasked with rebrands or always-on video. Performance marketers tended to manage leaner paid-focused budgets.

Early-stage = Lean teams

Companies under \$50K were typically founder-led, early-stage startups, or teams relying on internal generalists and freelancers.

Creative Output & Budgets

Creative Spend: Ambition > Budget

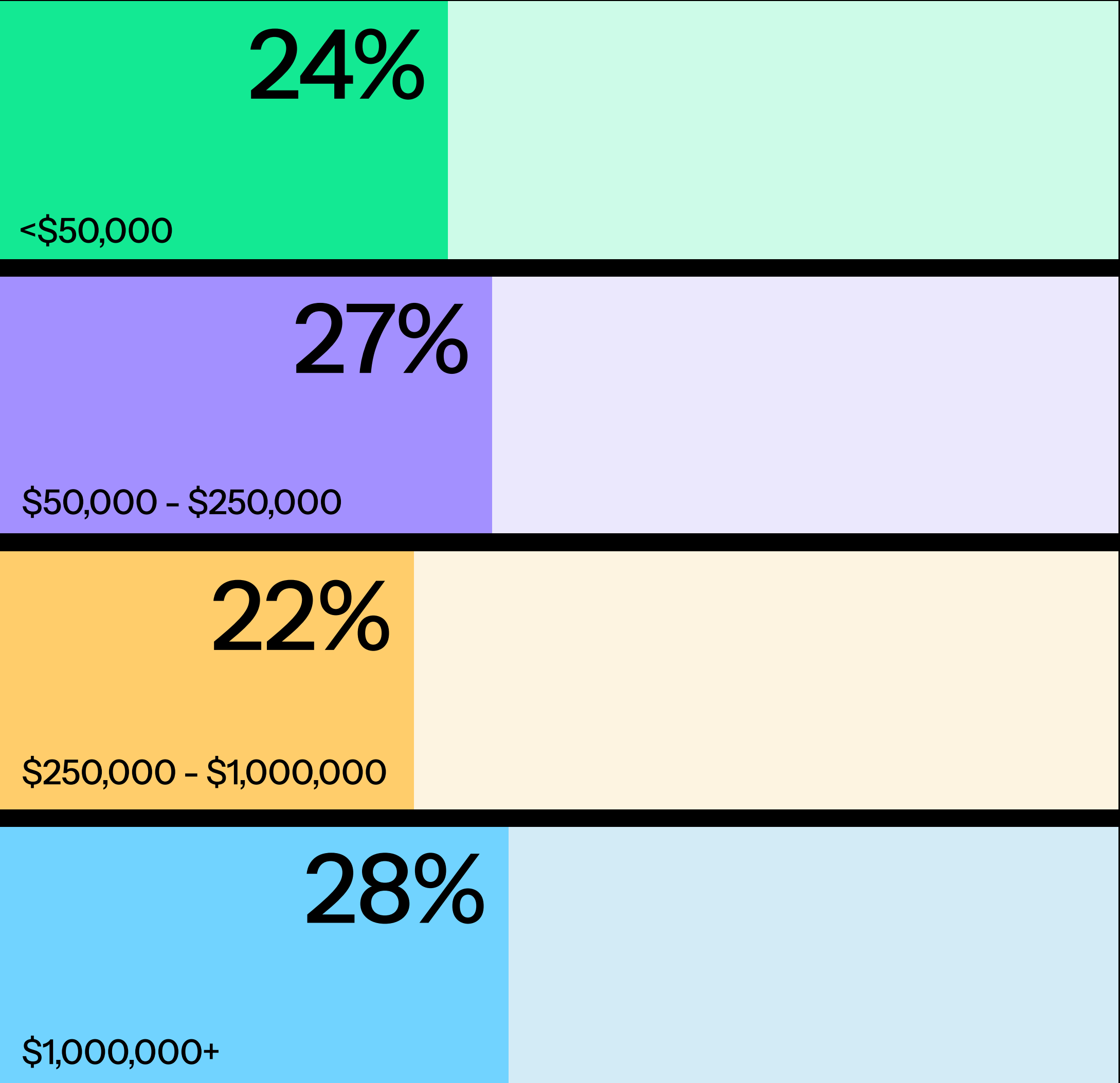
What best describes your company’s marketing budget for creative (video, design, branding, paid media assets, etc.)?

Despite lean budgets, many teams expressed ambitions like weekly content output, multi-platform testing, localized campaigns, A/B variations.



Takeaway

There’s a growing need for scalable, subscription-based creative models that support speed, consistency, and flexibility —especially for brands that don’t have internal creative teams.



Production Bottlenecks

What's slowing teams down and
what they're doing about it

PAIN POINTS | MODELS & SYSTEM



Pain Points

The bottlenecks behind creative scale

Despite 82% of marketers increasing creative output in the past year, the ability to keep up with demand remains one of the biggest pain points.

Most teams are still facing production bottlenecks—and few have the systems in place to scale sustainably.

49%

of respondents say slow production cycles are their top challenge.

82%

of respondents increased their creative production last year.

And even as volume grows, most teams aren't equipped to handle it entirely in-house.



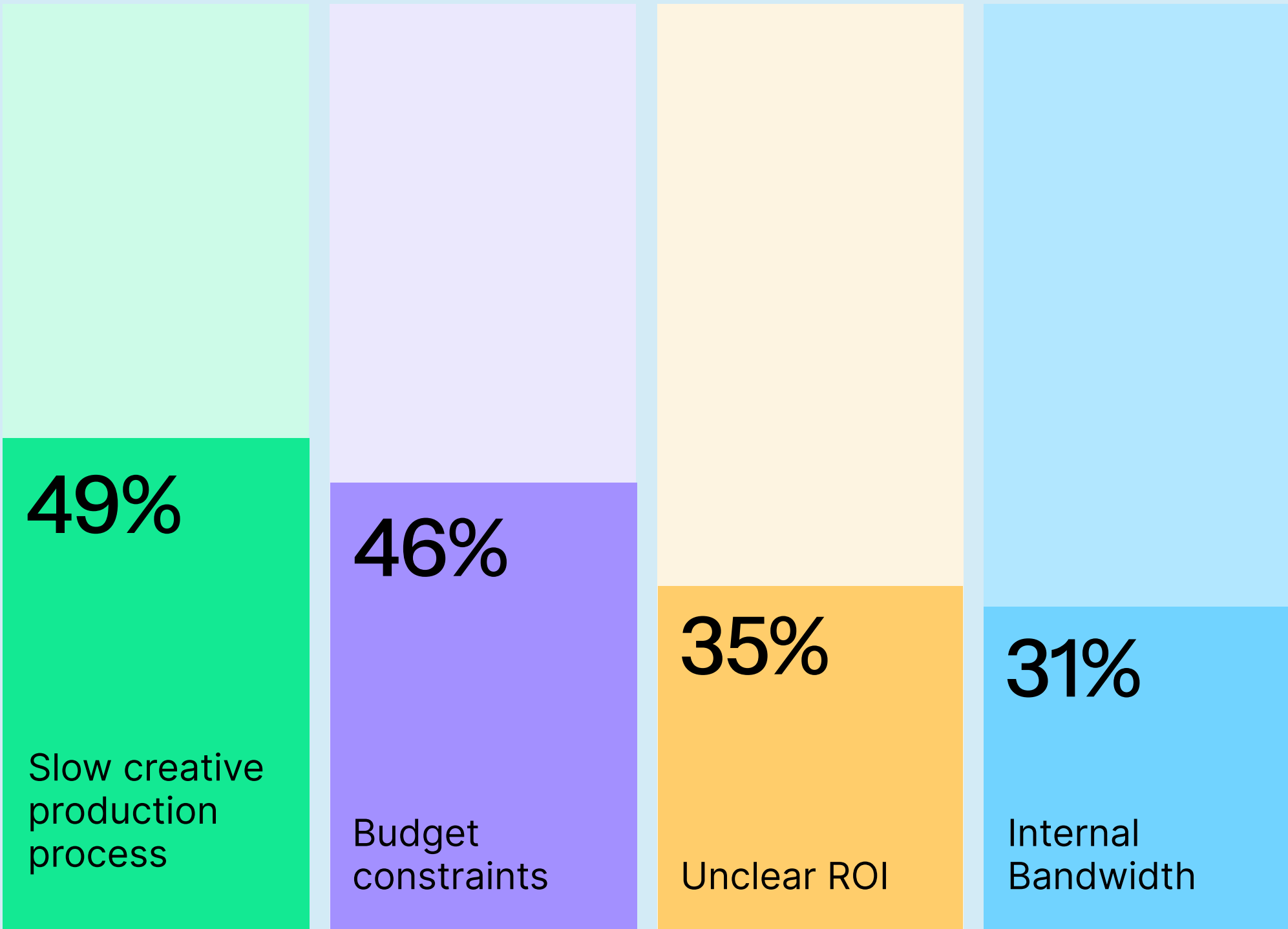
Takeaway

Even as teams scale output, they're bumping up against production inefficiencies, budget constraints, and limited in-house bandwidth.

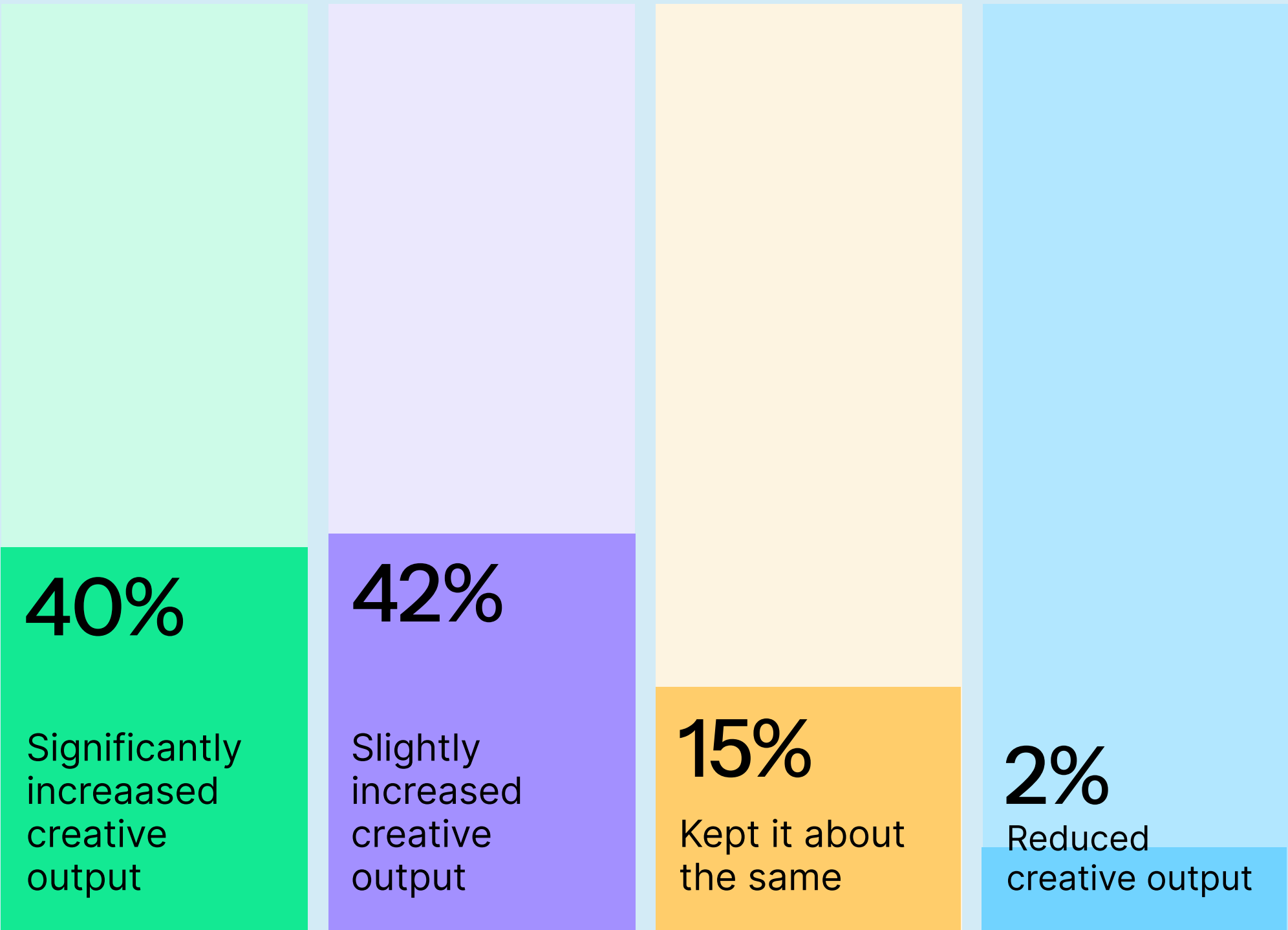
Pain Points

The bottlenecks behind creative scale

Top barriers to producing content at scale



How has your approach to creative production changed in the past year?



The rise of hybrid production models

Over half of tech brands are using a hybrid model—a mix of in-house teams and external partners—to keep up with creative demands. They’re not just outsourcing but creating a flexible production stack that can adapt to shifting priorities.

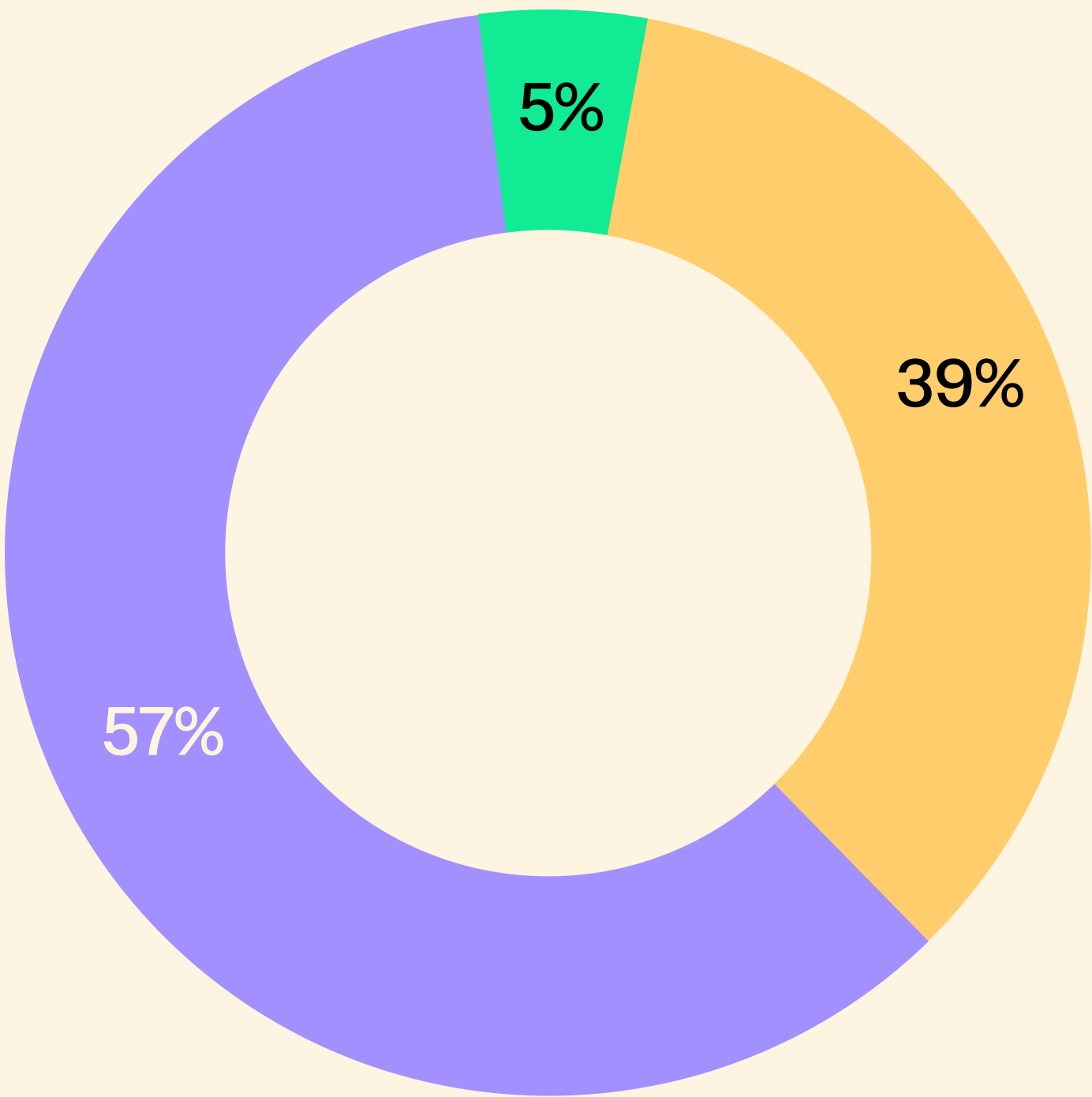
What this looks like in practice:

Spotify gets modular creative and illustration support across dozens of campaigns

TikTok leverages design system + rapid video production for always-on creative

Square manages localized weekly output—28+ assets across 8 languages—while maintaining brand cohesion.

