

# Collaboration Evolves. So Should Marketing & Design.

VISUAL COLLABORATION SOFTWARE HELPS YOU CREATE BETTER.



## Fascinating parallels across the ages.

In Spring 2017, we commissioned an online study through the American Marketing Association to find out how marketers are overcoming barriers to collaboration. Here's what we uncovered.



Since the beginning, man has collaborated to survive.

Today, collaboration is still just as essential to creative teams. In fact, our survey-takers reported it to be:

**49%** Extremely Important    **11%** Somewhat important  
**39%** Very Important        **1%** Unimportant



The means of collaboration have become increasingly innovative.

Yet teams reported they're still collaborating through old-fashioned methods.



**61%**  
Emails



**56%**  
Physical meetings



**33%**  
Conference calls



Our need to collaborate drives technology—and ourselves—further.

Teams today continually seek more efficient ways to collaborate:



**48%**

Share ideas through constant dialogue and discussion



**33%**

Schedule periodic checkpoints



**18%**

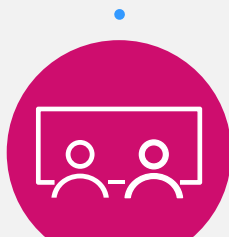
Conduct intense design and brainstorming sessions



Spontaneous digital collaboration is now the norm—but has limitations.

Despite hyper-connectivity, teams reported that they still struggle with these challenges:

- 1 Developing innovative and impactful programs
- 2 Coordinating between departments/across functions
- 3 Getting resources (people and budget)
- 4 Keeping projects on track and in scope



Bluescape adds a new dimension to collaboration, taking it to a new level.

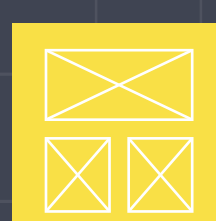
Yet most in the marketing and design industry are unaware of visual collaboration software.

**40%** Never heard of it    **37%** Have heard of it    **17%** Have seen it in use



Bluescape is visual collaboration software that provides marketing and design teams with the tools they need to ideate, conceptualize, and create in a virtual workspace for faster innovation and higher quality work. In an industry where producing stand-out, stellar, memorable work on a daily basis is critical, Bluescape helps keep creative types—and the teams that work with them—as cutting edge as their work.

See it in action.



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