APR

2025 MARKETING PRODUCTION TRENDS

PRODUCTION REIMAGINED

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FOREWORD

For the past 24+ years, we've tapped into the expertise of APR subject matter experts worldwide, spanning over 70 clients across more than a dozen industry sectors.

Our mission? To uncover how marketing organizations are navigating the relentless pressure to produce and deliver high-quality, effective content.

In this report, we delve into the realities of today's production landscape and explore the latest in creative production and high volume content creation trends. From the rise of AI and influencer content to evolving agency dynamics, we provide you with the food for thought needed to elevate your marketing content execution.

Back in 2023, we forecasted that marketers would need to embrace the shift relative to new platform expansion and technology. In 2024, we shared the paradigm shift related to AI and how marketers would need to prepare for those impacts. 2025 is marked by significant transformation, driven by shifts in marketer spend dynamics, as well as in the production landscape and content supply chain.

We invite you to explore these industry's trends and discover the insights that will help you navigate and thrive in this ever-evolving marketing production landscape and reimagine production.

EXECUTIVE SUMMARY

2025 has the industry seeing continued acceleration of 2024's economic uncertainty, the adoption of AI, and evolving consumer behavior. The marketing production landscape is in the midst of significant transformations driven by **shifts in client spending, consolidation among advertising holding companies, the rise of influencer and creator content, advancements in AI, and evolving agency ways of working.**

Marketing budgets are increasingly fragmented across multiple channels, including influencer content, digital, social media, online video, traditional TV, podcasts, etc. This diversification aims to engage audiences effectively but also stretches budgets more than before. The concept of "doing more with less" has been prevalent for years, and the development of AI content tools will enable us to achieve this objective.

Modern Marketing Strategies

The consolidation of advertising holding companies, fueled by investments in AI technologies, global production capabilities, and data analytics, is creating a challenging environment for small independent shops to compete.

The surge in influencer and creator content necessitates that brands develop robust strategies for managing, measuring, and holding influencers accountable for the quality and cost of their content, as they command a larger share of marketing budgets.

AI is transforming marketing production across various stages, including strategy, creative development, content production, versioning, delivery, and compensation models for agencies and production companies. In 2024, companies established their AI policies, and in 2025, they plan to further explore the AI space.

Adapting to Change
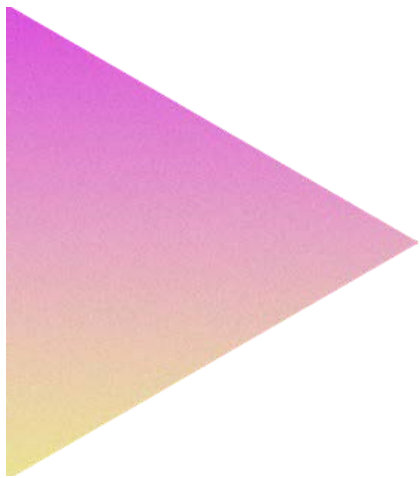
The effective management of a variety of creative sources and production approaches is increasingly necessary to get the best results from the best partners in 2025. The traditional agency of record model is becoming outdated. Consolidation, acquisitions, and the need for marketing content specialists are reducing its importance. Meanwhile, standardized management of creative and production partners is needed to navigate the intricate ecosystem of 2025 and empower stakeholders in decision-making.

To thrive in this rapidly evolving landscape, it is crucial for brands to embrace these changes with optimism and agility. By leveraging the power of AI and data analytics, we can unlock new efficiencies and creative possibilities. Success in this era requires better tracking, measuring, and methods of working. Implementing robust strategies for managing and measuring influencer content and ensuring accountability will be essential.

By embracing innovation while maintaining rigorous oversight and adaptability, brands can navigate the complexities of 2025 and beyond, ensuring that marketing efforts are both effective and sustainable.

1 NAVIGATING THE FRAGMENTED MARKETING SPEND LANDSCAPE

Influencers & Creators

$6+ Billion USA **$39+** Billion Globally

2025 Spend Forecast

Both US and global influencer advertising has experienced significant year on year growth for the past five years.

Spend in 2025 is predicted to be over $6B in the USA and over $39B globally, and the numbers are expected to grow annually by approximately 9-10% over the next five years. Influencer-generated content is now an essential component of marketing strategy for most brands. (source) (source)

Personalized Content at Scale

Personalization has been proven to be more effective in reaching consumers than non-personalized content, with younger consumers more comfortable sharing their personal data and equally more comfortable controlling privacy settings on their devices. With the advent of generative AI combined with an increasing pool of personal data, this trend is set to continue and likely expand in 2025. Expect to see AI platforms offering increasingly unique experiences for customers. (source)

E-commerce

Ecommerce continues to grow by around 8-9% annually, with 2025 expected to be around 21% of all retail sales. (This is double the pre-pandemic levels of 10.4%.) The robust growth of e-commerce, both in the US and globally over the past five years, was driven by the rise of mobile commerce, influencer content, and personalized content. (source) (source)
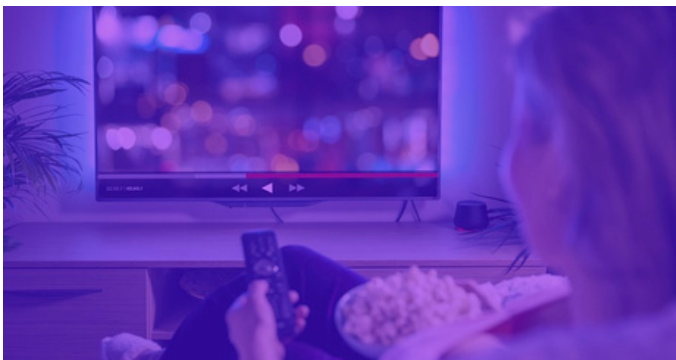
E-Commerce expected to be 21% of all retail sales.

