



Effectiveness up

## CaaS: the modern solution to digital creative production

Discover how Shuttlerock's Creative as a Service (CaaS) solution delivers **significant efficiency and cost-saving benefits** when benchmarked against traditional creative production methods.

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[Calculate Your Savings](#) →



### Shuttlerock Savings vs Traditional Creative Production

Creative as a Service (CaaS) solutions deliver significant efficiency and cost-effectiveness as a replacement for, or complement to, traditional production approaches.

#### CaaS solution vs. Advertising Agencies

3-4x less expensive  
100% faster delivery time

#### CaaS solution vs. Production Studios

1.2-1.5x less expensive  
50% faster delivery time

#### CaaS solution vs. In-House Facilities

1.5-2x less expensive  
~ Potentially equivalent delivery time

[CALCULATOR](#)

## The Shuttlerock Potential

Discover your potential cost savings and scaling opportunities for digital creative asset production when shifting to Shuttlerock's CaaS solution.

[Calculate](#)

Quarterly digital creative spend

External Creative Costs (i.e. agencies, freelancers)

\$0

USD

In-house Creative Staff

0

## Your Savings

Quarterly # of creative assets produced

Video ads (6-30 seconds), static ads and banners

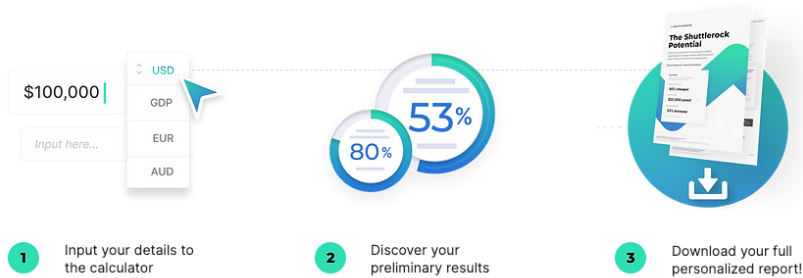
0

Quarterly digital media spend

\$0

Calculate Now →

Using the calculator in three simple steps:



"Altering the production cost and efficiency equation will have a **significant impact on marketing outcomes**. In the simplest of terms: more dollars will make it to the screen, enabling marketers to **increase the reach, variety and frequency** of media placements **without a corresponding increase in production costs**."



**Andy Lark**   
Chair, Group Lark

REPORT

## Scaling Marketing Creative In A Video-First Era

Explore the new economics and methods of scaling digital creative asset production, and the advantages of a CaaS solution when benchmarked against traditional models.

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Produced by:

trinity

Independently commissioned by:

SHUTTLEROCK

## What's inside the report?

In this report, TrinityP3 and Group Lark analyze how modern Creative as a Service (CaaS) solutions unlock the ability for brands to scale creative production with greater cost-efficiency.



### Demand for creative assets has skyrocketed.

A look into the drivers behind the ever-increasing demand for creative content—especially video and other forms of rich media.



### Marketing budgets are under pressure.

A comparative analysis of the effectiveness and efficiency of marketing spend, benchmarking CaaS against traditional production models.



### Traditional approaches to creative production are unable to keep up.

Summary of the benefits of a CaaS solution as a replacement for, or complement to, traditional creative production methods.

## PODCAST

## Shuttlerock Shifts // Podcast Series

Exploring the shifts, changes and emerging trends in the digital media industry that are impacting Marketers.



EPISODE 01 36 mins

### Scaling Marketing Creative In A Video-First Era

Guest speakers:



COMING SOON

EPISODE 02



Guest speakers:



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EPISODE 03



Guest speakers:



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# CaaS: the modern solution to digital creative production

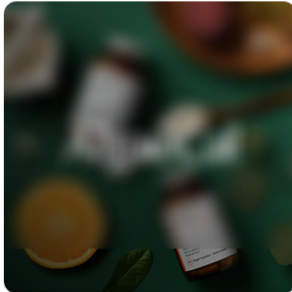
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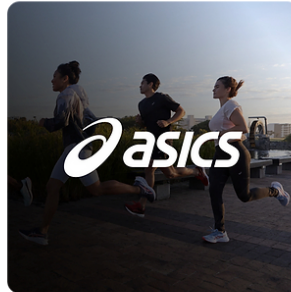


Client Success

### AlgaeCal

Leveraging their Shutterstock subscription to produce a continuous flow of video creative, helping elevate their digital ad campaigns.