This model enables brands to build creative engines—systems that prioritize speed, adaptability, and consistent output—by tapping the right talent when and where it’s needed most.



- Hybrid (mix of in-house & external partners)
- Fully in-house
- Fully outsourced to agencies/freelancers



“

Whether it's creating a unique visual identity that aligns with our brand, producing sizzles, developing educational resources, or handling translations, Vidico has helped us hit key business goals and elevate our efforts. **They're friendly, professional, and an absolute pleasure to work with—hands down the best agency we've partnered with!”**

Jennah Blau, Global Publisher Growth & Education

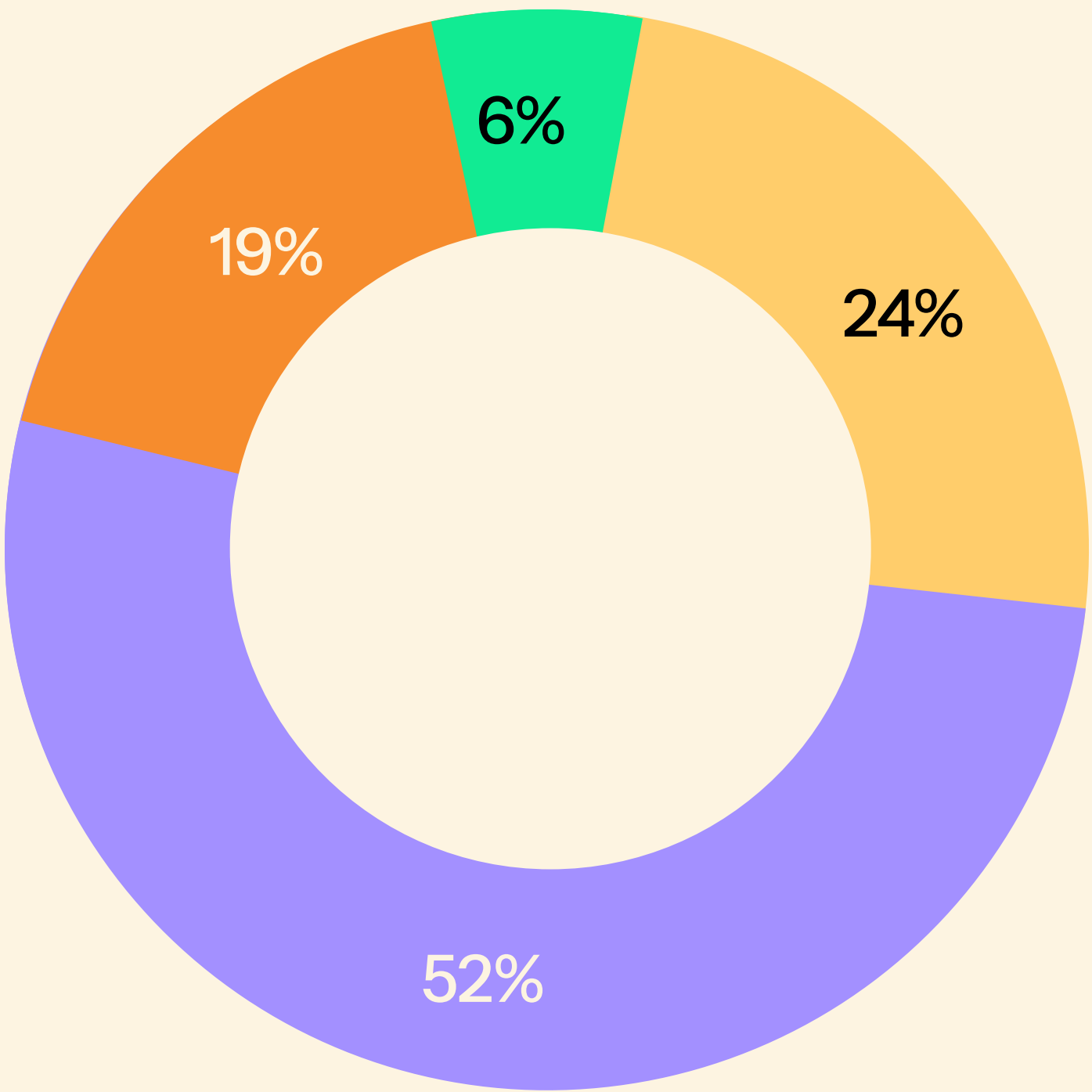
Most teams don't have a full creative framework

Only 1 in 4 brands has a fully developed creative system in place. And yet, almost **half of teams are struggling with speed and scale.**

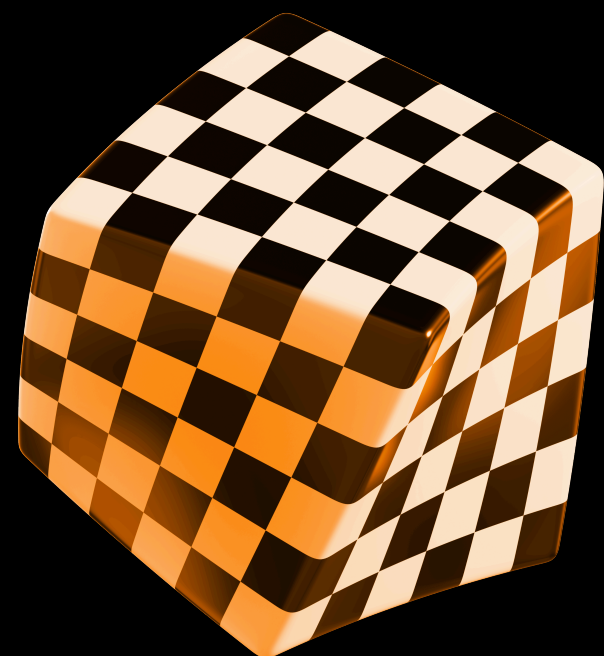
Building your own library of branded assets can bridge this gap by templatizing through a scalable design system:

- Motion libraries
- Modular script templates
- Voiceover toolkits
- Localization-ready formats

These aren't one-off assets—they're systems that help brands move faster and smarter.



- Yes, and it's fully implemented
- Yes, but still developing it
- No, but considering it
- No, and not planning to

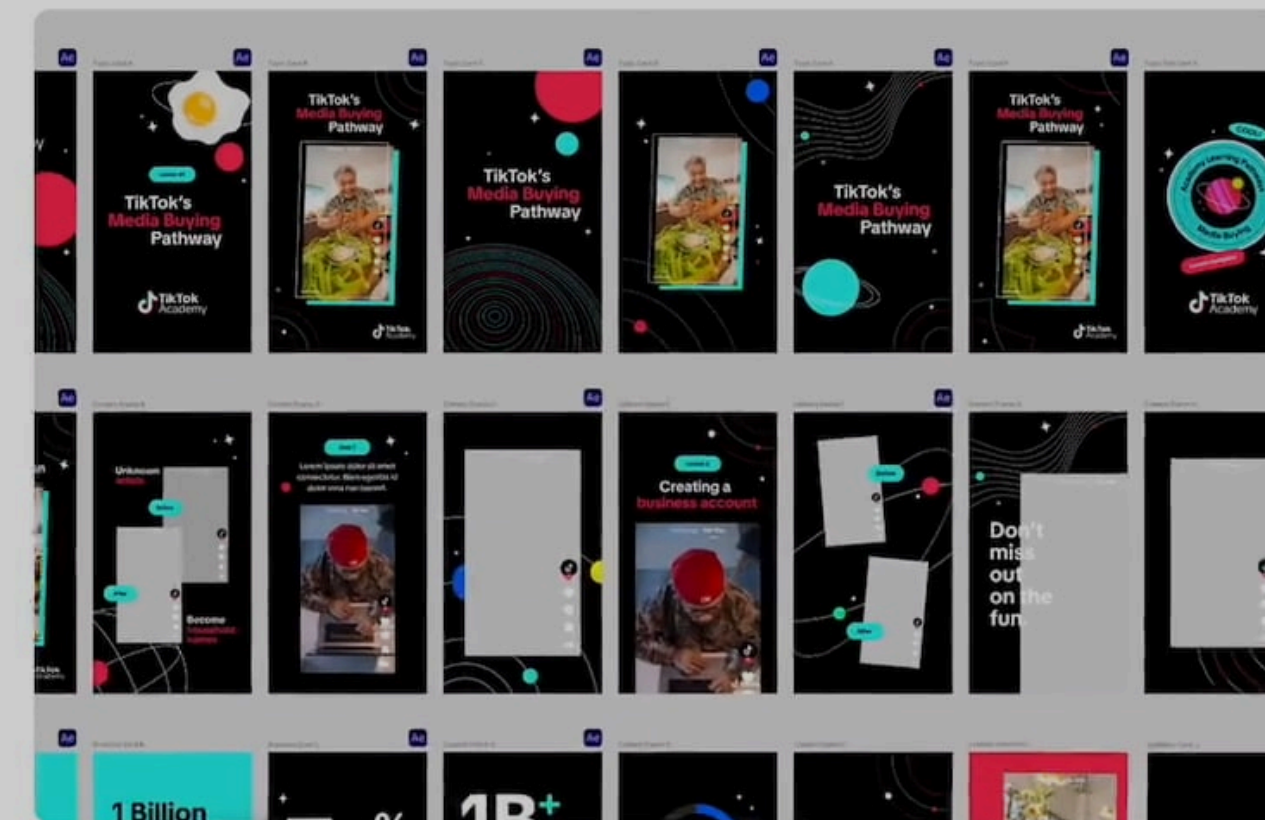


See It In Action

In this video, Michael unpacks how we built a library of modular templates, localized at scale, and powered campaigns for TikTok, Square, and Spotify.

→ [Watch video](#)

Your own library of branded templates

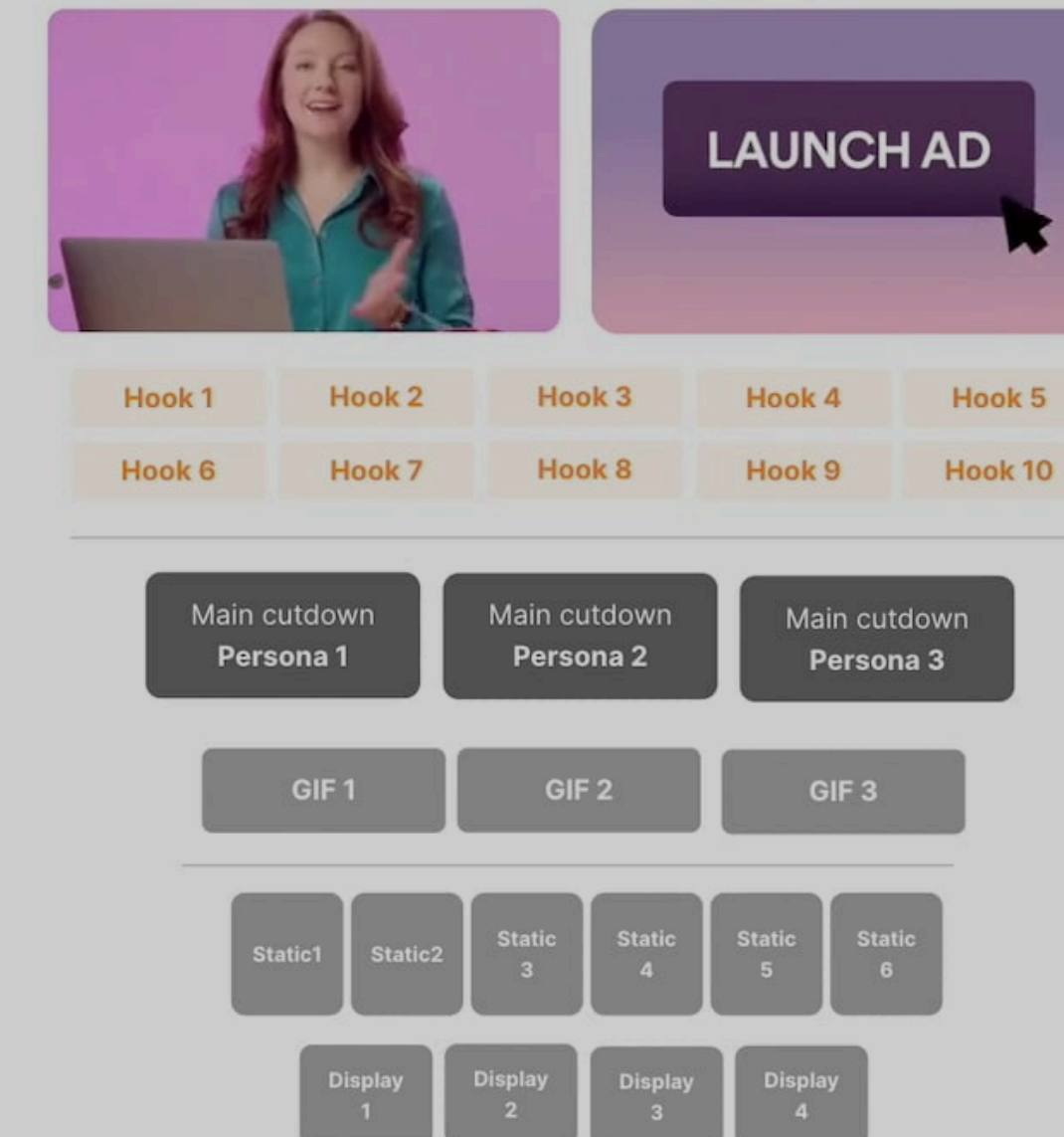


We build bespoke design systems that create a library of branded templates that production faster over time.



