Why 77% Of Brands Partner With Creative Agencies – Plus, The Top 25 Creative Agencies

More than three-quarters of in-house teams choose to work with creative agencies. DesignRush rounded up the main services these brands are outsourcing and the leading creative agencies that can help clients grow effectively.

NEW YORK (PRWEB) February 14, 2019 -- Studies show that 77 percent of in-house teams choose to partner with creative firms.

However, the services they are receiving from creative agencies vary greatly, depending on their personal brand goals, mission, target audience and more. Luckily, the best creative agencies have a laundry list of customizable offerings that are proven to grow businesses.

DesignRush.com, a B2B marketplace connecting brands with agencies, researched and determined the top services that leading agencies provide. These offerings help brands implement innovative campaigns and foster meaningful business growth.

The top creative agency services include:

1. Design Work

Unsurprisingly, creative agencies produce a lot of visual collateral for brands. This includes items such as:

- Websites
- Mobile apps
- Digital interfaces
- Graphic design
- Package design
- Marketing visuals
- And more!

Because creative agencies approach all projects from an angle of innovation, their design work is a particularly strong selling point for potential clients. They are able to create compelling visuals that tell a story while maintaining a strong brand identity.

2. Branding

The best creative agencies have comprehensive logo design and branding teams that can manage all aspects of a campaign, including:

- Brand strategy
- Logo design
- Brand, company or product naming
- Brand book creation
- Brand distribution
- Corporate branding
- And more!

Brands that partner with a creative agency to improve branding can also increase brand visibility, awareness, and – most notably – build a valuable audience. In fact, the latter is more important than increasing direct sales to more than 70 percent of brand managers.

3. Digital Marketing

Due to consumers increasing time spent online – both on mobile devices and desktops – digital marketing has become the norm for brand promotion. In addition, 38 percent of digital marketers plan on increasing their marketing budgets in the coming two years.

Top-rated creative agencies generally offer the following digital marketing services:

- Content marketing
- Social media marketing
- SEO
- Email marketing
- Video marketing
- And more!

4. Advertising

Creative agencies also provide assistance conceptualizing, creating, executing and managing advertising campaigns. These campaigns can come in the form of traditional advertising, such as:

- Radio ads
- Viral videos
- TV advertisements
- Print ad campaigns
- And more!

However, digital advertising has become a popular, successful, and more cost-efficient way to promote a brand – and creative agencies can manage these campaigns as well.

For instance, two-thirds of consumers remember the brands that advertised on mobile up to a week after they saw the ad. Plus, studies show that 60 percent of users click on mobile advertisements at least once a week.

The digital advertising services of creative agencies include:

- Display advertising
- Paid media
- Pay-per-click ads
- Social media ads
- Mobile advertising
- Video ads
5. Innovative Campaigns & Emerging Technology

Most recently, creative agencies have begun offering services in emerging technology, experiential marketing popups, and innovative campaigns. Examples of these offerings include:

- AR/VR
- Artificial intelligence
- Machine learning
- Chatbots
- Retail popup shops
- User-generated content
- And more!

Incorporating these new trends into other strategies and campaigns – such as video production, digital marketing, display advertising and website design – allows brands to engage consumers with their brand more efficiently, encourage users to interact, improve brand awareness, and ultimately increase revenue.

For example, at least 41 percent of consumers are interested in testing virtual reality technology – and the AR/VR market is set to surpass $209 billion by the year 2022.

“Creative agencies are valuable assets for brands because they have the strategy, knowledge and expertise to succeed, but they also approach their projects from a more artistic standpoint,” says DesignRush Founder and Executive Director Gabriel Shaoolian. “This inventive perspective allows them to push the envelope before competitors do, which typically helps brands stand out from the competition sooner.”

DesignRush’s Agency Listing section features the top local and global creative agencies. Some of the top creative agencies from around the world include:

1. 36creative

36creative is Greater Boston’s award-winning creative agency, offering brand strategy and creative production since 2004. Their team of experts combines outstanding artistry and technical mastery to build brands a core product that drives home impactful results. Drop them a line at info@36creative.com to learn more about their full-service agency.