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Client Success

### ASICS

Discover how leading sportswear brand ASICS utilizes Shutterstock in order to scale their digital creative across multiple European markets.

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Client Success

### Health-Ade

Explore how Health-Ade has scaled creative production in a cost-efficient manner using Shutterstock's subscription model.

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Client Success

### Palmer's

The UK's leading cocoa butter brand, Palmer's, is using Shutterstock subscription to satisfy their growing digital creative needs.

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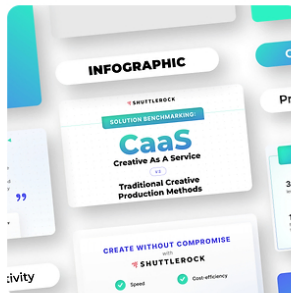


Article

### Exploring the Key Elements of CaaS (Creative as a Service)

Learn how Shutterstock's Creative as a Service (CaaS) solution functions by exploring four of its key features.

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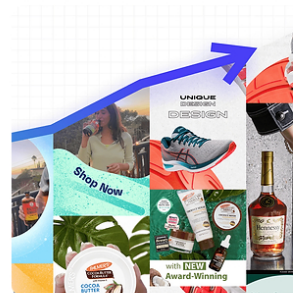


Infographic

### Solution Benchmarking: CaaS vs. Traditional Creative Production Methods

See how Shutterstock's CaaS (Creative as a Service) solution compares on a cost and speed front against traditional creative production models.

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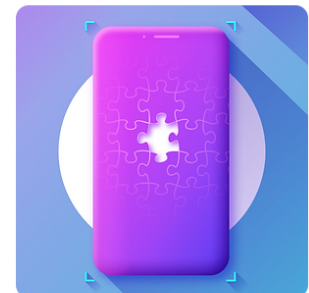


Press Release

### Want To Cut The Cost Of Creative Production By A Third...?

Shutterstock's CaaS solution enables brands to reduce creative production costs by up to 75%, whilst slashing delivery time in half.

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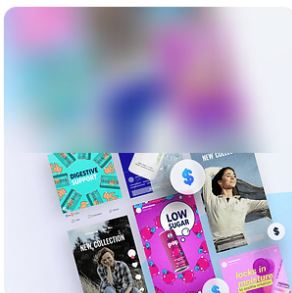


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### Creative Compromise & Unrealized Campaign Potential

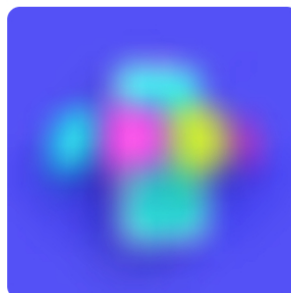
Outdated creative production methods are forcing marketers to compromise at every step: quality, speed, scale or cost?

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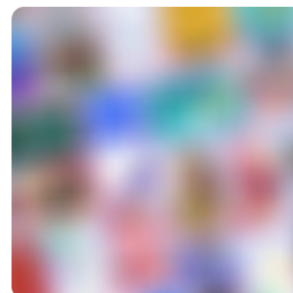
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### Why Adopting a Creative Subscription Makes So Much Sense



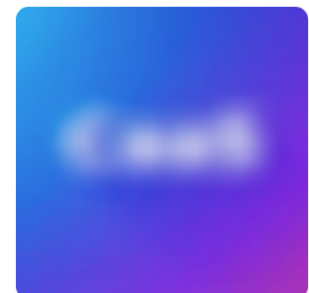
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### Video Takeover & How To Move On From Static Ads



Press Release

### Reduce Creative Production Cost By Up To 75%



Article

### What is a CaaS (Creative as a Service) solution?

## Creative

Goodbye inevitable creative budget blowouts. Hello cost-certainty and creative agility. Creative on subscription is the new way of consuming creative.

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With video taking over much of the digital landscape, static ads are becoming increasingly obsolete.

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CaaS subscription: a pricing model that will enable marketers to create a steady stream of digital advertising content at a fixed monthly cost.

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Defining Creative as a Service (CaaS) and the benefits it offers to marketers over traditional creative production models.

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