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INTRODUCTION

WELCOME TO 2015

It's surprising how much can change in a year. Some of us have learned more skills, landed a new job, or earned that salary bump they were after. Creativepool has returned with our expert guide filled with information, insights, and analysis on what's happened to the salaries in the creative sector in 2014 - 2015.

Partnering with **Purple**, specialists in creative marketing recruitment, they provided us with the expert knowledge they apply when evaluating salaries. We combined this with data from our jobs board, as well as conducting a thorough survey within our unique community. Additionally, we asked **ADLIB Agency** and **Cogs Agency** for their data to help to make sure we had a comprehensive snapshot of the industry this year.

Our Purpose

Creativepool has been known as industry experts in the field of job hunting and finding talent for over a decade. This guide has been carefully crafted to give those looking for a new opportunity a picture of what they are worth. It is also a useful guide to be used by those looking to hire new talent. It provides key information on what should be offered to fill the role and ultimately reduce the staff turnover.

WHAT'S INSIDE

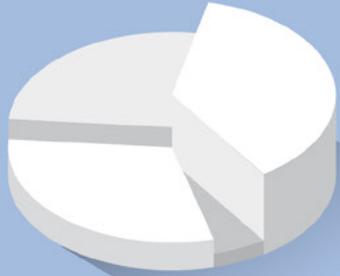
Section 1 - Salary Guide

It can be a tricky task to determine your value. Which is why our first section details the breakdown of current average salaries based on shared figures from the **Creativepool Jobs Board**, **ADLIB Agency**, and **Cogs Agency**. The information is broken down into the following sections:

Design & Advertising – Creative
Design & Advertising – Accounts / Production
Digital – Creative
Digital – Accounts / Production

Section 2 - Salary Survey

After taking a deeper look into the trends from the Salary Guide, we sent out set of questions to the Creativepool community. The response combined into a survey group consisting of over **1,000 creative professionals**, who reported on their expectations, demand for skills, and what might come of their salary in the coming months. We are proud to give the industry these facts so we can react on perceptions and further improve on the working environments.



GENERALIZATION

WHAT SHOULD YOU EXPECT?

Since its birth, Creativepool has collected the data from thousands of job descriptions on a range of jobs from the biggest industry names. While expanding to more countries and more thoroughly around the UK this year, we are confident with what the average salaries in the following guide have to say about the industry as a whole.

OBSERVATIONS

Advertising vs Digital

Today's creative professional must be a "Renaissance Man/Woman", who can harness the power of big data, rapid prototyping, creative suite, and the latest social applications. If you are a professional who has an impressive digital skill set you can expect to be in high demand, and with a high price tag to follow. The difference between Advertising and Digital salaries is now almost equal with Advertising only being 2.3% higher, dropping 2.5% from 2014. We are curious what will happen to these two sectors in the coming year. Will Digital salaries continue to increase? Or will Digital skills just become mandatory among Advertising professionals?

Production vs Creative

There is a high demand for creating unique experiential campaigns. The figures show a considerable rise in the salaries for Accounts & Production teams in the last year, and the highest weighting when moving to London, with an average increase of £10,500 in Design & Advertising. These teams are crucial for coordinating the imaginative logistics of Creative Directors, so it's great to know they're highly valued.

London vs Outside London

Salaries in the capital have always been known to be higher than the rest of the UK. But as the London housing crisis continues this has forced creatives out to reside in other larger cities. **It is interesting to note how many new agencies and studios are popping up especially in cities like Manchester, Bristol, Brighton, and Glasgow.** And with big brands on a constant search for fresh ideas and technological marketing tactics, the city walls are certainly not limiting their possibilities. Although, if house prices are increasing, it is unfortunate the salaries of Londoners have stayed relatively the same, only a .88% increase on 2014.

The difference between salaries in London to salaries in the UK has dropped 5.7% this year and now only at a 18% increase. The lowest gap in salary for location was between Digital Creatives with only a 14% increase if you work in London.

Average salary increase by sector when working in London

Design & Advertising - Creative = **£8,250**

Digital - Creative = **£5,600**

Design & Advertising - Accounts / Production = **£10,500**

Digital - Accounts / Production = **£9,700**

DESIGN & ADVERTISING

CREATIVE

IN LONDON			
JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Creative Director	£70,000	£80,000	£120,000
Design Director	£55,000	£75,000	£100,000
Art Director	£37,000	£45,000	£68,500
Interior Designer	£24,000	£32,000	£65,000
Packaging Designer	£23,500	£34,500	£45,000
Retoucher	£22,750	£34,000	£47,500
Graphic Designer	£22,000	£35,000	£50,000
Copywriter	£21,500	£37,500	£65,000
Product Designer	£21,000	£32,500	£60,000
Visualizer	£20,750	£35,000	£55,000
Artworker	£20,000	£30,750	£41,000