Visit 36creative online at: https://36creative.com/

2. 4por4 Creative Agency

Living in a symbiosis between the use of new technologies and the human perspective associated with creativity, 4por4 presents innovative, responsible, and adjusted solutions to all of the requirements. They have managed and created communication supports (online and offline) since 2002, and their experience tells them that the proper development of brand strategy is critical to obtaining the appropriate results. That’s why all of their solutions and projects are developed from scratch based on the needs and characteristics of each client.
Visit 4por4 Creative Agency online at: https://www.4por4.pt/

3. 50,000feet Creative Agency

50,000feet is an independent global brand consultancy and creative agency that develops omnichannel experiences for the world’s most respected brands. From brand marketing, business communications and advertising to all facets of digital engagement, 50,000feet uses strategy, design, and technology to help brands connect more deeply with their customers. 50,000feet was founded in 2001 for a simple reason: they saw a better way to do great work. They realized that the broader our perspective becomes, the stronger our ideas grow. As their expertise has expanded into strategy and technology, their creativity has soared even higher. Today, 50,000feet continue to push limits, challenge assumptions and deliver the results their clients expect.

Visit 50,000feet Creative Agency online at: http://www.50000feet.com/

4. Bailey Lauerman

Bailey Lauerman (BL) is a 48-year-old creative company that offers a range of core competencies, such as brand strategy and management, creative and design, and connections strategy – all of which are organized around each client’s specific needs. With offices in Omaha and Los Angeles, Bailey Lauerman is technically considered a “small” agency. But they believe that small is a term relative to the number of people on staff, not the size of our ideas.

Visit Bailey Lauerman online at: https://www.baileylauerman.com/

5. BC Web Wise

BC Web Wise is a full-service digital marketing agency renowned for its strategic brand services, world-class creative work, and in-depth consumer research. Founded by Chaaya Baradhwaaj in 2000, the agency has a presence in Mumbai and Delhi. It is amongst the few independent digital agencies in India with a vast and reputed client portfolio, including Hero MotoCorp, Kokuyo Camlin, Axis Bank, Abbott, Hindustan Unilever, Aditya Birla Capital, JK Lakshmi Cement, ICICI Prudential, and Bajaj Consumer Products amongst several others. The agency’s integrated digital solutions range from video production, website development, search marketing, media planning and buying, social media marketing, online reputation management, e-commerce web design and development, search marketing, performance marketing, and mobile app development.

Visit BC Web Wise online at: https://www.bcwebwise.com/

6. Brave People

Brave People is a digital innovation company located in Tampa, Florida. They accelerate business ideas with strategy and design for both early-stage and mature brands alike — those willing to take risks and start with ‘why.’

Visit Brave People online at: http://bravepeople.co/

7. Brightlabs
Brightlabs is a highly awarded full-service creative digital agency. Established in 2004, they have delivered over 500 projects. Brightlabs’ delivery process enables them to produce solutions that engage customers, enhance the user experience and simplify their clients’ responsibilities in maintaining the solution.

Visit Brightlabs online at: https://www.brightlabs.com.au/

8. Crate47

Crate47 is the full-service creative agency that partners with innovative companies, large and small, to assist them in growing their business through creative branding, web design and content creation. They are a multi-disciplined design studio of collaborative designers who are obsessive about what they do – they will always go the extra mile to find the best creative solutions for your business. Crate47 is immensely proud of what they have achieved so far, and the great relationships they’ve built with their clients over the years.

Visit Crate47 online at: https://crate47.com/

9. Creative Mindworks

Creative Mindworks is a Miami, Florida-based, internationally ranked integrated marketing and advertising firm. They believe that creativity is a valuable resource, expressed by those with open minds and dynamic visions. Advertising enables them to cultivate that resource, allowing Creative Mindworks to communicate in new and innovative ways. Creative Mindworks is in the business of sharing those fresh ideas and evolving them into proven solutions. Creative Mindworks solves clients’ problems successfully through integrated marketing solutions. Be it branding, print collateral, traditional advertising, strategic media buying, interactive design, and marketing or multimedia advertising – they tailor the services they provide to meet and often exceed their clients' goals. The Creative Mindworks team understands that great looking ads and attractive collateral materials are useless if they do not provide results.

Visit Creative Mindworks online at: https://creativemindworks.com/

10. DEEPBLUE

DEEPBLUE is a full-service, custom web design agency that specializes in creating an entirely new user experience through responsive design, placing an equal imperative on both desktop and mobile devices. They create impactful multi-platform solutions for meaningful brands. DEEPBLUE offers a suite of creative services to improve the online visibility and impact of your business. Their capabilities range from custom websites with responsive design and robust CMS solutions to branding and marketing campaigns, all with a deep focus on the user experience. They succeed in providing their customers with a unique and engaging multi-platform experience. Based in California’s majestic central coast, DEEPBLUE’s clients range from small business to Fortune 500, from start-ups to 100-year-old stalwarts, from non-profits to government agencies.