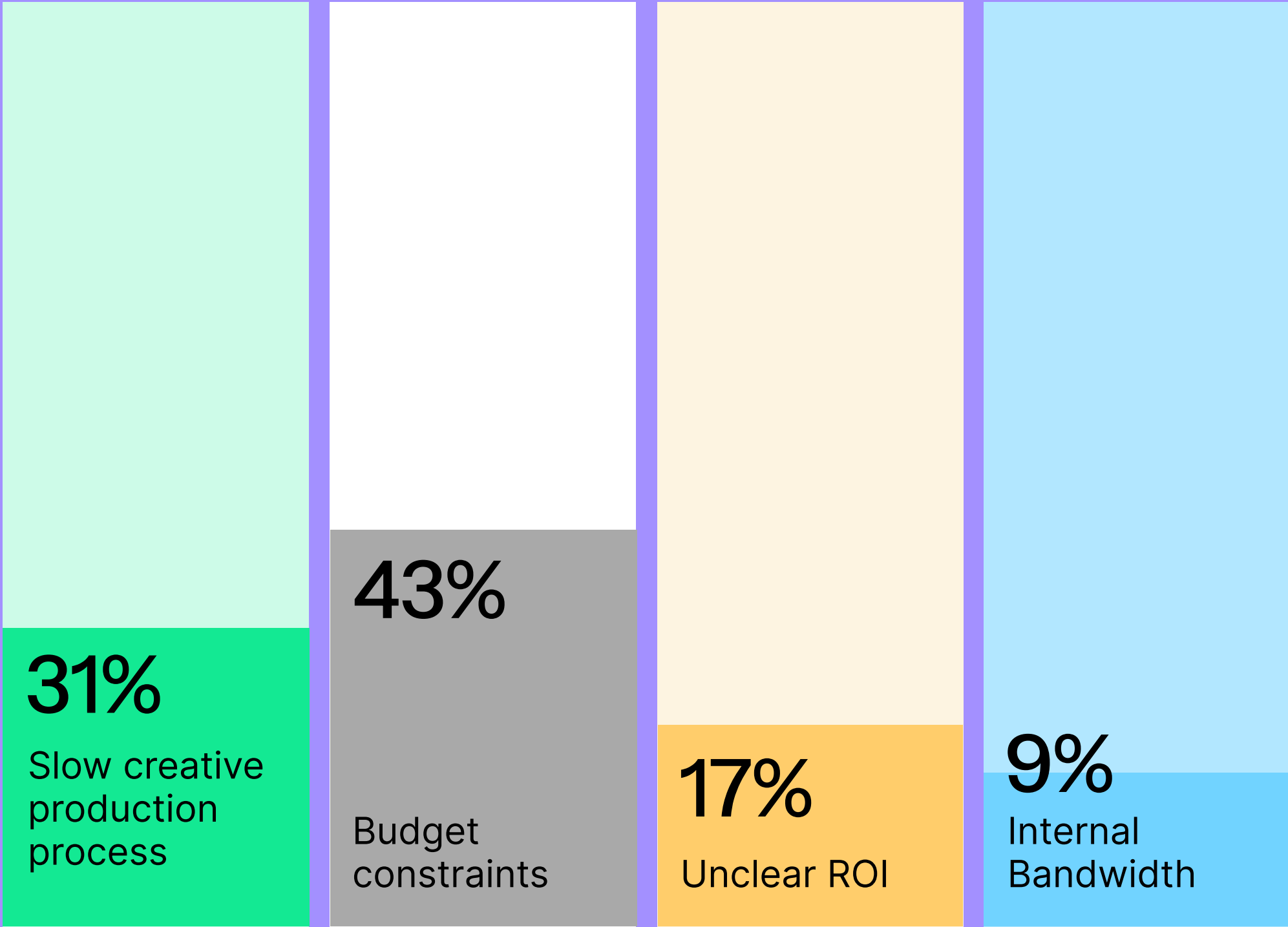
10x Approach

Example yield of content from a project

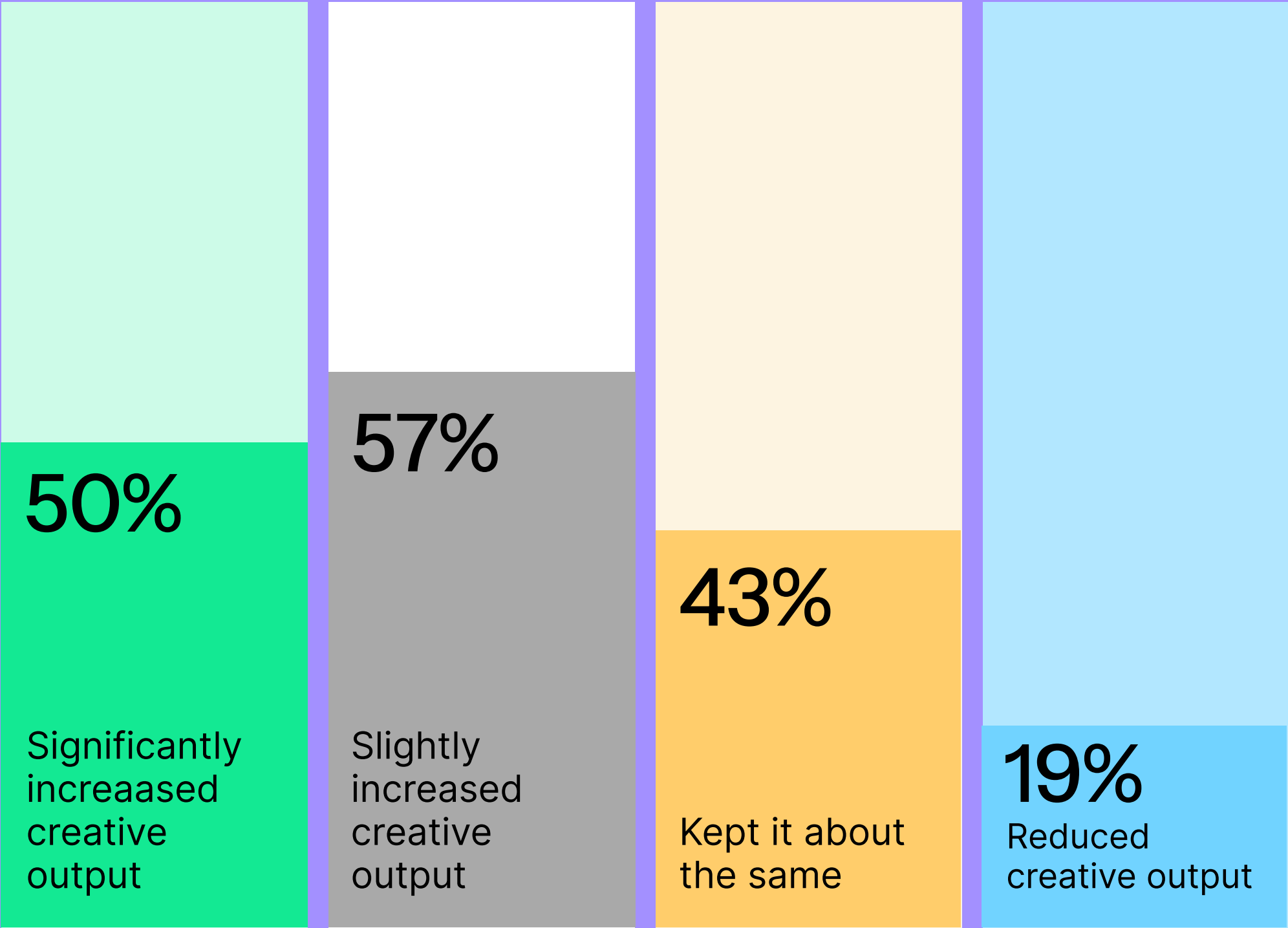


Localization is underused but has a high return on investment

Does your company create localized creative for different markets?



Top challenges in localising creative



Localization is underused but has a high return on investment

While the majority of tech brands acknowledge the value of localization, most are still approaching it in limited or ad hoc ways.

How companies localise today

Only 31% localize at scale, while over 40% do so in limited ways—and many are still unsure or under-equipped.

Teams want to localize—but face friction around cost, consistency, and cultural nuance. The result? A missed opportunity for performance gains in new markets.



In Practice: Square Retail Campaign

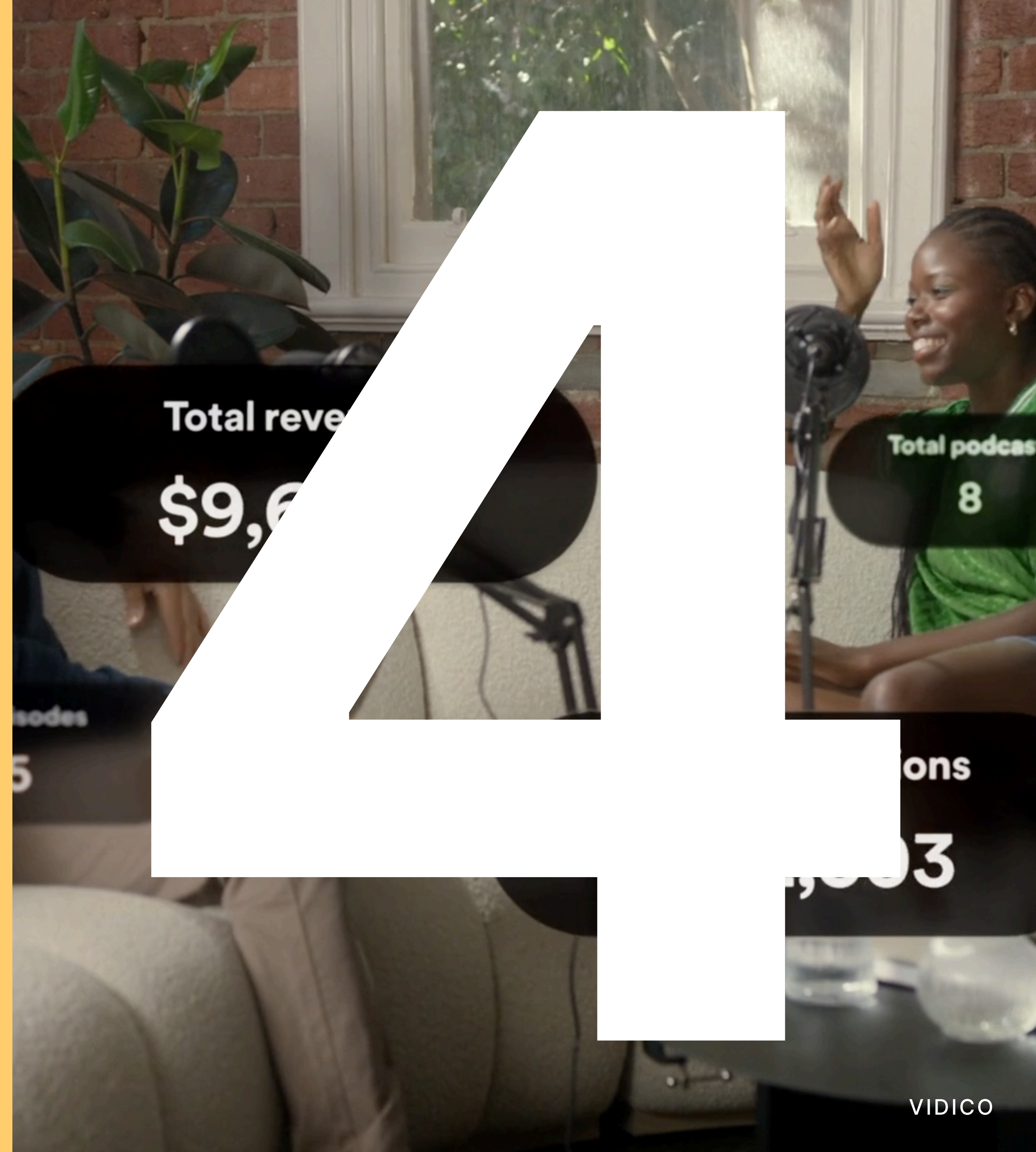
To support a global rollout, Square adapted a high-performing campaign across 6+ languages, updating UI elements, voiceovers, and motion graphics for each market.

→ [See how Square scaled this campaign globally and what made the localization process easier.](#)

Creative Performance

Learn how teams measure creative performance and the elements driving conversions

CREATIVE KPIS | PERFORMANCE DRIVERS | A/B TESTING



Do teams measure creative impact on conversion rates?

Even with tighter budgets and rising content demands, marketers are becoming more performance-driven in how they evaluate creative.

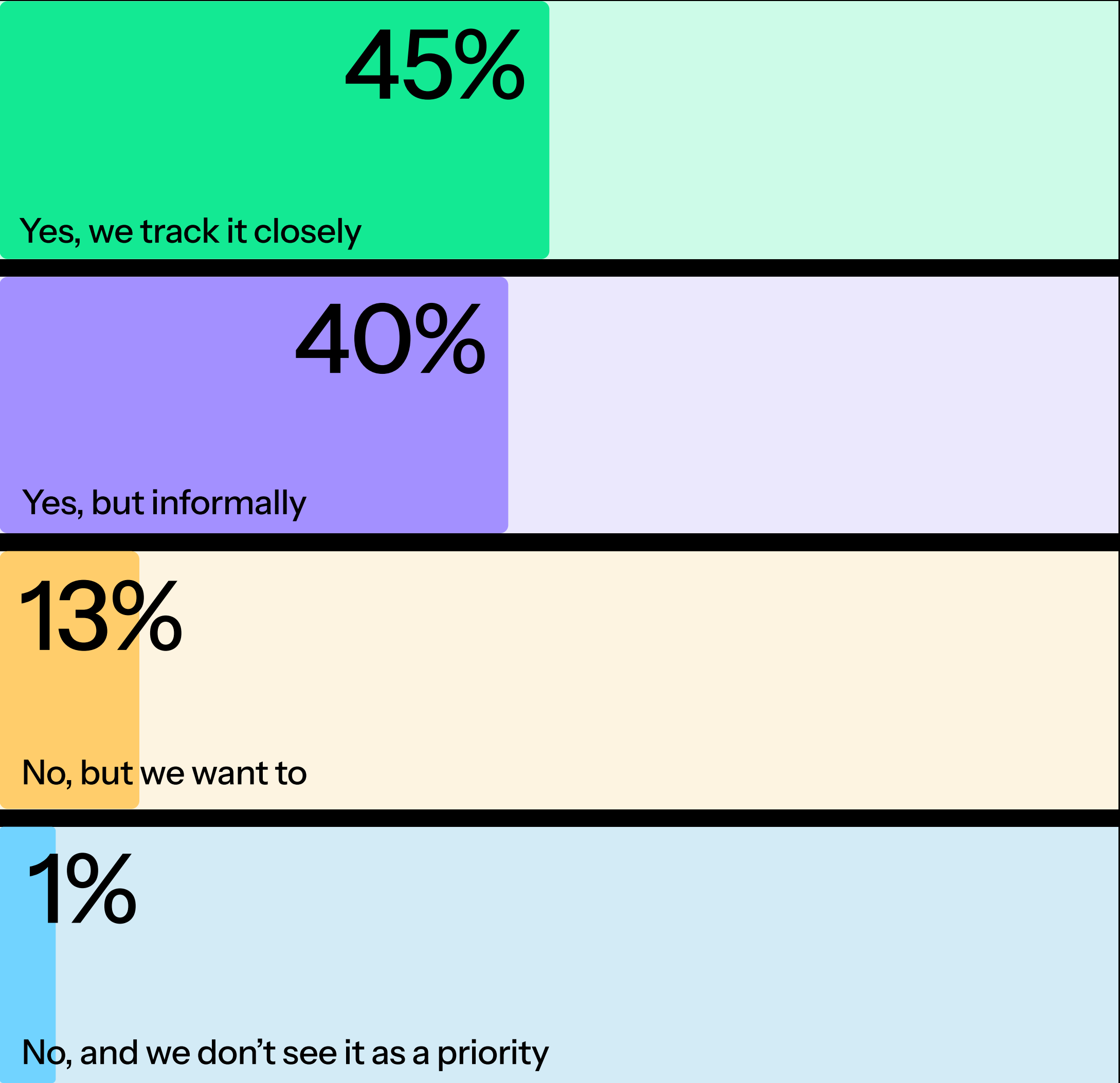
45% of marketers say they track the impact of branding and design closely on conversion rates. Another 40% track it informally.

This shows a widespread shift toward creative performance visibility, but there's a gap—only half are doing so in a structured, data-led way.

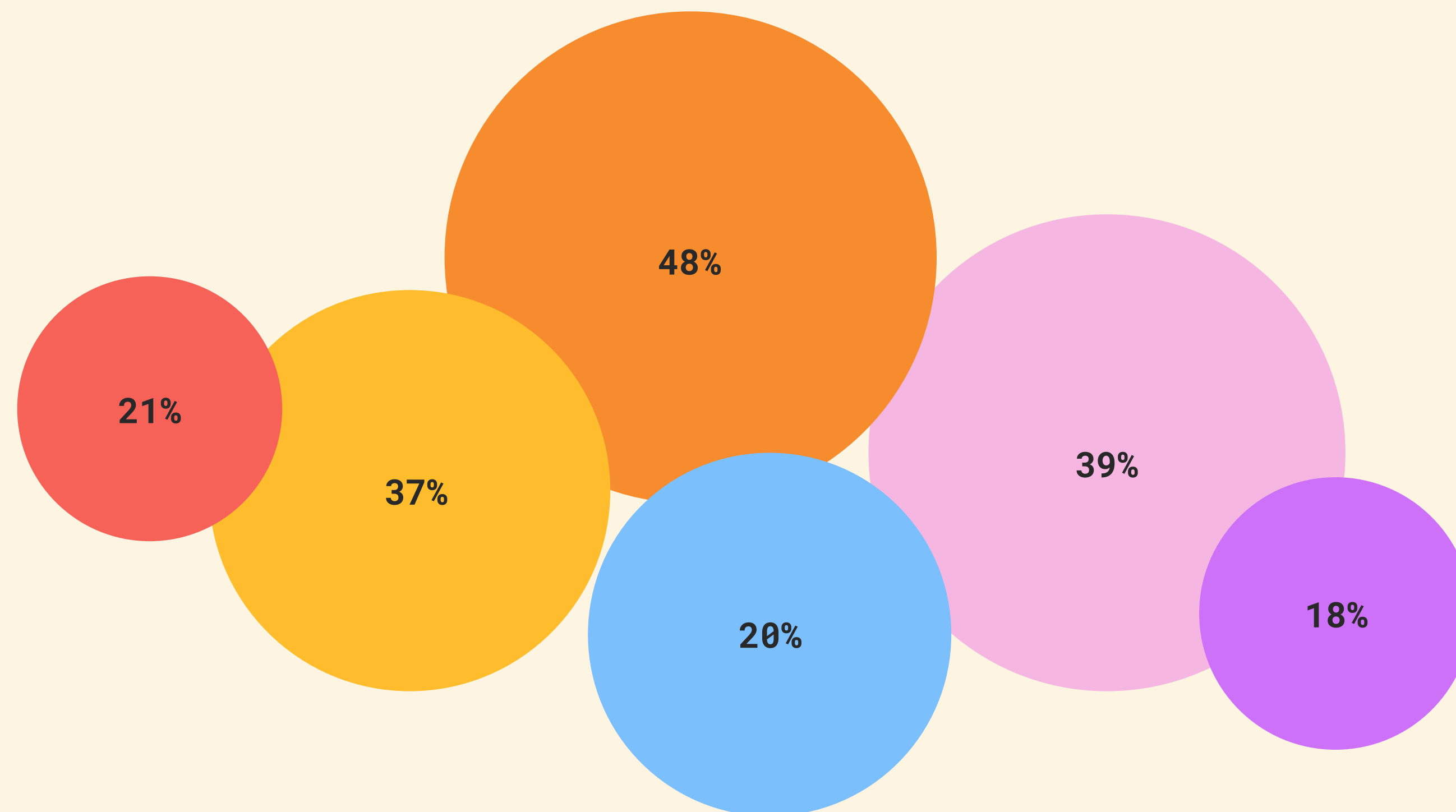


Vidico Tip

Performance data no longer lives outside the creative process. You can sync ad account data for a visual breakdown of what's working and why, with powerful creative analytics tools like MagicBrief.



