

# Introduction to Creative Services

We know that no digital campaign can succeed without highly effective creative. We combine media expertise and love of data with our flair for design and advanced development capabilities to deliver campaigns that are engaging, relevant and built to drive results.

## We'll join you at any stage of your creative journey



### Just Getting Started

We'll help you turn existing assets into digital ready formats that play to the strengths of each channel.



### New Channels

We'll apply our best practice know-how to ensure that your test campaigns get off to a flying start.



### Exploring Dynamic

We'll show you what you should consider, where to start & build a long term development plan.



### Testing Advanced Formats

We'll put the full might of our developers at your disposal for both asset builds and data integration.



### Building In House Capability

We'll provide training, platform support & strategic guidance while plugging any interim skills gaps.

## Working With Us

We know how important it is for creative processes to be integrated into day to day business operations and we don't want to get in the way. We are equally comfortable taking full charge of end-to-end production or working collaboratively with your in-house teams or creative agency.

This flexible approach is reflected in our range of commercial models tailored to your requirements:



Project Fees



Hours-Based



Retainer

## CONTACT US

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## Production

- / HTML & Rich Media**  
Leverage HTML for beautiful animation and additional measurement points.
- / Video & Motion Graphics**  
Optimise videos for social & YouTube or build attention grabbing animated ads from scratch.
- / High Impact & Interactive Formats**  
Increase engagement through full-screen formats, product exploration features, gamification etc.
- / Emerging Technology**  
Integrate AR, AI, voice activation, chatbots, dynamic video and more.

## Dynamic Implementation

- / Feed Builds & API Connectors**  
Build connectors to 1st & 3rd party data sources and structure multi-signal targeting feeds.
- / Trafficking & Campaign Set Up**  
Structure DSP and ad server campaigns to maximise data pass and insight.
- / Measurement & Optimisation**  
Design testing strategies, track creative-focused metrics and integrate automated optimisation.

### Audits & Reviews

We offer free creative reviews to new clients. These consist of an analysis of existing assets & recommendations for further developing creative strategy. There is no obligation to work with us beyond the audit.

We also provide a more comprehensive audit service that follows our six-part best practice framework. The audit includes a competitor landscape analysis as well as a review of asset design, creative workflows and processes, data integration and measurement frameworks.

## Training & Consultancy

- / Training For In House Teams**  
Bespoke training sessions & workshops for creative and media teams.
- / Strategic Consultancy**  
Best practice guidance and strategy development support.
- / Google Creative Studio Support**  
Ongoing platform support and recommendations from our experts.
- / Dynamic Maturity Development**  
Develop a structured approach to achieving a fully data-driven creative strategy.