Connected TV

2025 is predicted to be the first year that traditional TV advertising spend decreases. In contrast Connected TV is becoming one of the fastest growing advertising platforms — 22% growth in 2024 and expected to be 14% in 2025.

Connected TV expected to grow 14% in 2025.

Growth is driven by streaming platforms offering ad-supported tiers (Hulu, Netflix, Disney+, etc.) or free ad-supported streaming (FAST, Roku, Pluto, Tubi, etc). (source)

Combined with CTV's personalized advertising and the desire of all generations to view content on various screens (source), marketers must continue to create high-quality content suitable for both 4K TVs and smartphones.

An increasingly fragmented marketing landscape will continue to drive demand for multiple specialist partners, such as influencers, ecommerce, and AI content at scale.

This diversification of partners requires brands to implement an effective solution to track performance, costs, and behavior of multiple creative and production partners in efficient, real-time, connected platforms.

Marketers will also need to be mindful of balancing the consistency and overall quality of content produced by a variety of creative partners (internal studios and external agencies) against budget constraints, as customers experience their brands across multiple screen sizes (smartphones to 4K TVs).

THE IMPACT TO PRODUCTION

Lower Budget Video Productions Are Decreasing

APR is seeing lower budget production decreases and higher budget video production increases, impacting original director-led productions. The APR Index® shows us that there has been an **overall reduction** in original production projects (jobs) of 11% in 2024 when compared to 2022. This reduction is not universal, but varies based upon budget tier. The heaviest reductions occur in lower budget content with declines in volume of 21% on productions of $500,000 or less (total video estimate).

Higher Budget Video Productions Are Increasing

In contrast, larger scale productions and 360° activations of $500k+ have increased by 12% during the same period. There is a recognition that large-scale activations are an essential component of an overall marketing strategy and worth the investment, particularly for sporting events and other types of brand moments, like launch, tentpoles, and big-bet campaigns.

Shoot Days Per Production is Down 14%, Number of Assets Up 2X

The APR Index® also tracked a 14% decrease in 2024 in the average number of shoot days per production, however the shoot days are longer at 12 to 16 hours vs. 10. Shoot days have become more robust to capture an ever-increasing number of assets and deliverables for more markets and channels. There was also a twofold increase in the average number of assets created per production (from 5.2 to 10.8), signaling that the demand for more content is still paramount, despite budget reductions, which impacts length of each shoot day.

Integrating Video & Photography: Continuing to Rise

The drive for increased efficiency has taken familiar approaches, such as shooting still photography with moving image, which increased in 2024 to the extent that 80% of all productions APR oversees are integrated (up from 60% in 2021).

INTEGRATING STILL PRODUCTION WITH MOVING IMAGE

source: APR Index®
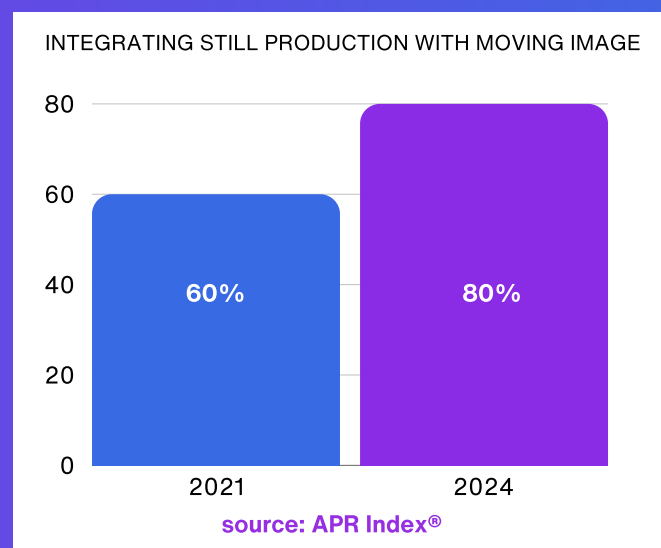
AI Impacts: 20% to 50% Efficiencies Across the Post-Production and VFX Workflows