What creative elements drive the most conversions?



Story wins. Consistency and quality follow. **Performance creative isn't just about polish, it's about clarity, pacing, and emotional resonance.**

- Storytelling
- Brand consistency (colors, typography, style)
- High-quality graphics
- Copywriting
- UI/UX design
- Visual and sound effects

Storytelling boosted our engagement by 30%. Instead of simply outlining our services, we shared real-world recovery stories—showcasing how individuals regained access to their lost assets with our help. These narratives not only built trust but also connected emotionally with audiences, leading to increased engagement and a 30% uptick in new inquiries. People relate to stories, especially in the complex world of crypto recovery, and this strategy helped simplify our offerings while making a meaningful impact on our brand’s visibility.”



Robbert Bink, Founder

Are teams testing enough?

84% of respondents say they test different creative styles to improve conversions.

Takeaway

Performance-led creative isn't just a trend—it's the new baseline. The brands ahead in 2025 are the ones:

- Building measurement into the brief
- Testing with purpose
- Letting performance guide production, not just report on it after

If you're not measuring what moves, you're guessing. And that's expensive.

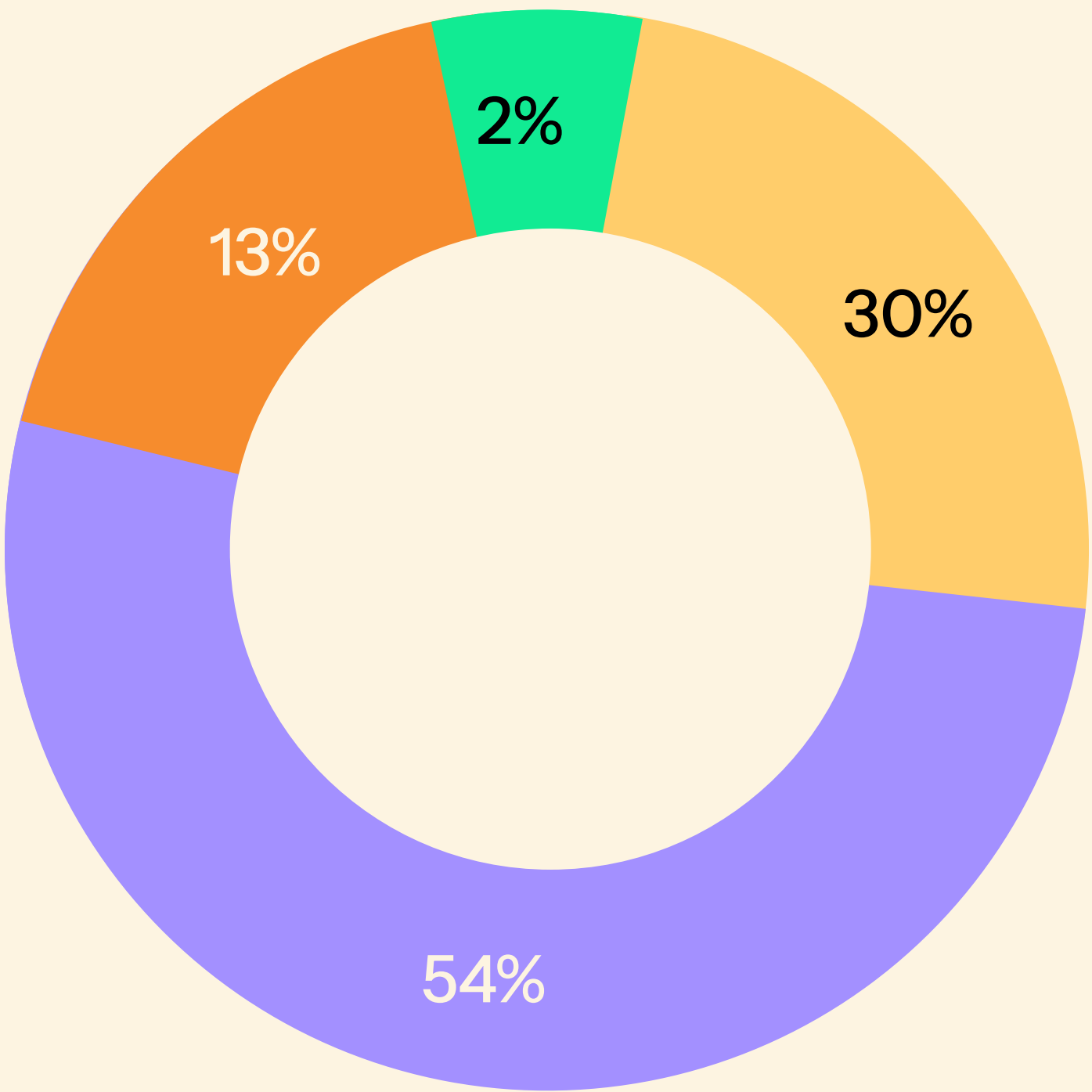


In Practice

Set up structured experiments:

- Test by hook and persona’s pain points
- Compare visual styles (motion vs. live)
- Track CTR, watch-through, and conversion lift

[Grab our curated list of 100+ proven short-form hooks used by top B2B and SaaS brands—broken down by funnel stage and format.](#)



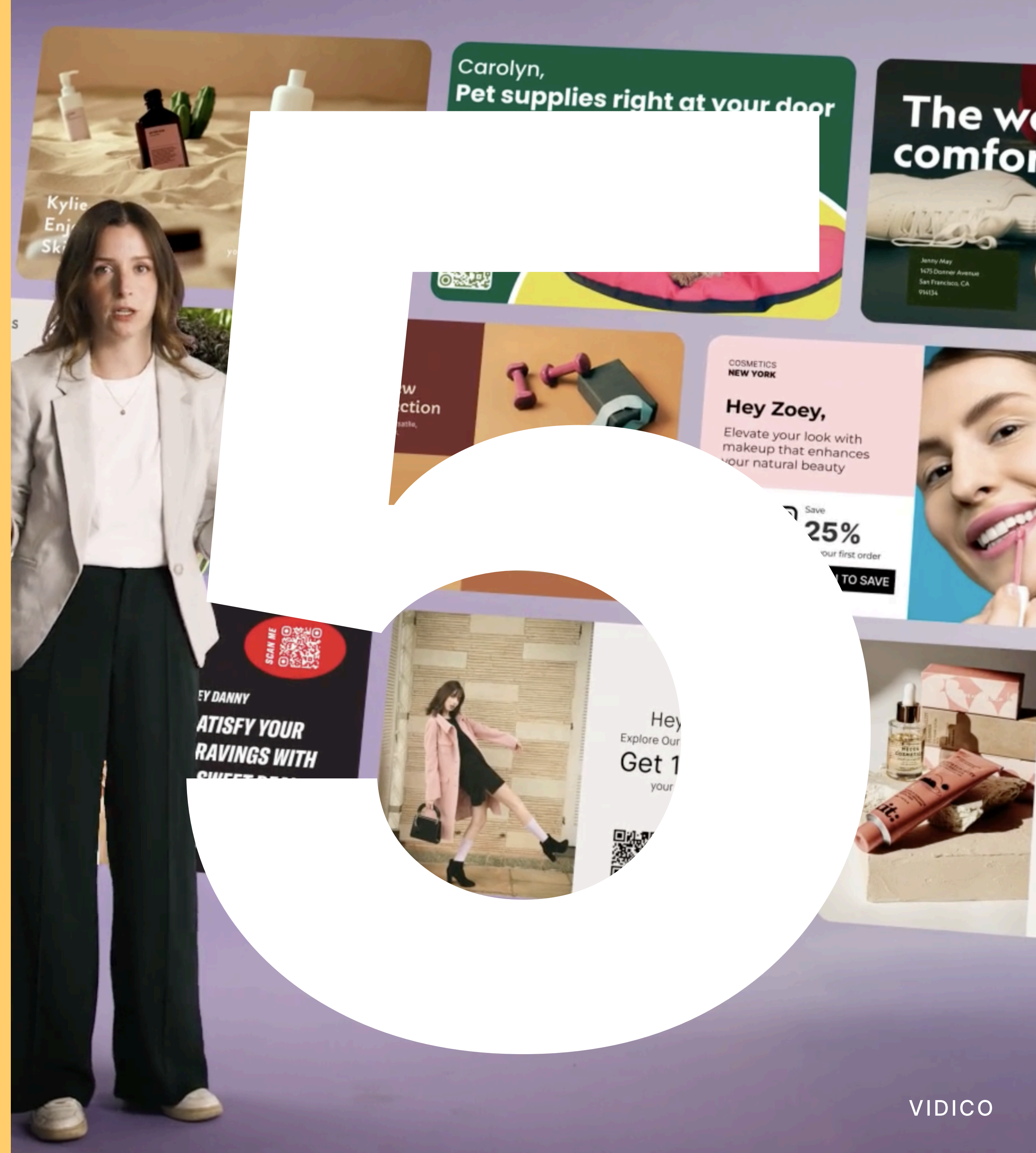
Creative testing is widely adopted, but often reactive or ad hoc. Very few brands are testing with intent, cadence, or frameworks.

- Yes, frequently
- Yes, occasionally
- No, but interested
- No, we don't see a need

Ad Creative Performance

Learn what's working and where
when it comes to paid media
and social ads

TOP PLATFORMS | CREATIVE FORMATS | CHALLENGES



Top Platforms

Where are marketers seeing the best ROI

For four years, YouTube leads the pack for ROI from paid media campaigns, with over 58% of respondents rating it as their top-performing channel.

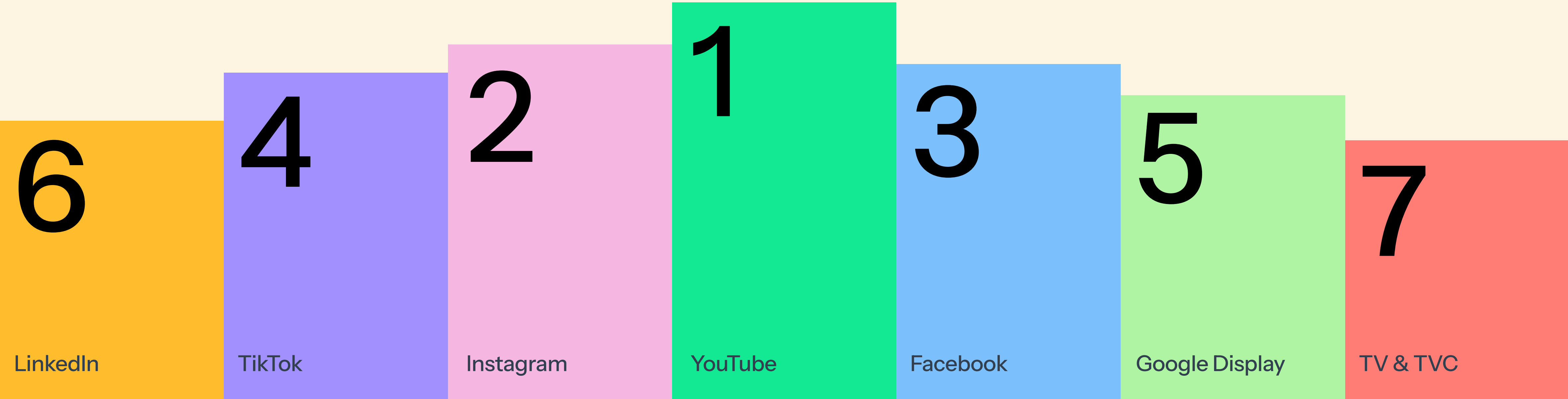
Video-first platforms dominate.

YouTube, Meta, and TikTok continue to offer the strongest returns for performance marketers, especially when creative is tailored to the platform.



Vidico Tip

To boost success rates, analyse your target audience's activity and preferred content per platform. Integrate video content into owned channels such as email marketing. Though not top-performing, email plays a significant role with 31%+ marketers reporting good results.



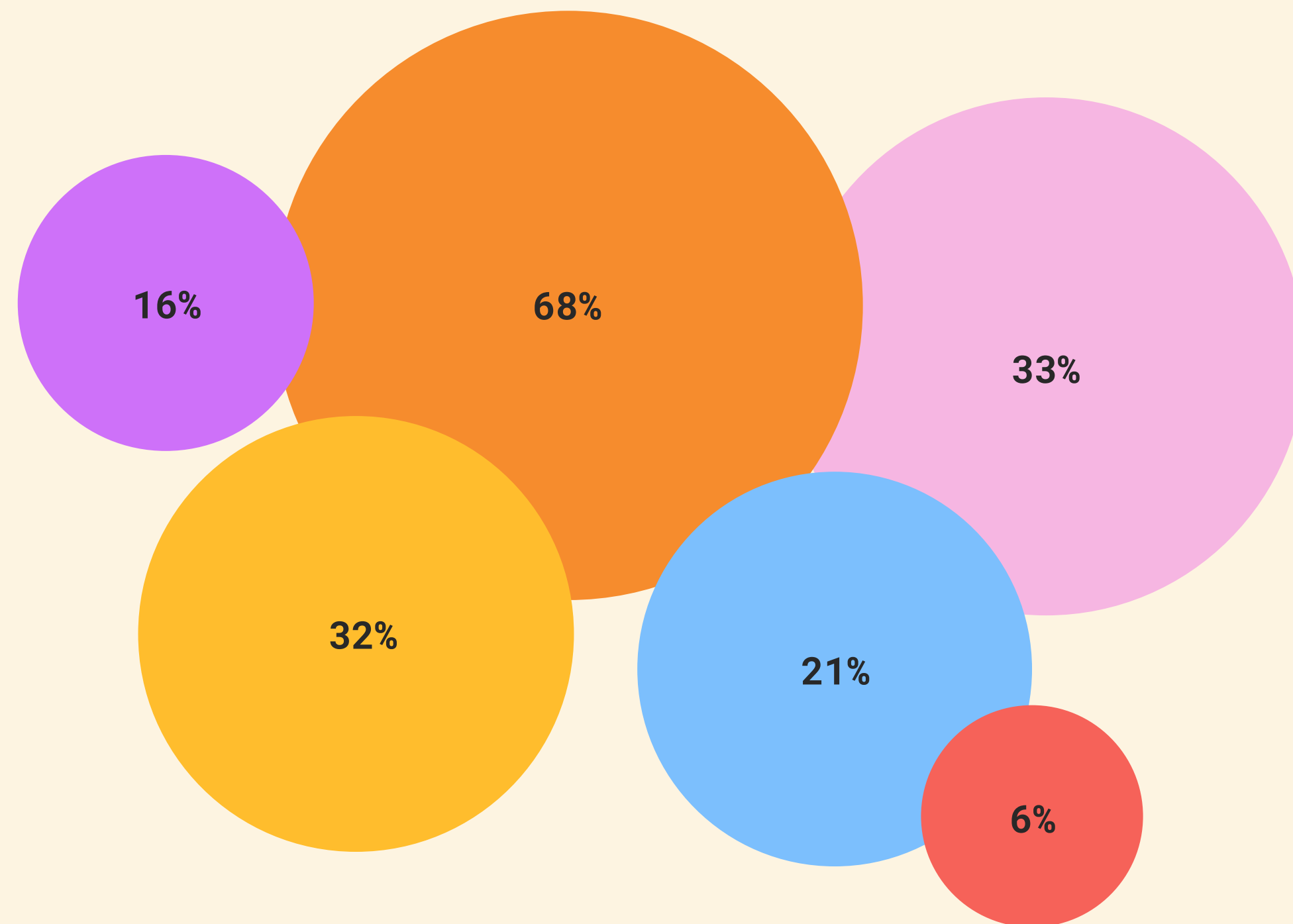
“

Our series of 30-second product demonstrations on TikTok and Instagram Reels produced remarkable results. These bite-sized videos garnered millions of views and also drove a 40% increase in website traffic and a 25% boost in sales conversions. The success of this strategy can be credited to the videos' ability to quickly capture attention and showcase our products' unique features in a visually appealing and easily digestible manner, proving that sometimes less is indeed more when it comes to content marketing.”