OUTSIDE LONDON			
JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Creative Director	£50,000	£62,500	£90,000
Design Director	£47,500	£60,000	£72,500
Art Director	£30,000	£36,500	£55,000
Interior Designer	£22,000	£28,500	£46,000
Packaging Designer	£21,500	£27,500	£38,000
Product Designer	£22,750	£35,000	£50,250
Copywriter	£20,000	£32,500	£52,500
Retoucher	£18,750	£25,500	£36,000
Visualizer	£18,500	£30,000	£45,000
Graphic Designer	£18,000	£32,000	£40,000
Artworker	£17,500	£27,250	£42,000

DESIGN & ADVERTISING

ACCOUNTS // PRODUCTION

IN LONDON			
JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	£80,000	£100,000	£150,000
Business Development Director	£55,000	£65,000	£120,000
Account Director	£45,000	£50,000	£61,000
Production Manager	£31,750	£40,500	£58,000
Project Manager	£30,000	£38,000	£55,000
Studio Manager	£26,000	£36,000	£47,500
Account Manager	£25,500	£30,500	£37,000
Traffic Manager	£24,000	£35,000	£45,250
Account Executive	£20,000	£23,000	£25,000

OUTSIDE LONDON			
JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	£48,000	£65,000	£82,000
Business Development Director	£42,000	£55,000	£70,000
Account Director	£37,000	£41,000	£54,000
Production Manager	£36,000	£45,000	£52,500
Project Manager	£26,750	£35,000	£42,000
Studio Manager	£24,000	£33,500	£41,000
Account Manager	£23,500	£30,000	£40,000
Traffic Manager	£20,000	£28,000	£37,000
Account Executive	£19,000	£21,250	£23,750

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DIGITAL

CREATIVE

IN LONDON			
JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Digital Director	£50,750	£65,000	£100,000
Art Director	£37,000	£48,000	£65,000
Web Developer	£28,000	£39,500	£57,500
Digital Designer	£27,000	£38,000	£52,250
Flash Designer	£25,500	£37,750	£55,000
Copywriter	£24,000	£35,000	£50,000
Multimedia Designer	£23,250	£36,500	£44,000
3D Designer	£22,500	£30,000	£40,750
Web Designer	£21,000	£32,000	£42,500
Visualizer	£20,750	£29,000	£36,500
Content Editor	£20,500	£37,500	£45,000

OUTSIDE LONDON			
JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Digital Director	£45,000	£60,000	£90,000
Art Director	£33,000	£42,500	£51,000
Web Developer	£27,000	£30,000	£44,000
Digital Designer	£25,000	£30,500	£42,000
Flash Designer	£24,500	£30,000	£45,000
Multimedia Designer	£23,000	£28,000	£40,000
3D Designer	£22,000	£27,500	£37,500
Web Designer	£21,000	£32,500	£39,750
Copywriter	£19,000	£25,000	£35,000
Visualizer	£18,750	£26,500	£41,000
Content Editor	£18,000	£24,000	£34,000

DIGITAL

ACCOUNTS // PRODUCTION

IN LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	£81,000	£99,000	£150,000
Business Development Director	£50,000	£60,000	£110,000
Account Director	£45,000	£50,000	£60,000
Creative Services Manager	£35,500	£42,500	£53,000
Project Manager	£30,000	£40,000	£50,000
Affiliates Manager	£30,000	£38,000	£45,000
Account Manager	£26,000	£32,500	£39,000
Studio Manager	£25,000	£35,000	£45,000
Producer	£24,000	£38,000	£44,000
Account Executive	£20,000	£27,000	£30,000

OUTSIDE LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	£57,000	£65,000	£80,000
Business Development Director	£45,000	£50,000	£70,000
Account Director	£37,500	£48,000	£57,500
Creative Services Manager	£27,500	£40,000	£47,000
Account Manager	£26,000	£30,000	£45,000
Project Manager	£24,000	£35,000	£40,000
Studio Manager	£23,500	£32,000	£39,000
Affiliates Manager	£22,000	£29,000	£37,000
Producer	£20,000	£33,500	£38,500
Account Executive	£19,000	£23,500	£27,000

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A VIEW FROM THE PROS



2014 was a positive year, frantic at times, but for all the right reasons. Sure we'd adjusted somewhat to the highs and lows during the depths of recession, during which (for us) the digital and technology markets remained strong, however 2014 (and continuing throughout 2015) we've enjoyed the return of client side marketing and creative recruitment, both proving to be well and truly back on the agenda.

Confidence has returned to those seeking new career opportunities driven by choice rather than need, relocation is also back to an all-time high, however best of all new positions are being created thanks to business growth and success.

The key phrase ADLIB wants to hear in 2015 is 'Employee Engagement'. If businesses are serious about attracting and retaining top talent, employee engagement should be an active practice.

Engagement is central to the success of a business and one that is very often overlooked within the SME business community. It's an approach designed to ensure employees are committed to their organisation's goals and values, motivated to contribute to organisational success, at the same time as enhancing their own sense of well-being. Engagement comes from the top, creating and sharing the vision, demonstrating strong leadership, gathering participation and providing support. A win-win situation.

- Nick Dean, ADLIB

With teams in London, Berlin, Hong Kong and Singapore, Cogs Agency covers roles, across the World, from junior to board level. We represent hundreds of talented contractors and facilitate permanent career moves for design, creative, client services, strategy, analytics, project management, user experience, technology, social and marketing.