APR also expects to see significant reductions in post-production and VFX costs and timing in 2025, as AI workflows and agents are implemented by post and VFX houses in order to gain a competitive edge. Early indications are looking very exciting, and AI-driven cost efficiencies appear in a range of 20% to 50% in the post-production space, compared to non-AI workflows. (source: APR Index®)
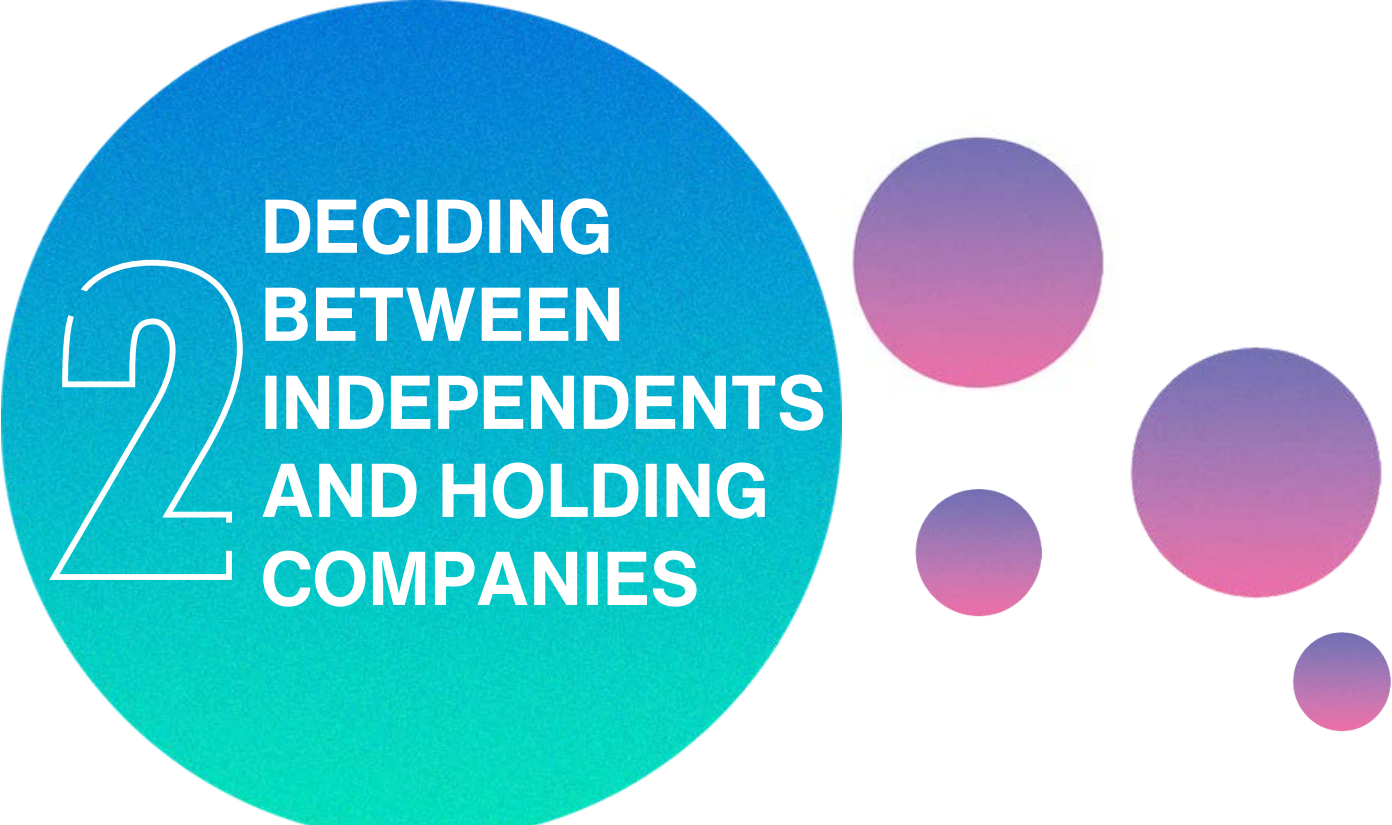

Trend 1: Takeaways

Budgets for larger scale productions and 360° campaigns for major tentpole events will continue to increase.

Influencer-driven and personalized content will continue to grow.

Brands will need to engage with a larger number of creative and production partners and manage them effectively.

Budget spend will continue to shift to meet consumers' viewing habits, and lower budget, director-led content will continue to decline.

# 2 DECIDING BETWEEN INDEPENDENTS AND HOLDING COMPANIES

In 2024 we saw a continuation of the same strategy from the past few years. Major holding companies are adapting to slower revenue growth by consolidating agencies, acquiring new firms, and investing in AI, data analytics, and global production capabilities.

The potential merger between Omnicom and IPG signals a shift toward data-driven, AI-based platforms and influencer content management. Choosing between these options depends on a brand's priorities for scale, agility, and cost.

These transformations within holding companies are intricately connected to the ongoing fourth industrial revolution. Six of the ten largest global corporations by market value – Apple, NVIDIA, Microsoft, Alphabet, Amazon, and Meta – have significantly influenced our industry over the past decade and will persist in altering operational methodologies and established revenue streams into 2025 and beyond.

Learn more about the <u>features of HoldCos vs Independents</u>.

Expect to see more consolidation of HoldCo networks, a further expansion of HoldCo managed production/data-driven services and larger brands (particularly global brands) moving over to the HoldCo 'one-stop' solution. Brands working with a HoldCo network gain global consistency and reach, while independents offer flexibility, competitive pricing, and innovation.
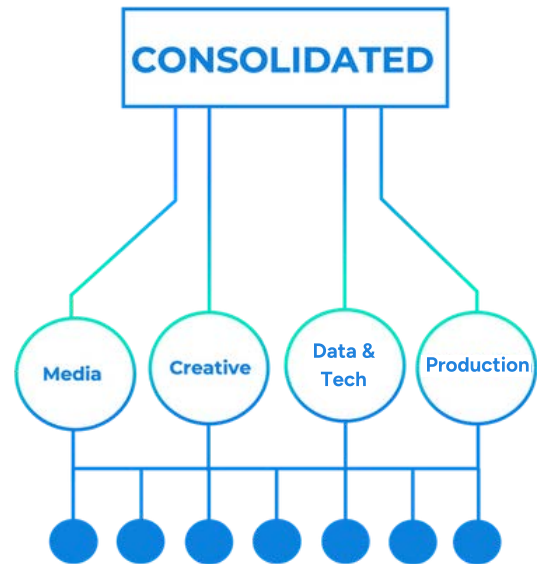
APR predicts that brands who decide to retain internal control of their marketing content and partners will opt for the alternative approach of building rosters of preferred partners, and focus their attention on building out ecosystem management solutions that are flexible enough to plug-and-play partners as needed.
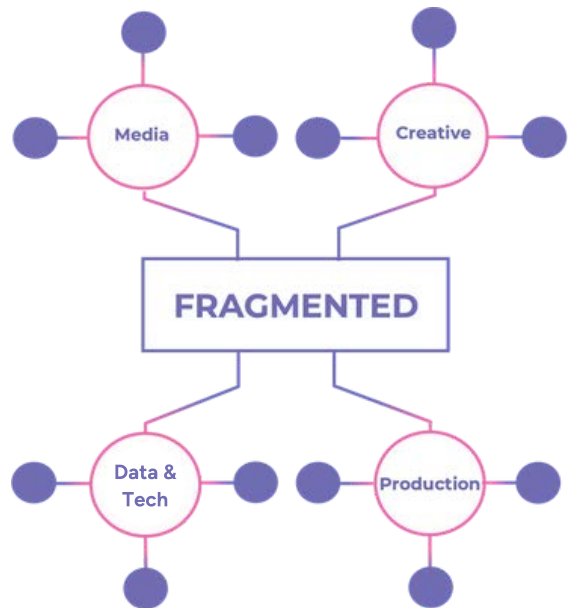
Regardless of which direction brands take in 2025, the importance of connectivity, consistency, and standardization across creative and production partners will be paramount to ensure brands are able to optimize their marketing content delivery.