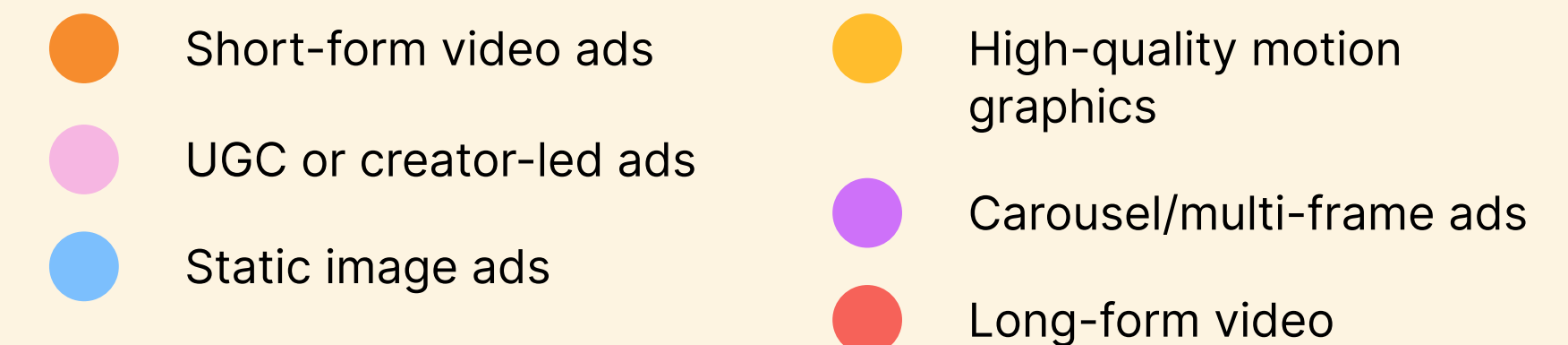
Manuel Fernández, Senior Product Manager


What creative formats are actually converting?

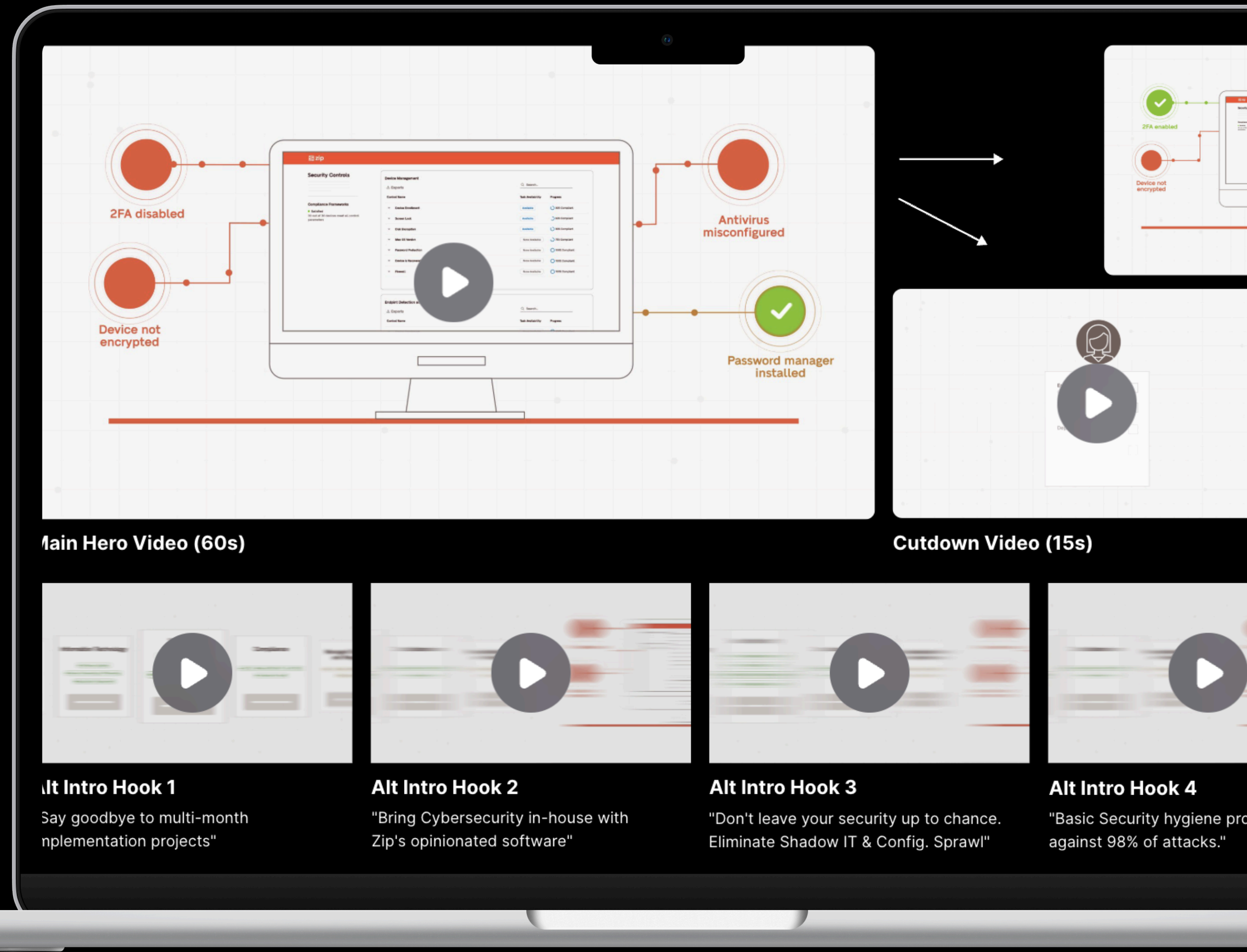


Short-form video is the clear standout—68% of marketers said it performs best in paid campaigns. It significantly outpaced formats like static ads or long-form content.

Insight: Video is not only the most effective format—it's also the most scalable. High-performing brands are repurposing motion graphics and creator content into multiple short-form formats to stretch paid performance further.



 **In Practice:** Maximise your creative budget by turning one hero asset into dozens of cutdowns—each optimized for channel, duration, hook, and call to action. [Check out Zip Security's hook variants & cutdowns](#)



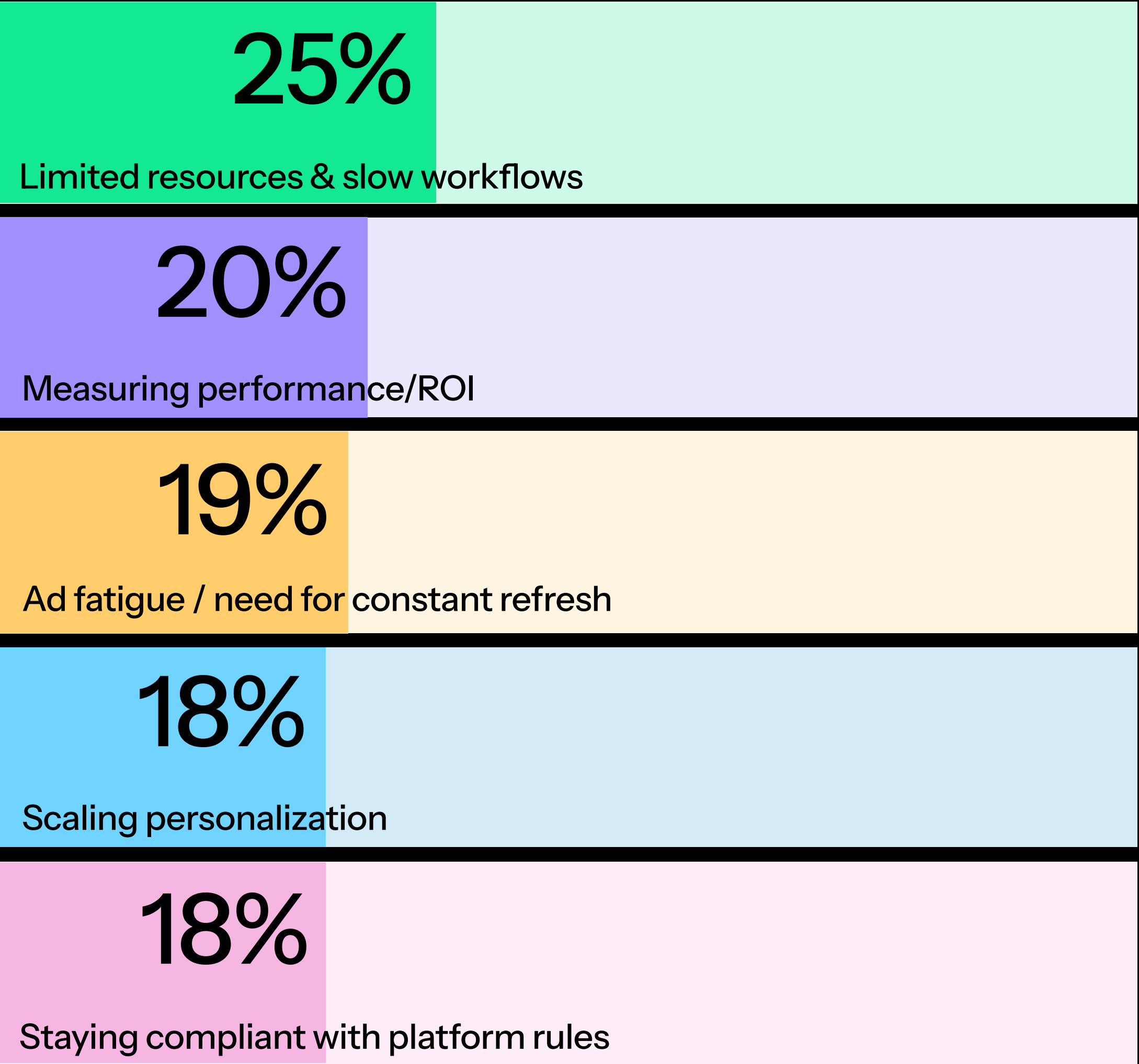
The friction points: What’s slowing social creative down?

While teams know what works, execution remains a key challenge. Most social teams are under pressure to produce more, faster—with fewer resources.

Without dedicated systems or partner support, it’s difficult to meet volume demands or refresh fatigued creatives quickly.

Takeaway: Marketers know the winning combo: short-form video on high-ROI platforms like YouTube, Meta, and TikTok. But the real challenge lies in doing it consistently, without sacrificing quality or speed.

A high-performing paid strategy doesn’t just rely on media budgets—it demands a creative system that can keep up.



In Practice: Create scalable templates

Vidico created motion design systems for FreshBooks that allow internal teams to quickly generate new ad variants—reducing dependency on new shoots while keeping creative fresh and compliant.

Video Performance

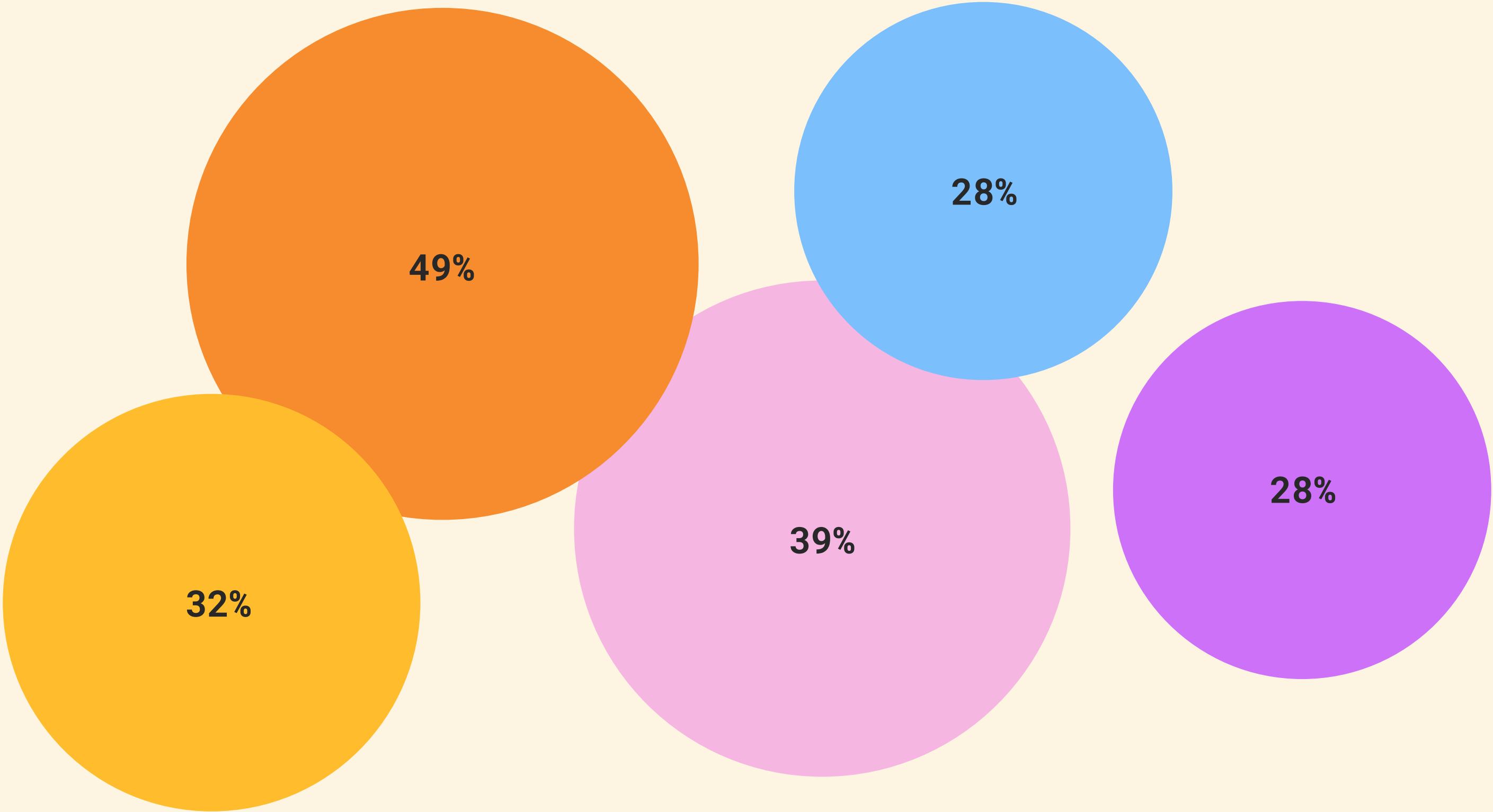
Discover the formats, metrics,
and challenges shaping how
tech brands use video today.

VIDEO TYPES | VIDEO ROI | VIDEO CHALLENGES

What creative formats are actually converting?

Which video types are most effective for engagement and conversions?

- Short-form social videos
- Brand storytelling videos
- Customer testimonials
- Product demos
- Educational/How-to content



Creative Types

What creative formats are actually converting?

Video has moved from “nice-to-have” to non-negotiable, but teams are still figuring out how to scale, prove ROI, and make it truly convert.

Short-form social video leads the way, with 49% of respondents ranking it as their top-performing format, surpassing brand storytelling, testimonials, and product demos.

Insight: Short-form isn't just trending—it's working across the funnel. Storytelling and social-first formats are more effective than long-form explainers or static product walk-throughs.

We've been experimenting with micro-content that can be absorbed in less than a minute and just covers one single key point but acts as an introduction to us and what we do and often links onto more in-depth, longer-form content. Engagement is increasing, and we're seeing a steady rise in click-throughs to our website and, more importantly, customers initially finding us this way going on to convert to paying customers.



John Jackson, Founder

The friction points: What’s slowing social creative down?