Visit DEEPBLUE online at: https://deepblue.com/

11. Dragon Rouge

Dragon Rouge is a global creative agency that aims to help brands and businesses inspire, change and grow. Using insight, foresight, and creativity, they help their clients define strategies and create new products, new
services, and exceptional experiences. Founded in 1984 in France, Dragon Rouge is the leading independent network. They combine local expertise and consumer knowledge with a global strategic vision of brand management. Dragon Rouge believes successful brands go beyond expectation. Because creativity is at the heart of what they do, and because they’re influenced by the spirit of generosity, they work hand in hand with their clients to build the brands that create more.

Visit Dragon Rouge online at: https://www.dragonrouge.com/

12. Drive Creative Agency

Drive Creative Agency is a creative marketing agency located in Michigan that specializes in website design and development, social media marketing, and branding. They are creatives, marketers, builders, storytellers, wannabe rock stars, sometimes decent golfers, and absolute die-hard dreamers. They believe that working hard and smart are both equally important, and the clearer your vision, the cleaner you will arrive at your destination. Most of their time and energy is spent crafting copy, coding websites, drinking coffee, creating brands, designing graphics, drinking more coffee (not Dan though), and managing content. They work long hours so that someday soon, brands everywhere will hear their name come up in company marketing meetings.

Visit Drive Creative Agency online at: https://drivecreativeagency.com/

13. Gerundio

Gerundio covers all corporate communication aspects and delivers solutions based on the cross-channel approach of creating advertising campaigns, conducting brand identity research, event planning and, of course, digital strategy. Their strength resides in their great team of professionals who have grown up working on complex projects for international brands, and passionate, scrupulous digital-native designers.

Visit Gerundio online at: http://www.gerundio.net/

14. Guy & Co

Imagine the possibilities of a creative agency crossed with a research agency. That’s Guy & Co. They push brand creativity and use cool research techniques to get consumer-validated ideas to market faster, across brand creative, innovation, and integrated strategies.

Visit Guy & Co online at: http://www.guyco.co.uk/

15. L+R

L+R is an award-winning international studio founded in Brooklyn, New York in 2012. They work with clients to create real value and impact with the balance of strategy and aesthetics. Their multidisciplinary design and technology team now has international offices in Barcelona, Spain and works with individuals, organizations, and businesses on seamless digital experience projects within mobile applications, innovation and visual identity around the world.

Visit L+R online at: https://www.levinriegner.com/
16. Leverage

Leverage is a full-service creative agency that specializes in design, development, and strategic marketing. They strive to create trusted partnerships with their clients, supporting them in the discovery, creation, and cultivation of their brands. Leverage believes that thoughtful, beautiful design leads to better experiences. Better experiences lead to happier people. And happier people lead to a better world.

Visit Leverage online at: https://www.leveragestl.com/

17. OneNinth Media

OneNinth Media is a creative content agency and video production company with a passion for projects of substance. Specializing in exquisite imagery and innovative ideas, they craft best-fit content solutions for their clients and handle all aspects of production and post-production.

Visit OneNinth Media online at: https://www.oneninthmedia.com/

18. Richlynn Group

Richlynn Group believes that every brand, product, and person has a story and their job is to tell that story. They are driven to perfection and never stop short of excellence. The Richlynn team is passionate about defining and shaping every brand’s place in the world. They specialize in branding, strategy, PR, influencer marketing, and management. Richlynn Group celebrates its wide range of amazing clients, from artists to musical instrument companies to authors to technology companies and beyond. Based in Nashville, TN, they have experience with clients around the world.

Visit Richlynn Group online at: https://www.richlynngroup.com/

19. RRR Creative

RRR Creative (pronounced ‘Triple R’) is a boutique creative agency specializing in branding, graphic design, communications, styling and image/lifestyle consulting. They implement culture, current and future trends, and the power of imagination to catapult the brilliant work of their clients forward. They are thrilled to collaborate with an exciting variety of artists, creators, and professionals to shine a light on their unique qualities with vibrant visuals and compelling storytelling. RRR Creative provides valuable tools and services that empower and inspire their clients so they are free to focus on their strengths and realize their greatest potential.