CONSOLIDATED

Media   Creative   Data & Tech   Production

FRAGMENTED

Media   Creative   Data & Tech   Production

THE IMPACT TO PRODUCTION

The Winners Will Be Those with the Best Operating Models

Whether a brand decides to engage with a single global supplier or manage their own roster, in 2025 the need to standardize taxonomies, KPIs, ways of working, and define and measure success through objective and repeatable metrics will be key to ensuring the success of whatever content supply chain model a brand chooses to adopt. We can no longer simply build the operating model — it needs nurturing to successfully evolve as a solid approach for fit-for-purpose suppliers, pre-vetted for specific capabilities and needs.


Connected Ecosystem Data Will Be The New Performance Baseline

By standardizing the measurement of both quantitative data (costs, timings, deliverables, etc) and qualitative data (agency/production partner KPI adherence, marketer behavior, etc), brands are empowered to make decisions within their content supply chain partners based on real-time performance of the partner or partners within their content production ecosystem. A connected content ecosystem framework allows brands the flexibility to make the right decisions about who produces their assets, how best to produce and repurpose assets, and allows for cross-functional collaboration between all the parties in an environment of transparency and healthy competition.

Modular Models Will Mold Partner Engagements

APR's prediction is that in 2025 more brands will shift from the decision of either/or (HoldCo/roster) and start to create frameworks that allow them to choose both solutions while also selecting the right partners at a campaign level that are based upon real-time performance metrics, rather than annual commitments.
(source: APR Index®)

HoldCo Model

Independent Model
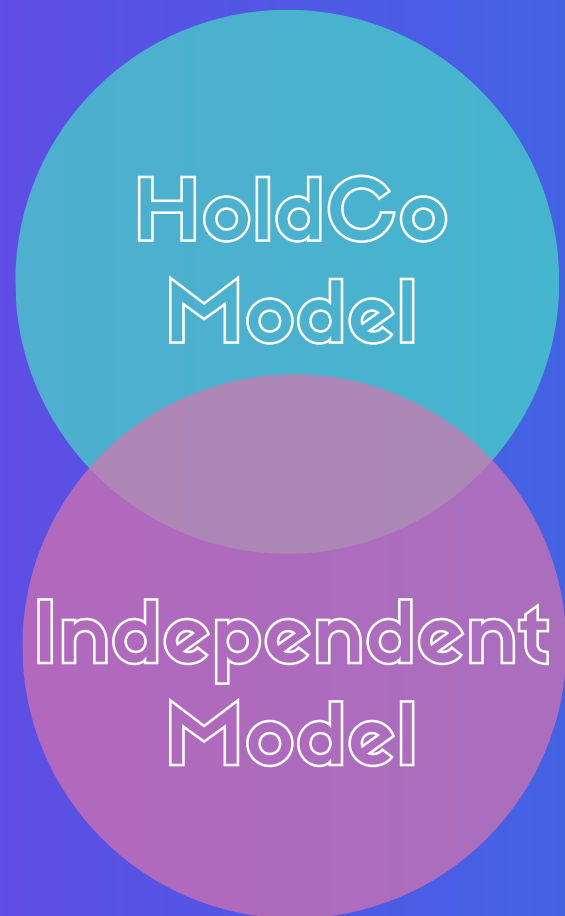
Brands Must Not Get Complacent with Bidding Hygiene

APR highlights the importance of maintaining strong governance practices regarding bidding hygiene, especially when agencies who are bidding for the work are also managing the bid process. In 2024, APR saw a drop in competitive bidding for original productions: (source: APR Index®)

▶ Competitive bidding for original productions dropped to 46% from a three-year average of 53%.

▶ Editorial saw a sharper decline to 22%, compared to a three-year average of 42%.

▶ Animation/VFX fell to 21%, down from a three-year average of 31%.