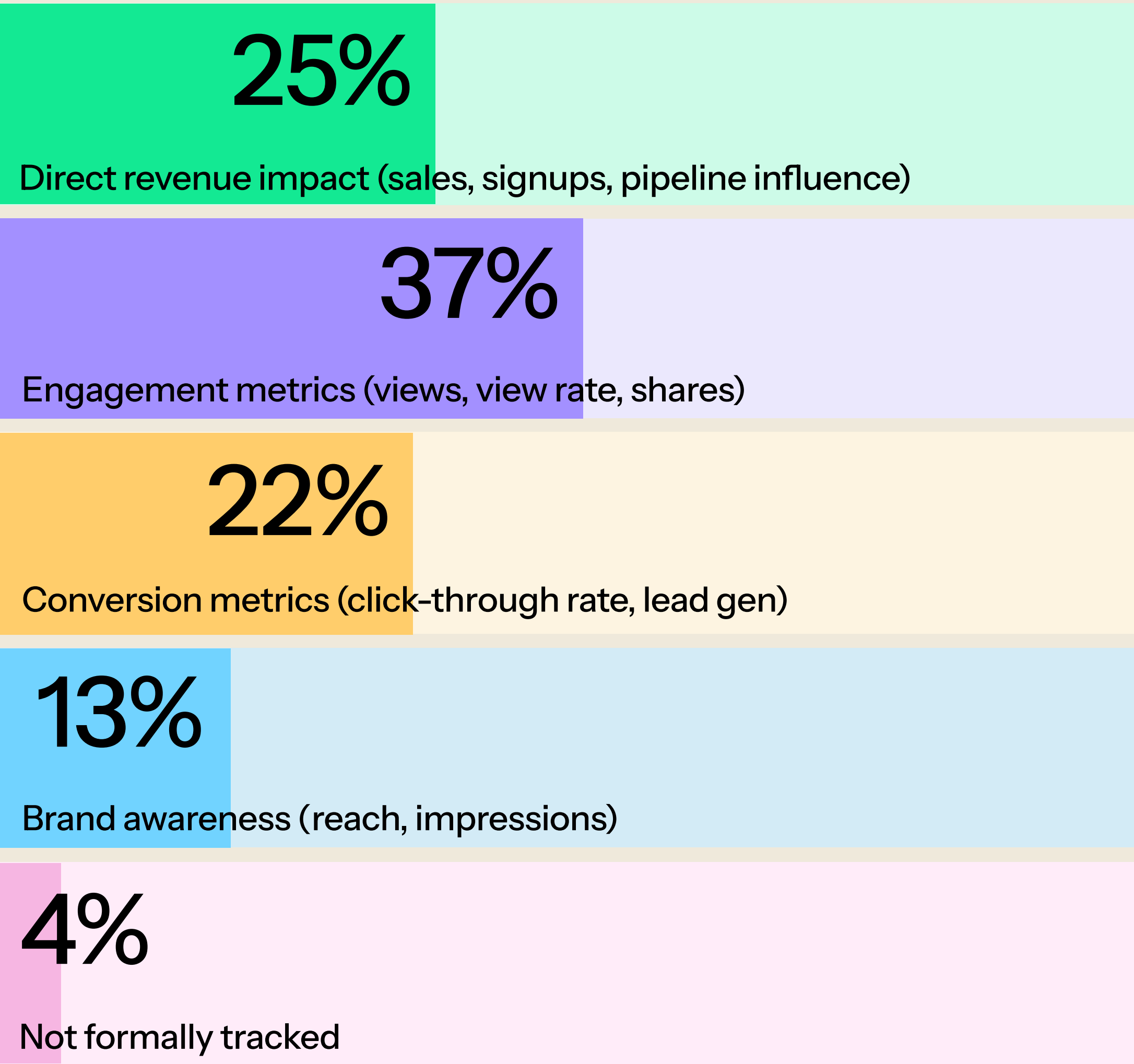
While **37%** track engagement metrics (views, shares, view-through), just **25%** link video directly to revenue outcomes like signups or influenced pipeline. Only **22%** measure conversion actions like clicks or lead generation.

Insight: Most teams are still measuring top-funnel performance, but more are now connecting video efforts to acquisition outcomes. A shift toward performance-based video is underway.



Vidico Tip

Aligning your video’s performance with marketing goals to prove ROI can be a tough nut to crack. Learn what video metrics are, and how they can inform and measure your strategy success [here](#).



Video Creation

What's holding video back?

The top challenge is creating consistently engaging videos (34%). But cost (25%) and proving ROI (16%) are also major hurdles.

Insight: Producing "just another video" isn't enough. The winners are teams that invest in format experimentation, narrative frameworks, and channel optimization.



Vidico Tip: Diversify Creative

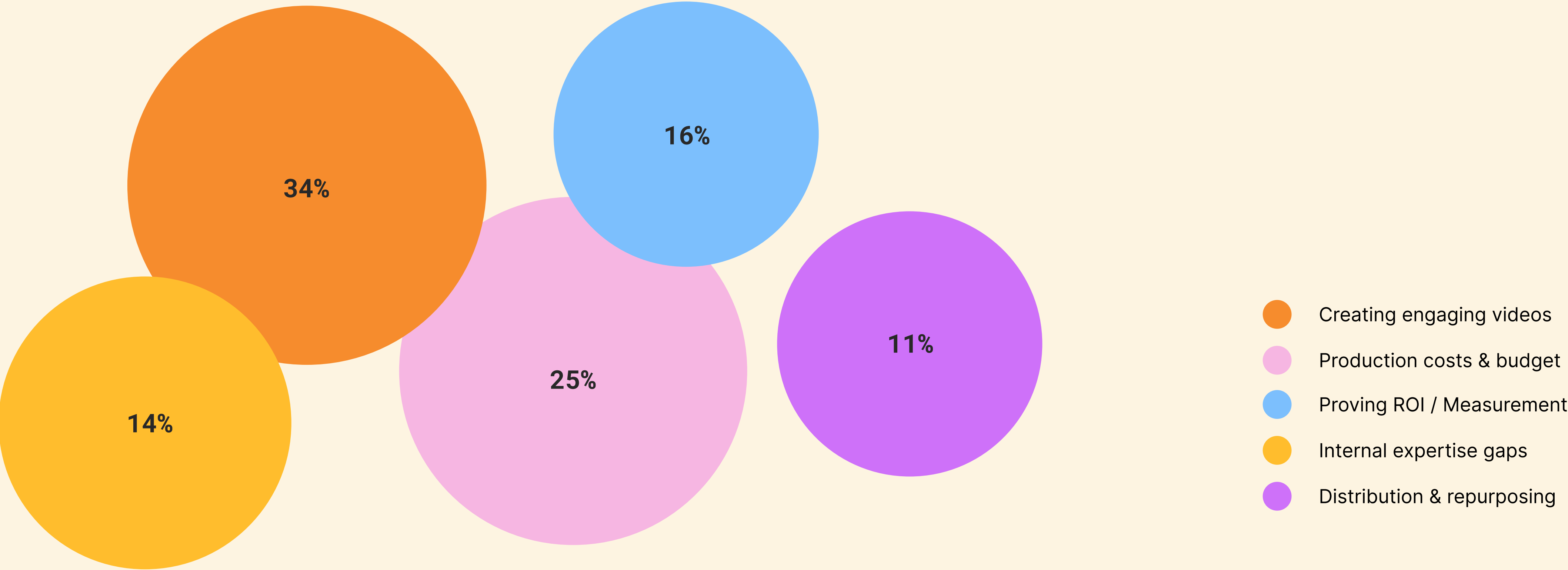
Separating a creative storyboard into "building blocks" allows you to create different versions of a core video. Create different openers so you can 10x the amount of creatives you can test, without 10x'ing the cost.

"One of the best things video's been doing for Float is help bring our customer stories to life. Our marketing team runs a lot of customer interviews that we turn into written case studies and success stories; we are now also using some of the footage to cut shorter, 3-minute stories that we pair them with the standard write-up."

 **Float**

Fio D., Content Lead

What's holding video back?



Short-form Video

Discover how tech brands are using short-form video today.

POPULARITY | TOP PLATFORMS | IMPACT | CHALLENGES



Popularity

Short-form video is the format of 2025

Short-form is the highest-performing and most adopted format in the 2025 tech stack.



Takeaway

The majority of marketing teams are building for volume, not just launches. Treat creative like product: ongoing, iterative, always improving.

85%

of respondents are already using short-form for demand generation, either actively (56%) or testing it (29%).

It's no longer experimental, it's a core part of the demand strategy for most SaaS and B2B brands.

Popularity

Short-form video is the format of 2025

56% of B2B companies already use short-form video (Reels, TikTok, Shorts, LinkedIn) for demand gen — because fast, face-forward content is the fastest route to trust.

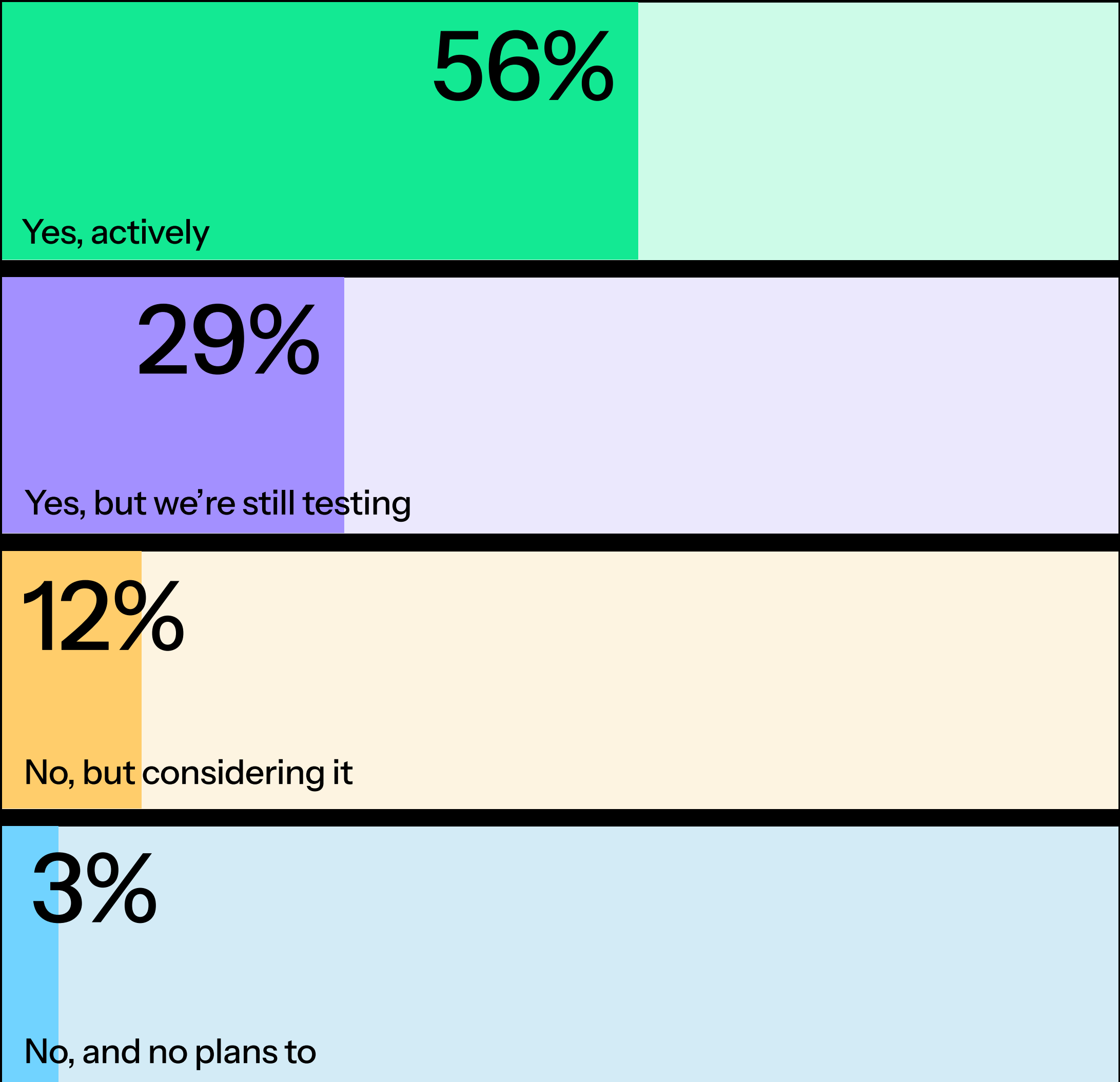


In Practice

“We basically did a video interview series... nine episodes distributed through Connected TV. The key is to have good high-quality video content. You’re working within strict durations: a 6, a 15, a 30, or a 60 second spot. And because they’re unskippable, your content has to land fast, deliver value, and still feel on-brand. That’s what made the campaign so effective.”

— Tagg Bozied, Global Campaigns Manager at Docebo

Does your company currently use short-form video (TikTok, Reels, Shorts, LinkedIn videos) for demand generation?



Short-form video

Which short-form video platforms are winning?

TikTok is the most effective platform for short-form video (74%), followed by Instagram Reels (55%) and YouTube Shorts (46%).

In Practice

Movember's "Mo Like a Pro" campaign used short-form video to drive app downloads

This global health movement activated creators and influencers to spark engagement on Instagram Reels and TikTok.

[See the full campaign →](#)

TikTok Shop's video hit one million organic views in five days

To promote drive engagement and awareness for TikTok Shop, they leaned into the popularity of Get Ready With Me videos.

[Explore the creative approach →](#)



Takeaway

Even in B2B, TikTok and Reels are leading. Tech brands are reaching audiences where attention actually lives, even if it's outside traditional channels.

3 YouTube Shorts

1 TikTok

2 Instagram Reels

4 LinkedIn

What’s the Impact of Short-Form Video?

We analyzed open-ended responses from 200+ marketers to uncover the real impact short-form is having.

In their words:



“Short-form outperforms everything in CTR.”



“We explain our value prop in seconds.”



“Brand recall went up after running multi-hook Shorts.”



Takeaway
Short-form delivers across the funnel: attention, comprehension, conversion, and consistency.

We asked: What’s been the biggest impact or success metric from using short-form video?

Top Success Metrics:

Area	% Mentioned	What It Means
Engagement	49%	Higher watch-through rates, attention, clicks
Paid performance	32%	Better CPC, CTR, ROAS
Message clarity	21%	Faster understanding of product value
Awareness & recall	19%	Increased visibility and brand recognition
Content velocity	10%	Easier to maintain consistent output

What’s holding teams back?

Insight: The barriers aren’t strategic, they’re operational. Brands know it works, but executing at scale with consistency is the challenge.

Short-form is delivering on its promise and redefining how SaaS brands approach storytelling, performance, and creative velocity.



Vidico Tip: Batch production with modular editing

Record once, cut many ways. For every shoot or animation, extract:

- 3–6 intro hooks
- Multiple CTA variations
- Platform-specific crops (Reels, Shorts, LinkedIn 1:1)

This turns one core idea into a pipeline of testable assets.