Visit RRR Creative online at: https://rrrcreative.com/

20. SILO Agency

SILO is a human-centered strategic design agency. They combine design, UX and branding expertise to help clients think beyond the expected and innovate their businesses. SILO works with large international corporations, visionary start-ups, cultural and educational institutions, ambitious architects, city-builders and governments. They partner with their clients to help their businesses emerge and grow. SILO’s multidisciplinary team is comprised of talented and ambitious strategists, designers and developers allowing to approach challenges from many perspectives. In their work, they always strive for clarity of purpose, impact.
and a positive human interaction. SILO was named European Design Agency of the Year in 2012 and 2017.

Visit SILO Agency online at: https://www.siloagency.com/

21. Slide Star

Slide Star is an award-winning custom presentation design agency. They create custom templates, strategy briefs, marketing overviews, pitch decks, style guides, trade show presentations and more from the ground up! Slide Star knows the importance of making every brand’s product or service shine in the moments it matters the most. Founded by a former Walt Disney Studios marketing strategist and professional presentation designer, they are experts at turning clients’ content and campaigns into compelling presentations that sell. Slide Star’s team of professional designers deliver custom solutions for any presentation need. They take the time to ensure that brands make the best possible impression, no matter the circumstance, content or audience. Slide Star’s team creates beautifully crafted presentations to accomplish any business goal while being custom-tailored for any audience.

Visit Slide Star online at: http://www.slidestar.com/

22. The Brave Few

The Brave Few is a creative company made by the brave, for the brave. They create brave work that gets noticed and starts conversations. It’s this creative and strategic bravery that gets brands talked about, shared on social, become the festival destination or demand coverage. The power of having ideas worth sharing results in work that makes people engage and want more.

Visit The Brave Few online at: http://www.bravefew.com/

23. The One Off

The One Off is a creative agency that’s built for the age of converging technology and media – where the imagination of an advertising agency meets the practicality of a design consultancy, all underpinned by the rigorous delivery of architectural practice. Their work creates customer experiences that deliver across every channel – spanning branding, retail, interiors, and advertising for some of the world’s most successful brands.

Visit The One Off online at: https://www.theoneoff.com/

24. Woven Marketing Agency

Woven Marketing Agency is a creatively-led brand engagement agency. Take decades of digital experience, a deep understanding of human psychology and Powerful, real-time social insights. Then, voilà. Brands have beautiful, effective solutions from Woven Marketing Agency that drive engagement across the entire user journey. From one-off campaigns to start-to-finish brand developments, Woven Marketing Agency believes that success stems from meticulous planning, research, and data-driven insight. They obsess over the why, what, who and where of each client’s project because these are the foundations upon which everything else is built. And once the foundations are in place, their creatives set to work on the how, maximizing the effectiveness of every campaign, brand, and business.

If you have any questions regarding information in these press releases please contact the company listed in the press release. Our complete disclaimer appears here - PRWeb ebooks - Another online visibility tool from PRWeb.
Visit Woven Marketing Agency online at: https://woven.agency/

25. Zooppa

Zooppa is a unique creative agency that utilizes technology to empower a network of creatives to provide brands with the curated creative content they're searching for. Since 2008, they have executed more than 800 projects across multiple industries. Their clients include Unilever, Nestle, Green Giant, Nickelodeon, Jeep, Match Group, NBPA and many more. Zooppa works on a project-by-project basis and their favorite metric is that 85% ratio of repeat business. Depending on a client’s creative brief, Zooppa will match brands with the hand-selected top talent in film, photography, and design to execute production within their budget and timeline. They manage and curate the entire process in order to support any strategic choice as well as making sure that each client’s KPIs are reached. They believe in trust and transparency (or trustparency, as Zooppa likes to call it), and they like to do great stuff while having fun in the process.

Visit Zooppa online at: https://www.zooppa.com/

Brands can view the best creative firms by average hourly rate, expertise, case studies, rankings, leadership and more on DesignRush. Users can easily filter to compare creative agencies and find the best agency to grow their brand successfully.


DesignRush features the top agencies around the world, including the best Creative Agencies, Digital Agencies, Logo Design, Branding, Digital Marketing, Website Design, eCommerce Web Design Companies, and more.
Contact Information
Stephanie Sharlow
DesignRush
14193566394

Online Web 2.0 Version
You can read the online version of this press release here.