Competitive Bidding

Legend: ● Production ● Editorial ● Animation/VFX
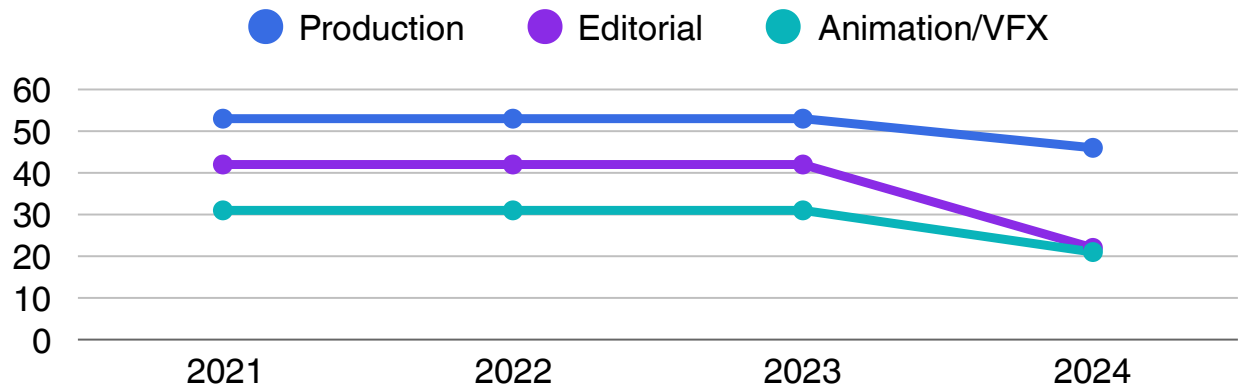
While single bidding is acceptable when rosters are strong and working, competitive bidding has repeatedly been demonstrated to yield the best and most efficient results. Our APR Index® shows that, on average, competitively bidding productions increases savings by an additional 4%, and competitively bidding post-production and animation/VFX increases savings by an additional 2%.

APR urges brands to ensure that any departure from this practice is taken only within a highly transparent bid management process. This ensures any pre-agreed rate cards and flat-rate pricing is measured against industry-standard rates. Single bidding should be chosen over competitive for pre-established, documented reasons, and not convenience.

Trend 2: Takeaways

Ensure flexibility in your content creation model allowing for engagement with 'plug & play' suppliers in pursuit of creative excellence.

Ensure any new ecosystem model still adheres to your existing production, bidding, and governance standards.

Do not compromise transparency for convenience.

It is essential to develop and implement a methodology to measure success of your marketing production ecosystem model.

3

INFLUENCER INVASION: MANAGING THE NEW PLAYERS IN MARKETING

Marketing investment in influencers and creators increased 143% between 2021 and 2024 (source), and this trend is expected to continue (source) (source). This exponential growth is driven by the high ROI that influencer-led content delivers to brands. However, the measurement of success is now the leading reason brands give as the roadblock to further expansion.

With this increase in influencer partnerships, there is a greater need for precise measurement of campaign effectiveness. Marketers and their agencies are increasingly focused on analytic tools that can track engagement, reach, and conversion metrics specific to influencer-driven content.

Influencer marketing investment growth from 2021 to 2024

+143%

However, it is equally as important that brands develop robust strategies for managing, measuring, and holding influencers accountable for the quality and cost of their content; as does the scrutiny regarding disclosure and compliance with advertising standards. Marketers and agencies must ensure that all content complies with legal requirements for influencers to maintain transparency and trust with audiences.

If they are to be consistent and effective, these strategies need to be inclusive of the entire ecosystem - that includes the connected platforms.

BRANDS MUST DEVELOP ROBUST STRATEGIES FOR MANAGING, MEASURING, AND HOLDING INFLUENCERS ACCOUNTABLE FOR THE QUALITY AND COST OF THEIR CONTENT.

2025 Trend

As brands prioritize the quality, authenticity, and cost efficiency of influencer content, establishing key performance indicators (KPIs), monitoring creators against those KPIs, and developing advanced governance programs becomes essential. These steps ensure that the return on investment (ROI) is accurately tracked and managed effectively.

APR expects to see more structure around influencer content management with better governing principles and an increase in oversight from AORs / PR agencies or internal teams.
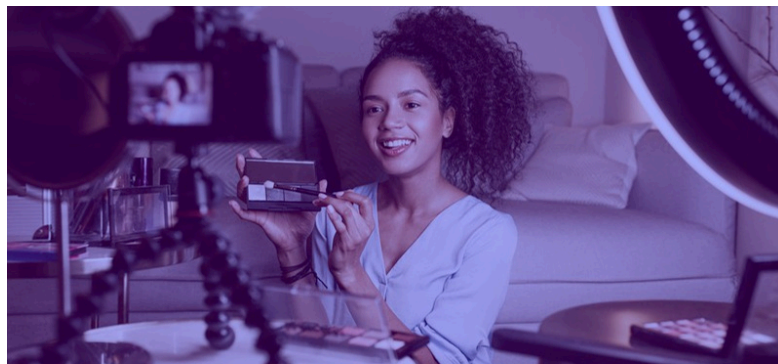
THE IMPACT TO PRODUCTION

Influencer Governance Will Mitigate Risk and Increase Success

The explosion in influencer content has accelerated at such a rate that many brands urgently need to build effective processes and governance frameworks to measure success, mitigate risk, and ensure they are getting the best value. In 2025 it is important for brands to take a practical approach to optimizing their influencer marketing investment.

The key to this is in creating visibility into current state, develop standardized frameworks, consistent processes, and workflows, as well as ensure there is a defined measurement approach that can track guideline adherence and overall performance. The framework also needs to be flexible enough to allow for continuous refinement based upon learnings and metrics.

Standardizing Influencer Measurement Will Be Key

APR also recommends that a brand's influencer and creator content is tracked, measured, and managed within the entirety of their content ecosystem management solution. Measuring influencer content to the same standards, KPIs, and performance needs is not just the best logical approach, but allows for a complete and unified evaluation of all content across 360° activations and large-scale. Brands should use data-driven campaign optimization in all of their content production.

