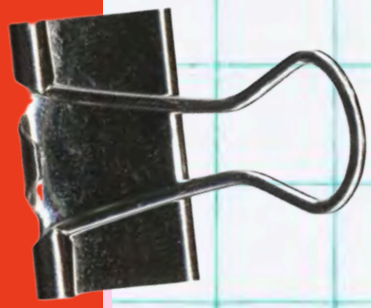


BRB, FINDING MY CREATIVE SPARK

A guide to reigniting inspiration

we are ROSIE

Between back-to-back budget meetings, constant Slack pings, and the inevitable “can you just make the logo a little bigger?” requests, keeping your team’s creative spark alive is no small feat.



As we highlighted in our recent op-ed, **Reclaiming Creativity: The Secret to Inspired, Boundary-Pushing In-House Agencies**, protecting that energy is the secret to doing your absolute best work. Sometimes the best way to refresh is to close your laptop and put up your "BRB" message so you can lean into offline activities that ignite the imagination.

During our time at the 2026 Association of National Advertisers (ANA) In-House Agency Conference in Huntington Beach, California, we connected with brand leaders and asked them where they find their inspiration. We crowdsourced their insights and combined them with favorite practices from our own 35,000-strong community of Rosies.

Here are some fun, surprising ways your fellow creatives unplug and recharge to find their creativity. Share these ideas with your team the next time you need to hit reset and get the ideas flowing.

LOOK OUTWARD

EXPLORE THE OUTDOORS



Nature was a top reset for conference-goers and Rosies alike. The Head of Agency at PurposeBuilt Brands and Executive Creative Director at Inspire Brands both champion being outdoors to lower cortisol and slow down, while a Business Director at OLIVER looks for beauty by stopping to appreciate flowers (especially roses!). Rosies Margo W., Kelly R., and Eva A. use walks to explore and reset, while Bethany P. clears her mind close to bodies of water.

STUDY HUMAN NATURE

Rosie Kate D. relies on people-watching to observe human behavior. A Manager of Web Production at Instructure cited purposely stepping into “organized chaos” as a way to feed the brain with new stimuli.

CONNECT WITH INTENTION

Consider redirecting your focus to the people around you. Taking time to engage with your loved ones or leaning into collaboration and trust with peers can provide a grounding effect—a sentiment shared by both our Rosies and conference-goers.



RESET YOUR RHYTHMS

SHIFT YOUR SOUNDTRACK

You can hit an easy reset button by throwing on an energetic playlist or follow the lead of the SVP of Creative at FOX Advertising, who loves escaping to a live concert to tune out the corporate noise.

ELEVATE EVERYDAY RITUALS

Rosie Michelle D. likes to brew inspiration by creating her own custom tea blend, while the Director of Creative Marketing at Convergint Technologies clears their mind by writing with a cup of tea nearby. Other routines offer a similar comforting break, such as testing out a new recipe—a favorite of Rosie Kate D.

STRETCH YOUR VOCABULARY

Our Rosie copywriters like to play with language to clear out mental clutter. Jane C. recommends diving into crosswords, spelling bee games, and Mad Libs to find unexpected patterns. You can also try poetry writing like Michelle D., or turn to stream-of-consciousness journaling like Taneisha J.



GET YOUR HANDS MESSY

SCULPT NEW PERSPECTIVES

Many of our Rosies use hands-on objects to break up screen fatigue. Emily R. recommends keeping kinetic sand, putty, or clay by your keyboard and reorganizing everyday desk items to reframe your perspective. Along those same lines, Renee G. likes to craft tiny models out of raw materials.

DESIGN BEYOND PIXELS



Stepping away to assemble something physical offers a satisfying mental reset that our Rosies love. Katrina N. leans into scrapbooking, tile painting, and Polaroid photography, while Danyelle S. creates unique collages from petals found on walks. Bethany P. turns to the meditative rhythms of screen printing, needlepoint, and watercolor.

SKETCH WITHOUT BOUNDARIES

Don't underestimate the restorative power of unstructured coloring and sketching from a blank page. Rosie Taneisha J. advocates for doodling to allow her brain to relax and make room for unexpected ideas.





READY TO BUILD A BETTER IN-HOUSE AGENCY?

Protecting your team's creativity is just the beginning. At We Are Rosie, we provide the flexible talent layer that allows your in-house agency to prioritize innovation and execute your most ambitious work.

Whether you need a custom-built project team, an embedded studio layer, or brand-ready freelance talent to cover a sprint, we connect ambitious brands with a 35,000-strong community of marketing experts. Learn more about how we help creative teams at **wearerosie.com** or book a discovery call today.