Despite its upside, short-form video isn’t frictionless. The biggest blockers:

46%

said time consuming production

41%

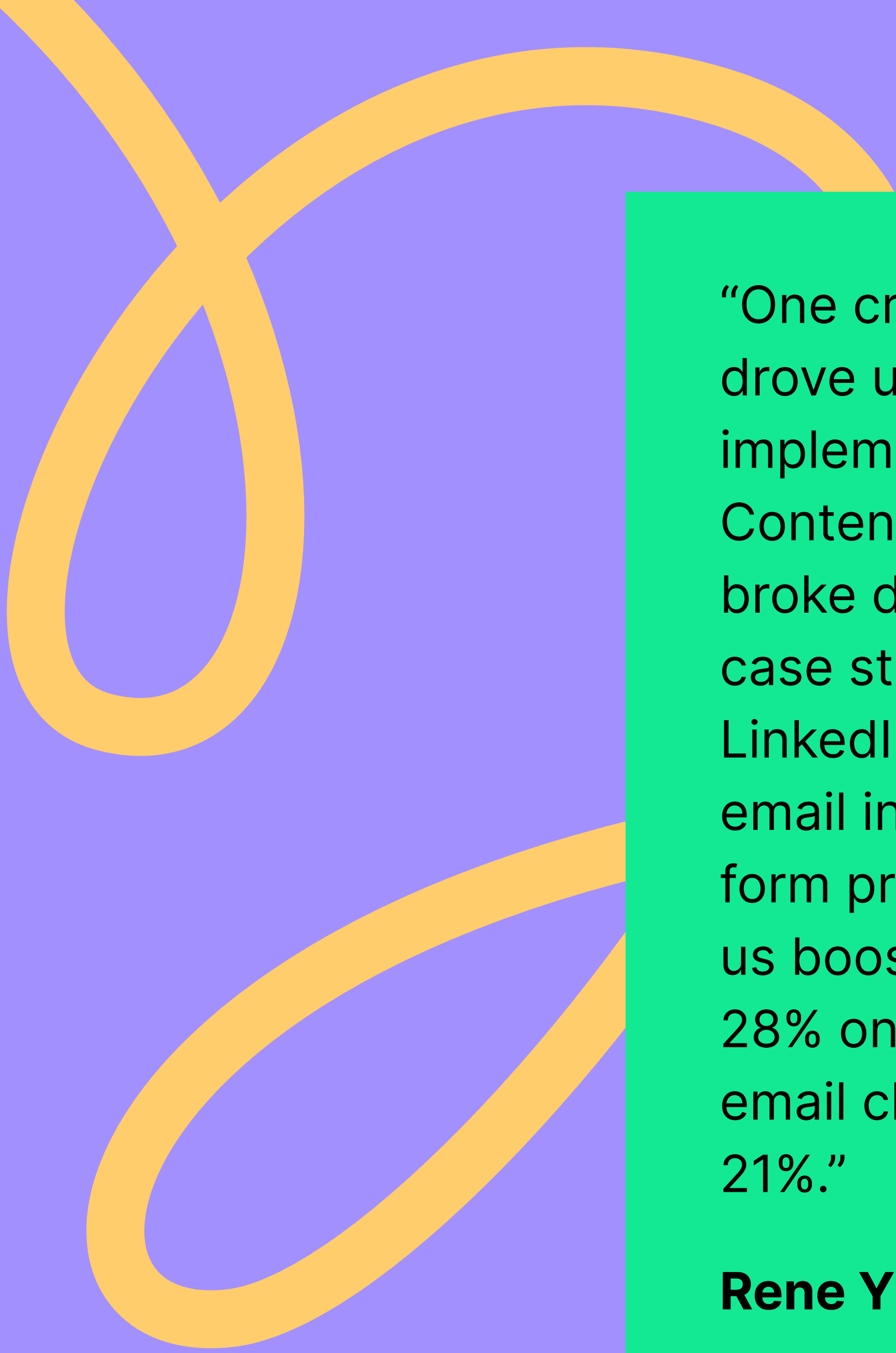
unclear ROI

34%

Lack of expertise

14%

Leadership buy-in



“One creative approach that drove unexpected ROI for us was implementing a Pillar-to-Micro Content Strategy, where we broke down technical assets like case studies into bite-sized LinkedIn carousels, animated email infographics, and short-form product demos. This helped us boost lead engagement by 28% on LinkedIn and increased email click-through rates by 21%.”



Rene Ymzon, Marketing Manager

AI & the future of creative

Discover how SaaS marketing teams are using AI across the creative workflow

ADOPTION | CONCERN | PREDICTIONS



AI is entering the workflow, but humans still lead

AI is gaining traction across creative teams, but not without caution.

While there's momentum, most tech brands are still in the early innings of figuring out where AI fits and where human creativity remains essential.

More than **70% of teams** say they're using AI-powered tools in some capacity, but depth of adoption varies by team size and maturity.

- **Mid-sized tech companies are leading the charge.** Over 40% have integrated AI into multiple areas—from scriptwriting to design iteration—using it to unlock speed without adding headcount.
- **Smaller teams tend to use AI more sparingly**, leaning on it for rough drafts or ideation but holding off on visual or video applications.
- **Larger enterprises remain more cautious.** IP concerns, brand safety, and compliance are major blockers—but some are investing in internal tools to scale safely.

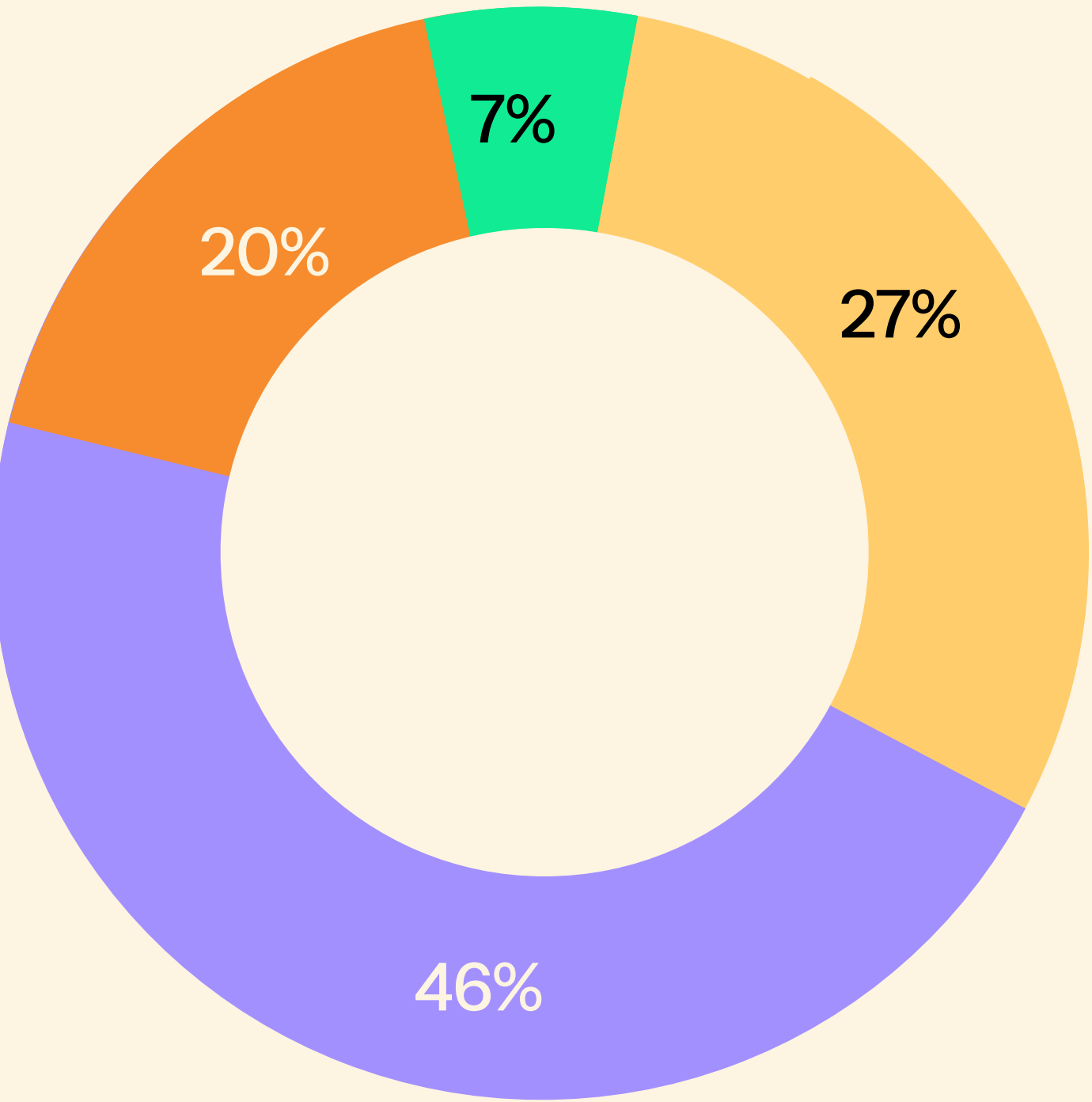
iNIZIO
evoke

“Generative AI isn’t a one-click solution; you still need skilled professionals, like copywriters, who understand brand nuances and audience expectations.”

Christen Jones, Executive Creative Director

Source: [Adobe 2025 AI and Digital trends report](#)

Are you currently using AI-powered tools in your creative process?



- Yes, AI is integrated into multiple areas
- Yes, but only in limited ways
- No, but considering it
- No, and not interested

How AI Is being used in creative production

When it comes to day-to-day use, AI is playing a support role, not leading the creative process.

56%

use it for **concepting & brainstorming**

49%

for **image and design generation**

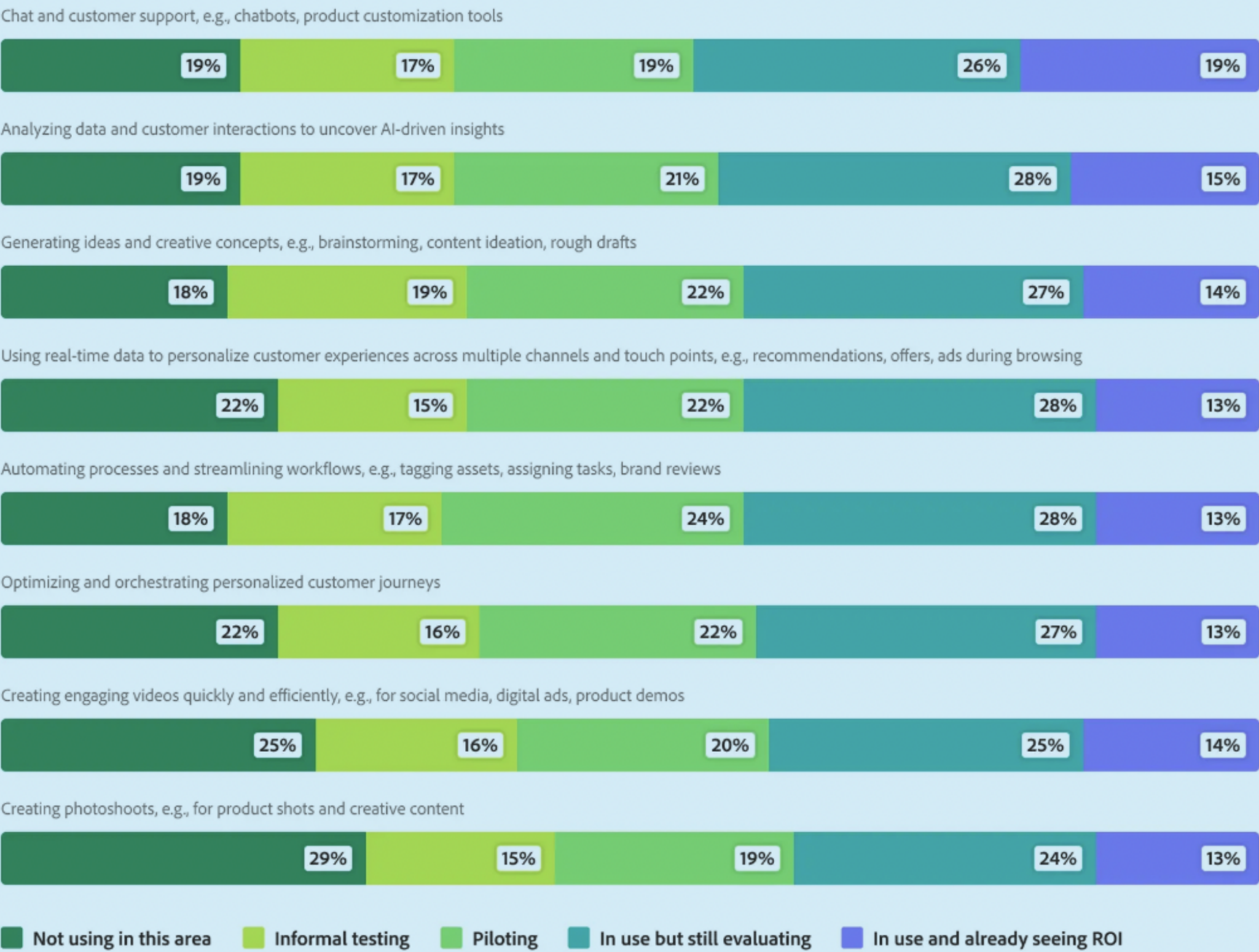
50%

for **copywriting (e.g. headlines, hooks)**

38%

for **video editing or automation**

Practitioners' use of generative AI across various areas, from informal testing to seeing ROI



Base: 1,872 practitioners

The trend is clear: AI is helping teams move faster during early stages, especially for ideation, outlining, and creative versioning.

Source: [Adobe 2025 AI and Digital trends report](#)

“
Start simple. Scale strategically. **Automation should empower human creativity, not replace it.**
Brief strategically, build modular assets, measure performance, optimize and repurpose and feed those insights into your next brief to create a continuous creative flywheel.”

Mark Hayes, NZ Marketing Manager, Adobe Experience Cloud

Concerns still run high

Despite interest, there’s a visible trust gap

This skepticism is especially strong in high-growth SaaS and regulated industries where brand trust, tone, and accuracy can’t be compromised.

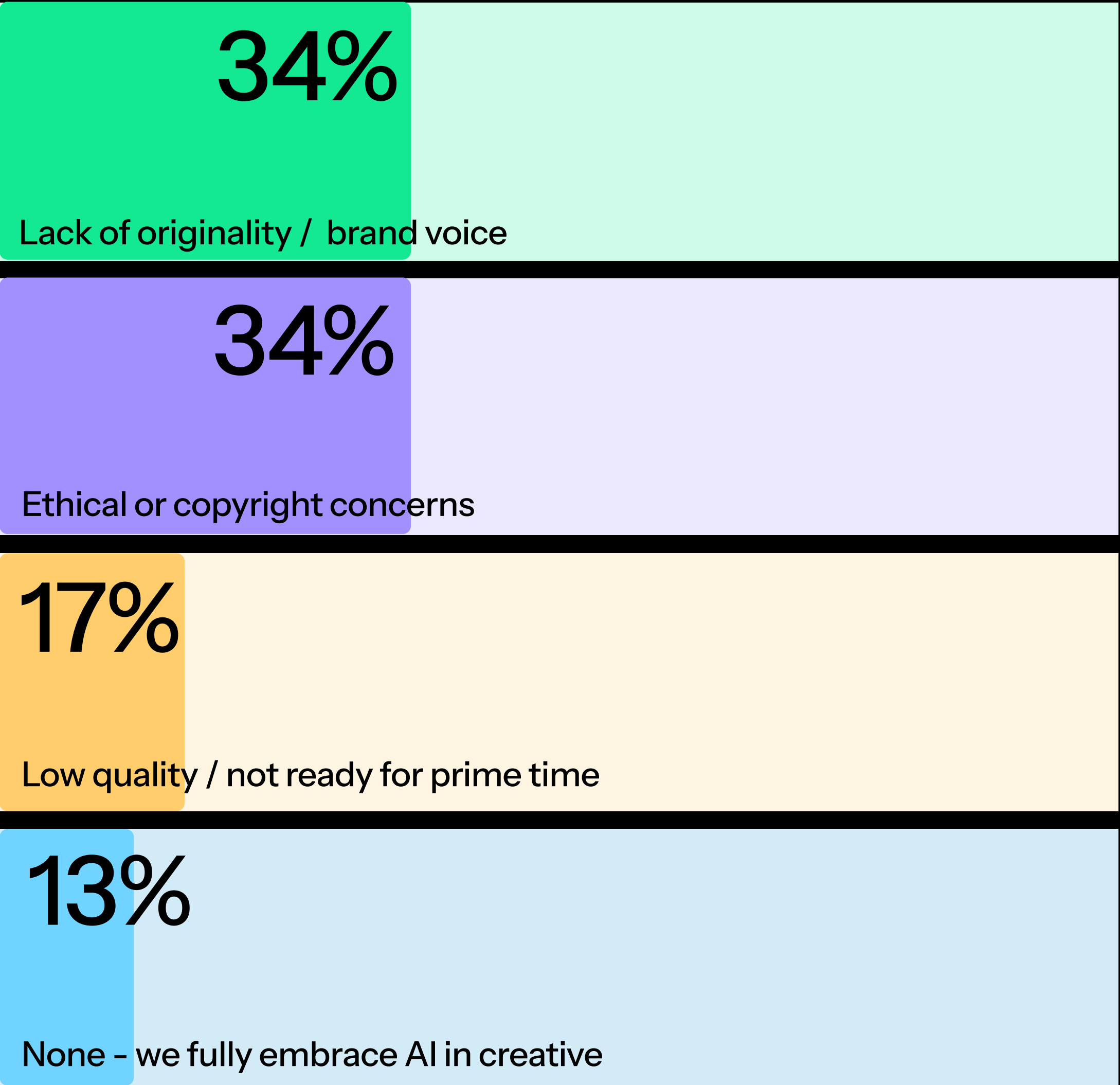
Adobe for Business

“Across all industries, there is an insatiable demand for content as customers expect every encounter with a brand to be personalized. Marketing teams are struggling to keep up with the volume of visuals and copy needed to deliver campaigns at greater scale and speed across audiences, channels, and markets. The emergence of generative AI is presenting creative and marketing teams with a new way to keep pace with customer demands while also breaking through with their brands.”

Heather Freeland, Chief Brand Officer

Source: [Adobe's GenStudio for Performance Marketing](#)

What’s your biggest concern about AI-generated content?



What's next?