Trend 3: Takeaways

Build a standardized framework to track guideline adherence and overall performance.

Increase in oversight is essential (whether external or internal).

Ensure framework allows for continuous refinement.

Ensure influencer/creator content is measured and managed to the same standards as the entire content ecosystem.
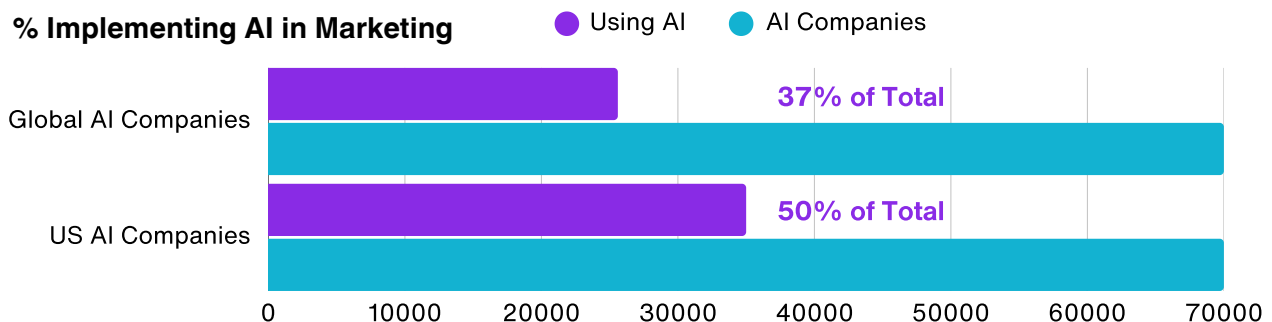
4 ARTIFICIAL INTELLIGENCE WILL REDEFINE MARKETING PRODUCTION

As of 2024, there are approximately 17,500 artificial intelligence (AI) companies based in the United States accounting for about 25% of the global total of 70,000 AI companies. ([source](#))

Global 75%
USA 25%
70K
Total AI Companies
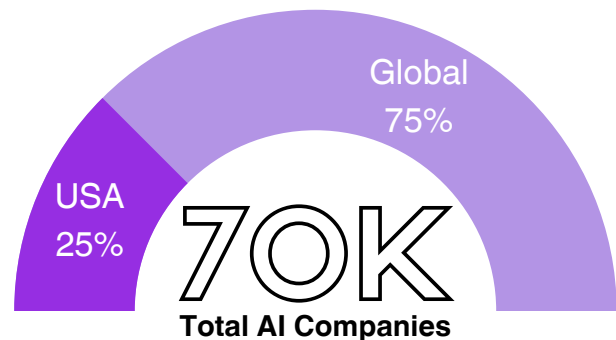
While specific data on the number of AI-powered companies exclusively supporting marketing communications is limited, AI's integration into marketing has been significant. In 2024, 50% of companies in the U.S. implemented generative AI in their marketing initiatives (surpassing the global average of 37%). ([source](#))

% Implementing AI in Marketing ● Using AI ● AI Companies

Global AI Companies	37% of Total
US AI Companies	50% of Total

0   10000   20000   30000   40000   50000   60000   70000

To manage this explosion of AI content, clients will begin to focus their attention on backend models, taxonomy standardization, and governance required to support the tracking and value of this content.

EXPECT TO SEE AI-ENHANCED PRODUCTION SOLUTIONS AND STANDALONE AI PLATFORM INTEGRATION SIGNIFICANTLY INCREASING IN 2025

Here is a summary of some areas in the creative and production process where APR has and will continue to see AI integration:

Strategy, Creative, and Creative Development

Ideation: AI agents like Miro and FYI AI assist marketers by consolidating ideas and meetings into formatted briefing documents. These tools also offer suggestions based on assigned roles, acting as a second opinion.

Storyboarding: AI-driven animatics solutions, such as storyboarder.ai, combine hand-drawn and AI-generated images to accelerate animatics production.

Testing: Virtual personas powered by AI emulate real people to test and optimize creative ideas for different target audiences, reducing the need for in-person testing.

Scripting: AI will help creatives generate, edit, and improve draft scripts, adapting original ideas to different tones, effects, and lengths. This enhances the creative development process by providing immediate feedback and reducing time spent on revisions.

Location Scouting: AI prompting allows for quick location searches based on visual criteria. Technologies like NeRF can turn a smartphone into a rudimentary 3D scanner for the creation of immersive visuals.

Lighting: In pre-production, AI tools like Unreal and Unity speed up set and lighting design for both traditional and virtual production shoots.

Original Content Production

Filming: AI-enabled cameras enhance autofocus, image processing, and scene recognition, reducing the need for additional crew members.

Staging: Virtual production stages are generating huge efficiencies in the content shooting process, and AI-powered solutions allow for quick-turn, high volume content capture to run through highly efficient workflows, reducing post-production time and accelerating the delivery of content.

Audio: In music production AI tools are used for engineering tasks like virtual instruments, dynamic range management, and mastering. However, AI-generated music is (currently) still considered inferior for original compositions.

Experiential: For Experiential, AI can write RFPs, develop event concepts, and create detailed designs for live events. AI-powered chatbots engage with attendees, and AI tools optimize lighting, audio, and staging designs.

Digital Development: In digital production AI enhances user experience design, creative concepting, development, and testing. Tools like Figma, Miro, and Uizard support rapid prototyping and iterative development.

Creative Workflow: AI-driven tools automate image editing, content generation, and workflow optimization both for still and moving image.

Post-Production: AI tools automate post-production tasks like rotoscoping, tracking, and cleanup expediting timelines and enhancing efficiency.

Automation, Versioning, Delivery & Usage

Automate & Scale: Content at scale subscription services offer standalone managed solutions that allow for the adaptation of video and

still content from creative masters at speed. The sophistication of these adaptation and versioning solutions can be customized to align with a brand's visual guidelines, as well as creative priorities regarding face, image or action tracking.

Localization: For translation and transcreation, AI-enhanced translation memory software improves accuracy and naturalness in translations. Digitized voices can create entirely new content in a multitude of languages, negating the need for VO records, and significantly increasing the speed of localization of video content. AI-powered tools can also copy lip and jaw movement to exactly match translated voice overs, meaning there are no compromises in script to match previously shot content from masters.

Content Technology: AI supports digital asset management (DAM) by automating tagging, metadata enrichment, and rights management. Tools can also review assets for brand adherence and media use. AI-powered search uses machine learning algorithms for relevance ranking, image recognition, and automated cold storage archiving. A brand's DAM content can also be used as source materials for generative AI platforms.

Distribution: AI optimizes asset distribution by enhancing metadata, search capabilities, and content reuse. AI tools support programmatic ad buying, contextual advertising, and real-time performance monitoring.

ROI: AI can measure ROI across activations and campaigns by analyzing data from various sources, such as social media analytics, website traffic, and sales data, correlating spend with changes in business outcomes.

In 2025, brands will need to develop stronger integrations with AI to enhance the personalization of content marketing strategies. AI will be integrated into every aspect of the marketing content supply chain, and brands, agencies, and content production partners will further accelerate the implementation of tools and platforms to give them a competitive edge.

With such a vast array of potential partners, platforms, and tools, it is paramount that decisions around any major investment are taken after a thorough analysis of your current marketing ecosystem, ensuring the correct partner or platform mix, as well as a successful implementation into your organizational structure and ways of working.

WITH THE SHIFT FROM LABOR-BASED SERVICES TO AI-POWERED AUTOMATION, IT IS ALSO IMPORTANT THAT BRANDS RECOGNIZE THE RESEARCH, INVESTMENT, AND IP OF CUSTOM AI SOLUTIONS NEEDED TO ENTERTAIN AGENCIES AND PARTNERS PROPOSING MODELS AND PRICING, WHETHER PERFORMANCE, VALUE, OR OUTCOME-BASED.

THE IMPACT TO PRODUCTION

Post-Production and VFX Continue to Morph

APR is already seeing AI significantly disrupt the post-production and VFX landscape. As stated previously, we expect to see an average reduction in post and VFX costs of around 20% as suppliers roll out their own AI-driven solutions for selected tasks. (source: APR Index®)

New, Innovative AI Roles Are Emerging

However, this reduction is not simply a reduction in hourly rates, as the ways of working shift to different approaches, roles and workflows. In 2025, brands should expect to see new roles appearing in their estimates, and in some cases, significant increases in hourly rates.

Understand How & Where to Integrate AI Services

It is important for brands to understand the overall impact on their costs and timing, rather than making direct comparisons — APR recommends engaging directly with suppliers with a view to understanding: where AI solutions are providing the best value; where they can yield cost and time savings; and most importantly, where to make strategic decoupling decisions and aligning content to AI managed services.

Trend 4: Takeaways

It's essential to look at the overall cost of AI-driven solutions, rather than focusing on individual rates.

Ensure your content creation ecosystem of partners is flexible enough to plug in AI partners and solutions as new technologies become available.

Use AI to reduce production time, avoid overproducing assets, and lower build costs, storage fees, and CO_2e footprint by focusing only on necessary media buy adaptations.

AI solutions primarily impact time: focus on time efficiencies, rather than just cost efficiencies, as saving time will benefit other areas in the campaign schedule.

5 REINVENTING AGENCY COLLABORATION

The shift in marketing spend has a significant impact on how marketers collaborate with their creative agencies. APR saw many of its clients evolve their ways of working in 2024 to include multiple partners.

The **traditional model, where a brand's AOR leads hero campaigns, selects production partners. and assigns work in silos is no longer effective**. Digital-first marketers need their agencies to adopt a collaborative approach, managing integrated and 360° campaigns across multiple specialist creative and production partners.

Marketers are placing greater reliance on data and KPIs to inform their creative decisions and verify partner and campaigns, thereby necessitating closer collaboration with agencies who are adept at integrating and interpreting complex data sets to optimize performance.

This shift enables brands to distribute content across multiple partners, creators, and platforms, forming a cohesive and efficient ecosystem. Niche partners offer agile, turnkey solutions, while AI-powered partners excel at rapidly creating, adapting, and optimizing campaigns in near real-time. Together with content creators, these elements form essential components of a brand's roster.

As a result, **a key measurement of agency success is the ability to work seamlessly with ecosystem partners**, ensuring campaigns are delivered in the most optimal way.

These shifts highlight a trend towards more integrated, data-informed, and flexible agency and/or partner relationships, necessitating a blend of creative, analytical, and delivery specialists, like APR, to meet the evolving demands of modern marketing strategies.

2025 Trend

In 2025, centralized management and real-time performance tracking of creative and production partners is increasingly necessary to navigate a brand's intricate ecosystem, empower decision-making, and ensure competitive solutions that align to marketing budgets.

This centralized approach ensures plug-and-play agencies and content production partners are seamlessly integrated into a brand's marketing content ecosystem, avoiding duplication of effort, inefficiencies in process, incorrect partner mix, and disruptions in content creation and delivery.