When Asked About The Future Of AI In Creative:

47% believe AI will dominate and power 50%+ of creative production by 2026

47%

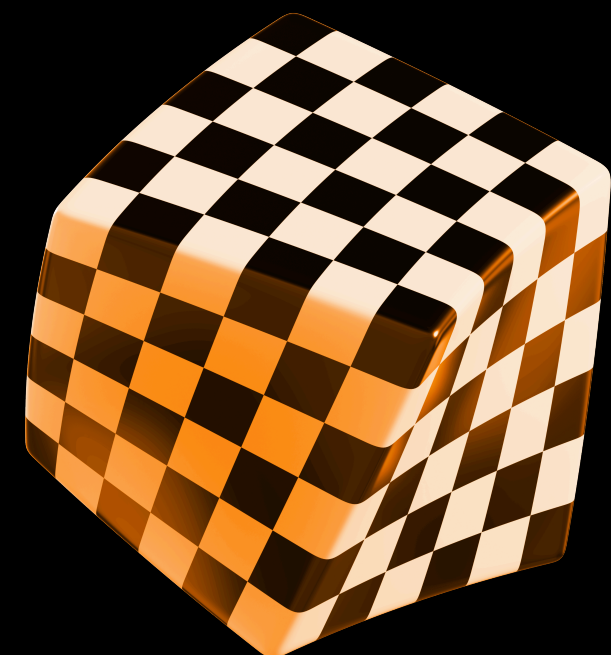
44% think it will play a significant supporting role

44%

Only **9%** expect human-led creative to remain central

9%

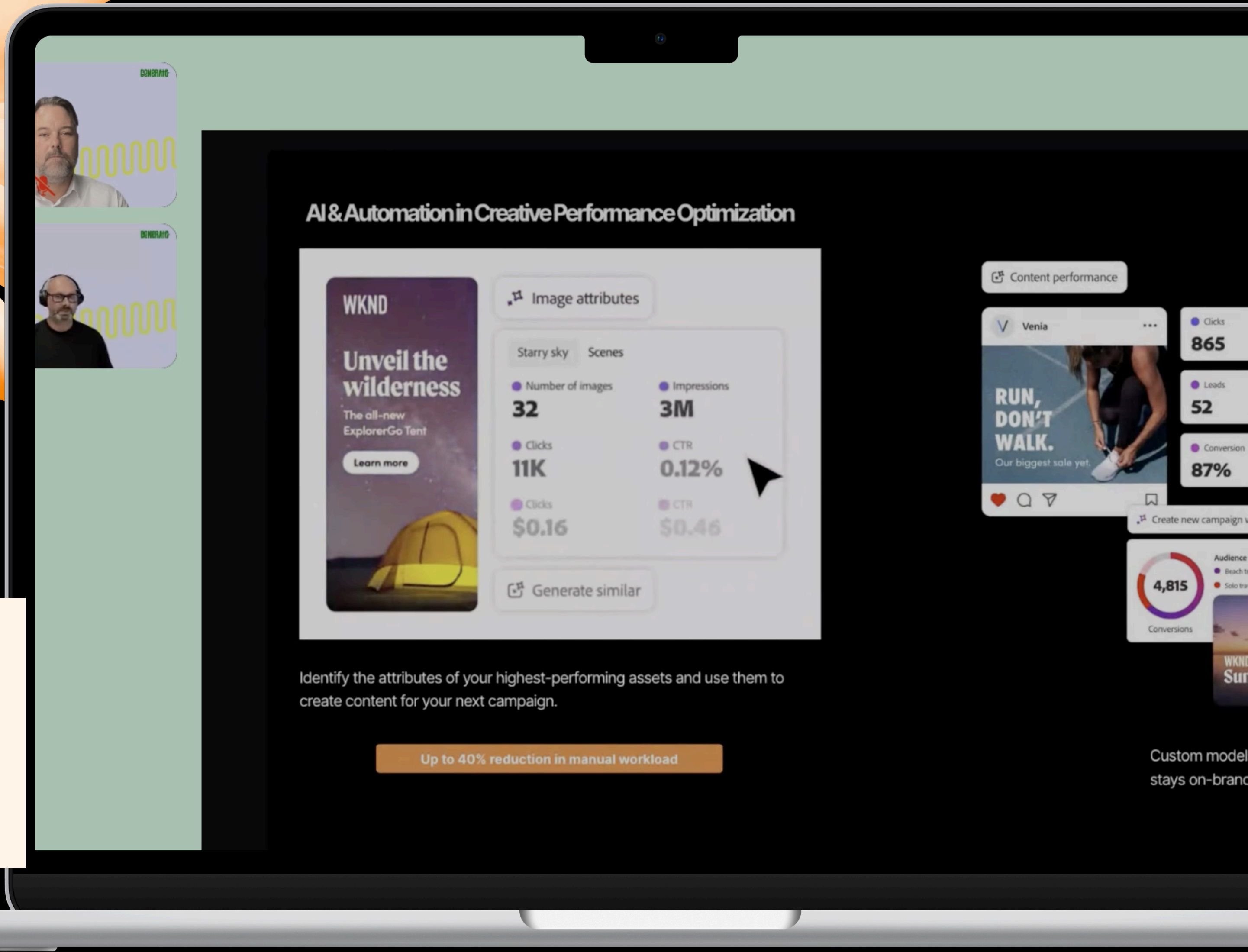
Most teams are planning for a hybrid future where AI powers speed, iteration, and performance, but human direction keeps creative sharp, clear, and on-brand.



Watch Adobe x Vidico Masterclass

In this clip, Mark Hayes explains how automation AI is fundamentally transforming creative flows and unpacks the 'creative flywheel'.

→ [Watch video](#)



Trends for 2025 and what's overhyped

Trends with the biggest expected impact

We asked: What creative trends do you think will have the biggest impact on marketing in the next 12 months?

Trend	% of Marketers
AI-generated creative	61%
Snackable content for demand gen	41%
Hyper-personalization	39%
Brand storytelling > performance	36%



- Vidico POV:** Top-performing content don't follow trends. The core principles of great creative remain:
- Built around benefit-led messaging
 - Designed with thumb-stopping visuals
 - Repurposed into variants and cutdowns
 - Aligned to a funnel stage and platform
 - Tested, measured, and improved

But not everyone is convinced:

We asked: What's one creative production trend you think is overhyped?

"Overhyped" Trends	% of Respondents
AI-generated content	26%
Skit-style ads & memes	23%
Lo-fi & retro aesthetics	10%

AI is both the most hyped and most doubted format in marketing today. Everyone's testing it—but not everyone's convinced.

How to Future-Proof Your Creative


We asked: “What advice would you give to a tech brand looking to future-proof creative?”

41% of respondents urged tech brands to ditch perfectionism and embrace iteration.

“Stop aiming for ‘perfect’—focus on fast, testable content.”

“Ship fast, then optimise. You’ll learn more in 3 weeks than 3 months of planning.”


“Agility wins over polish.”

 **Insight:** Creative velocity is now a core competitive advantage. The ability to test and pivot quickly is seen as more important than big-budget polish.

29% focused on adapting creative for how users consume content on each platform.

“Design for the scroll. Make it native, or don’t bother.”

“Platform-native beats generic every time.”

 **Insight:** Channel-specific creative isn’t optional anymore. Repurposing needs to feel intentional, not recycled.




34% encouraged building reusable frameworks instead of campaign-by-campaign workflows.

“Invest in systems, templates, and processes—not just assets.”

“Future-proofing means your creative engine runs without needing to reinvent the wheel.”

“Don’t make content. Make a pipeline for content.”

 **Insight:** Forward-thinking marketers are shifting to creative operations and content systems that enable scale, speed, and consistency.




26% highlighted the importance of building brand equity alongside performance content.

“Your story matters. Don’t just sell—connect.”

“Know your voice and use it everywhere.”

“Human stories still cut through all the noise.”

 **Insight:** Even in a high-velocity environment, strong messaging and narrative clarity are seen as enduring assets.




24% recommended a stronger feedback loop between analytics and creative.

“Use data to inform decisions—not dictate them.”

“Creative should evolve based on real performance.”

“Have a plan for testing every variation.”

 **Insight:** Brands are seeing success by bridging performance marketing and creative—bringing insights upstream into production.



Summary

2025 Creative Marketing Outlook

Key signals for brand and marketing leaders in tech:



Time-to-production is a bottleneck
46% say producing content quickly enough is their #1 blocker to making video work. Volume is no longer optional.



Short-form dominates paid performance
68% say short-form video is their best-performing paid asset—especially across YouTube, Meta, and TikTok.



Storytelling still converts
Narrative clarity, brand consistency, and emotional connection ranked highest for driving conversion.



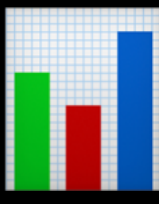
Testing culture is maturing
84% of marketers test creative styles to improve results—but most admit their approach is ad hoc, not systematic.



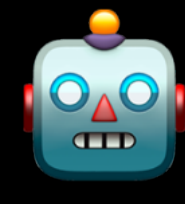
Localization is still a pain point
Creative translation remains slow and expensive. Only 1 in 3 teams localize content for different markets.



Hybrid production is the norm
56% use a mix of in-house and external partners to meet demand. Agility beats ownership.



Performance is the new creative brief
45% of teams are tracking design's impact on conversion. The focus is shifting from aesthetics to outcomes.



AI adoption is real—but cautious
73% are using AI in at least one part of the creative process. Top use cases: ideation, copywriting, and image generation.

Final Takeaway

Creative is a system and the growth lever

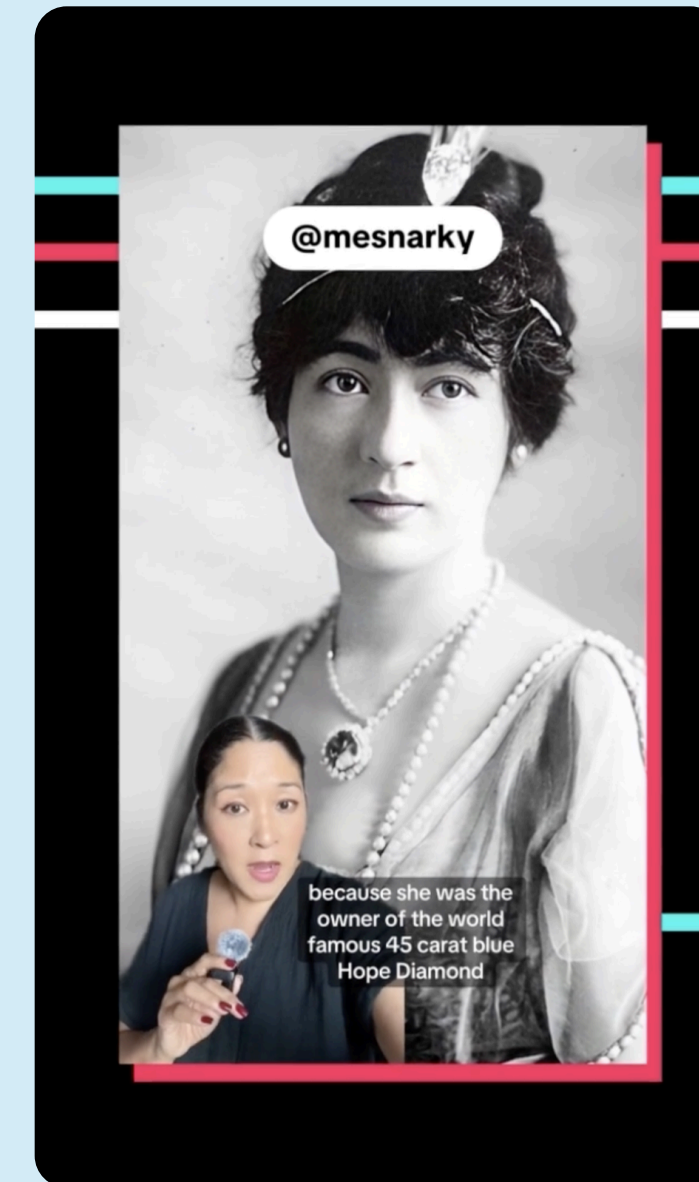
The best tech brands aren't just "doing content." They're building systems that let them do more content, more strategically—and without burning out their teams.

If you're not building a creative engine, you're falling behind.

- ✓ Start with strategy
- ✓ Design for modularity
- ✓ Build toolkits, not just assets
- ✓ Repurpose smartly
- ✓ Test constantly
- ✓ Double down on what works

Creative isn't the output. It's the infrastructure.

Get a personalized creative strategy session at vidico.com for free



Thank you, from Franky.

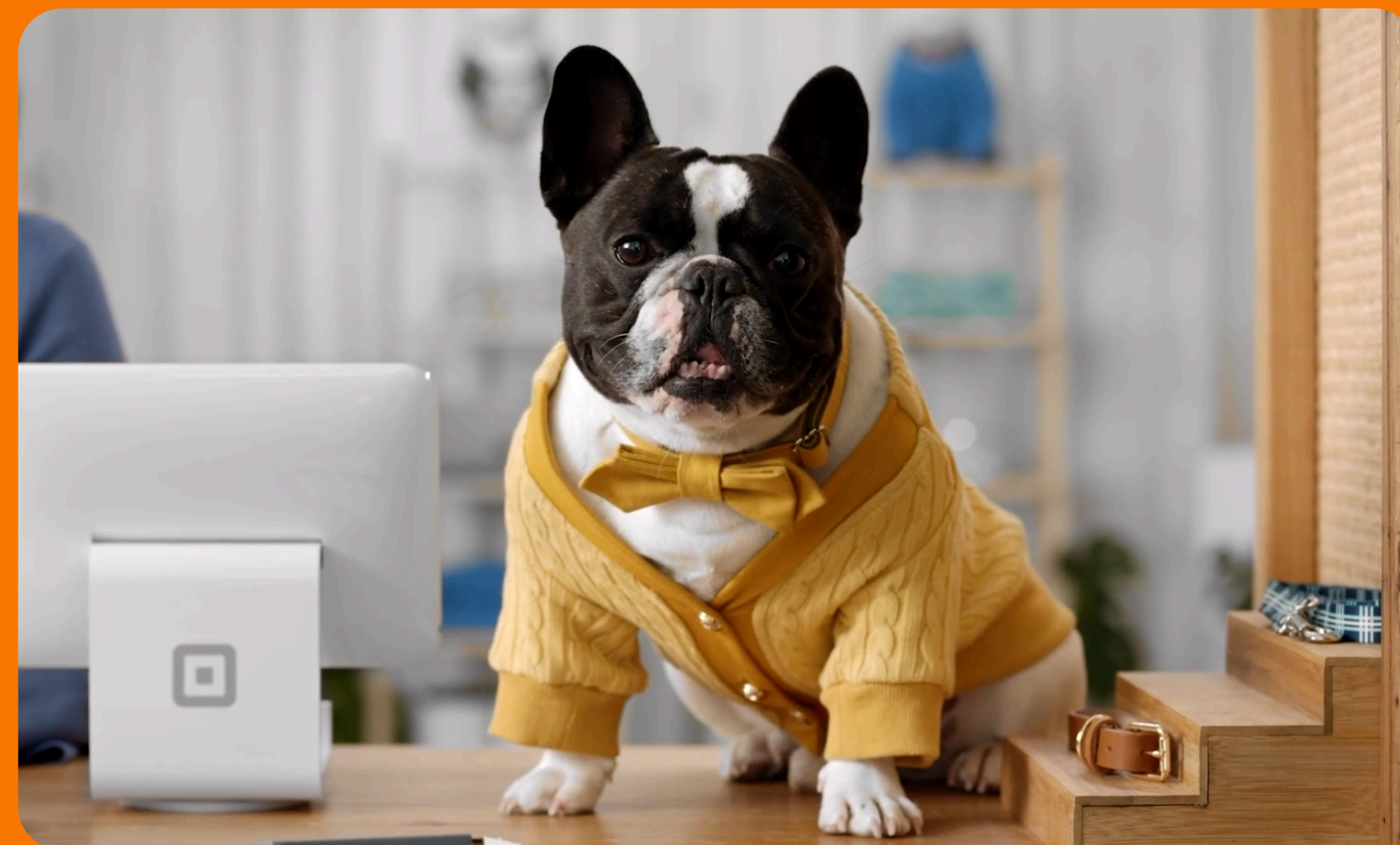


We hope this report sparked new ideas and equipped you with actionable insights to level up your creative marketing game.

Vidico partners with tech brands to create video, motion, and modular design systems that scale performance.

If you're still craving for more, [give our VidiFit quiz a try!](#) Uncover creative recommendations and find out how much your set of assets could cost.

Take the quiz



Franky, Lead talent