However, as traditional agencies lose YOY spend to specialist partners, their historical position of managing production partners and deliverables is being challenged by HoldCo's, in-house, and third parties. Whatever route a brand decides is best for their needs, **the management of partners and processes will be essential for the success of the production ecosystem.**
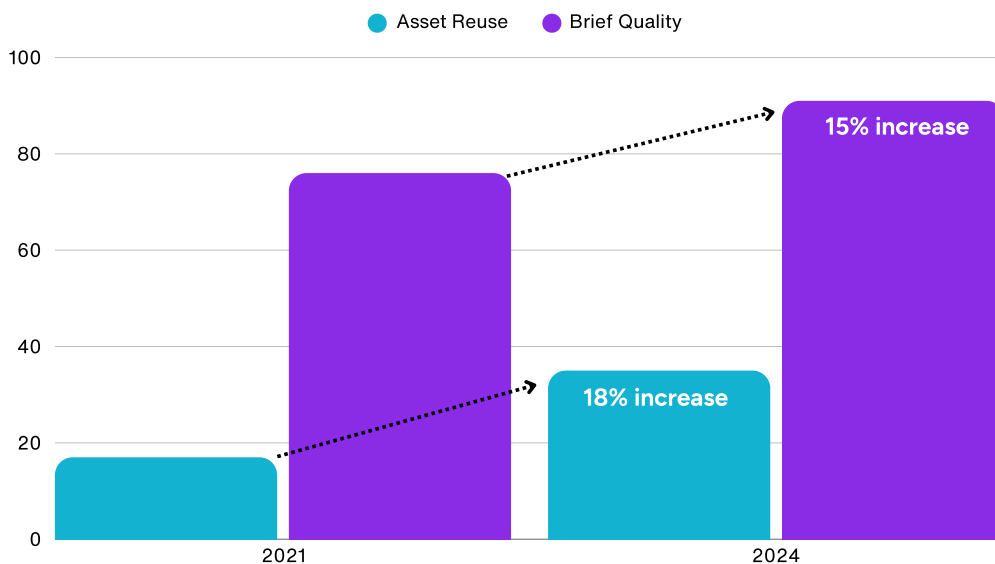
Complex Ecosystems That Lack Structure Will Lack Value

Without effective, centralized management of partners, there is an increased risk of over-production of assets or costs associated with inefficient partner workflows or scheduling. Brands will increasingly value a well-managed ecosystem as essential for the overall success of their campaigns, and we expect to see them continue to invest in solutions that help to independently measure costs, timing, and deliverables across multiple partners.

Asset Reuse Continues to Rise

As brands focus on increasing the use of content created with the original production investment, we expect to see asset reuse continue to rise. Our APR Index® shows us that productions leveraging existing assets leapt from 17% in 2021 to 35% in 2024. (Incidentally, the APR Index® also shows us that quality of the client creative brief writing has increased from 76% in 2021 to 91% in 2024 to capture more refined details on negotiated deliverables.)

Legend: ● Asset Reuse ● Brief Quality

Chart showing 2021 and 2024 values. Brief Quality 2024 bar labeled "15% increase". Asset Reuse 2024 bar labeled "18% increase".

Partner Ecosystem Optimization Will Reign Supreme

Given the drive for efficiency, APR believes that in 2025 many brands will prioritize successful agency and partner management strategies and solutions. These serve as a backbone, allowing them to build a framework that optimizes content production across the right partners.

Trend 5: Takeaways

A well-managed partnership model will avoid duplication of effort and over-production.

Collaborative partnerships are key to the success of your ecosystem model.

Both effective collaboration and shared data will underpin decision-making. Make sure to avoid siloed teams or data sets where possible.

Ensure any metrics or success measurements are designed to align with your brand or company's 2025 goals, values, and challenges.

REIMAGINE PRODUCTION: HOW APR CAN HELP

We advise marketers and their agencies how to best optimize their approach to content creation and creative production across the content supply chain.

Our approach to optimization of creative and production processes ensures fit for purpose solutions across 360 activations and campaigns.

We ensure your results deliver holistic value across the marketing production ecosystem, inclusive of creative integrity, continuity, transparency, process improvements, partner success, financial outcomes, risk mitigation, and collaboration.

Together, we can reimagine production.

Let's connect.

aprco.com

APR✦ CONTRIBUTORS

- **RUSSELL SHARPE**
  - **Head of Production | rsharpe@aprco.com |**

- **HEATHER POPENHAGEN**
  - **Principal Advisor, Creative Service Fees | hpopenhagen@aprco.com |**

- **ANNE MARIE LASHER**
  - **Senior Managing Advisor, Content Creation | alasher@aprco.com |**

- **TRISH MURRAY**
  - **Group Director, Client Solutions, VP | tmurray@aprco.com |**

- **DAVID ISCOVE**
  - **Director, Content Technology Solutions | discove@aprco.com |**

- **SUSAN FOLEY**
  - **AI, Innovation & Emerging Technology Lead | sfoley@aprco.com |**

- **JULIE LANE**
  - **Managing Advisor, Content Creation | jlane@aprco.com |**

- **ALLISON DILIBERTO**
  - **Digital Advisor | adiliberto@aprco.com |**

- **NOAH POSNICK**
  - **Senior Advisor, Content Creation | nposnick@aprco.com |**

- **JILLIAN GIBBS**
  - **Founder, CEO & Author | jgibbs@aprco.com |**

- **EDMOND HANDWERKER**
  - **Chief Marketing and Innovation Officer | ehandwerker@aprco.com |**