Digital skills still remain in short supply and high demand. Industry confidence has also seen the shift to more permanent hires in 2015. However the demand for contractors remains. Especially in technology.

This year we are seeing a surge in need for everything from digital transformation, product specialists and service design experts, to those that can make a real impact through social.

Technology and innovation continues at a rapid pace from ambient intelligence to connected homes. JavaScript, HTML5, iOS and Java are skills that will continue to be in high demand. As well as newer tech like Unity and Oculus Rift.

Creative and Design through to production is about breadth and depth across as many platforms as possible. An easy to find and navigate portfolio is the best and easiest way to promote your work. Also important is building a relationship with one of our consultants who can work with you to identify and curate the best opportunities in the market.

For Strategy and Client Services, your experience must mirror market demand, from digital transformation to build, campaign, content, experiential and social across every conceivable device.

To find out more about careers with our clients across the World please get in touch.



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SALARY
RETIRED
YOUTH
RESEARCH
RESEARCH

THE SHAPE OF CREATIVE

As the community on Creativepool surpasses 160,000 users it's easy to see how much focus there is on creative discovery. Combine this with the comprehensive Salary Survey from last year, and we're able to make unique conclusions about the market's directional patterns and what to expect in 2015 and beyond. Below is an industry snapshot seen from our respondents.

OBSERVATIONS

Gender

The creative industry is still a male-dominated world. Although the emergence of women is a hot topic, there was not much movement from last year and the split has still yet to hit 50/50. We also found interesting feedback from our respondents... a majority of them were curious about the salary differences between males and females in the industry. This is definitely a focal point you can expect in our report next year.

The Search

We added a new question to our respondents. What's do you find is the most effective way to find a new job? Recruitment Agencies and Jobs Board are now equally as popular avenues to land a role. It is interesting to note that the majority of people find jobs direct from the company, but this is only by 5%. Only 12% of people use Social Media, but this avenue is still greatly being explored to discover the best recruitment tactics. It will be interesting to note the changes in this section for 2015.

Sector

Digital & Web has now taken over Advertising as the largest sector in the industry! Digital is now 22% of the workforce and jumping almost 5% from last year.

Age

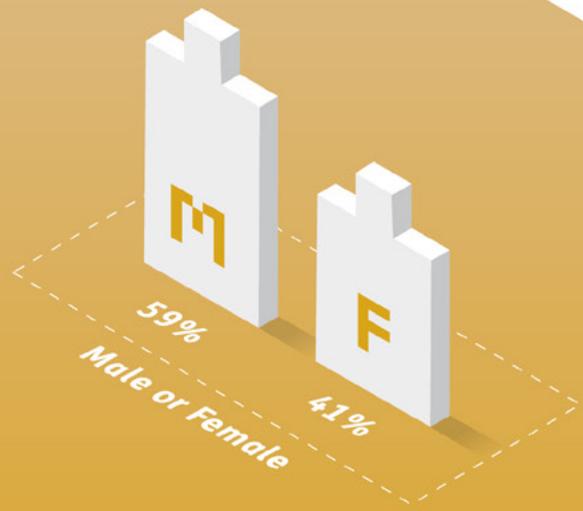
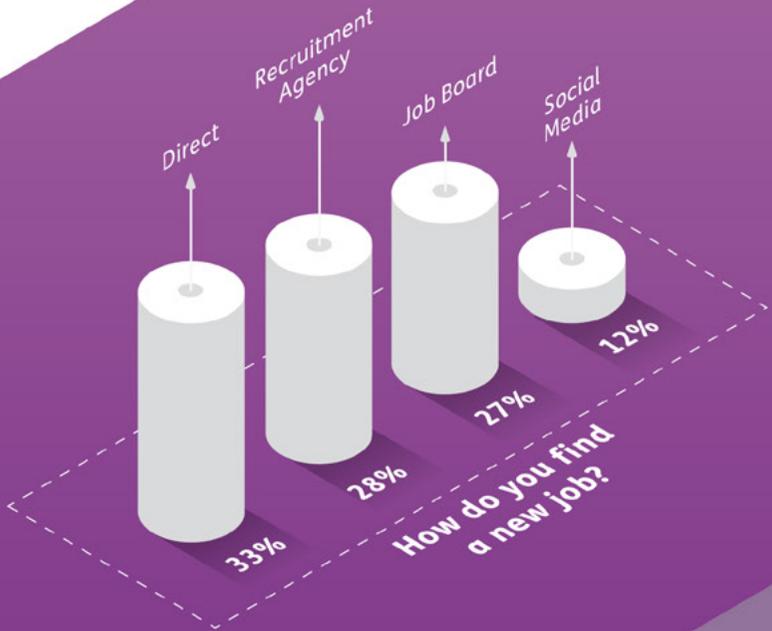
The Millennials continue to be the dominate age group - 26-35 year olds make up over half of the industry today. One of the biggest buzz words in marketing, millennials dominate both in business and as a consumer. The generation is know for its technological background, social nature, collaboration and adventurous spirit. Expect to see these themes

Agency vs Client

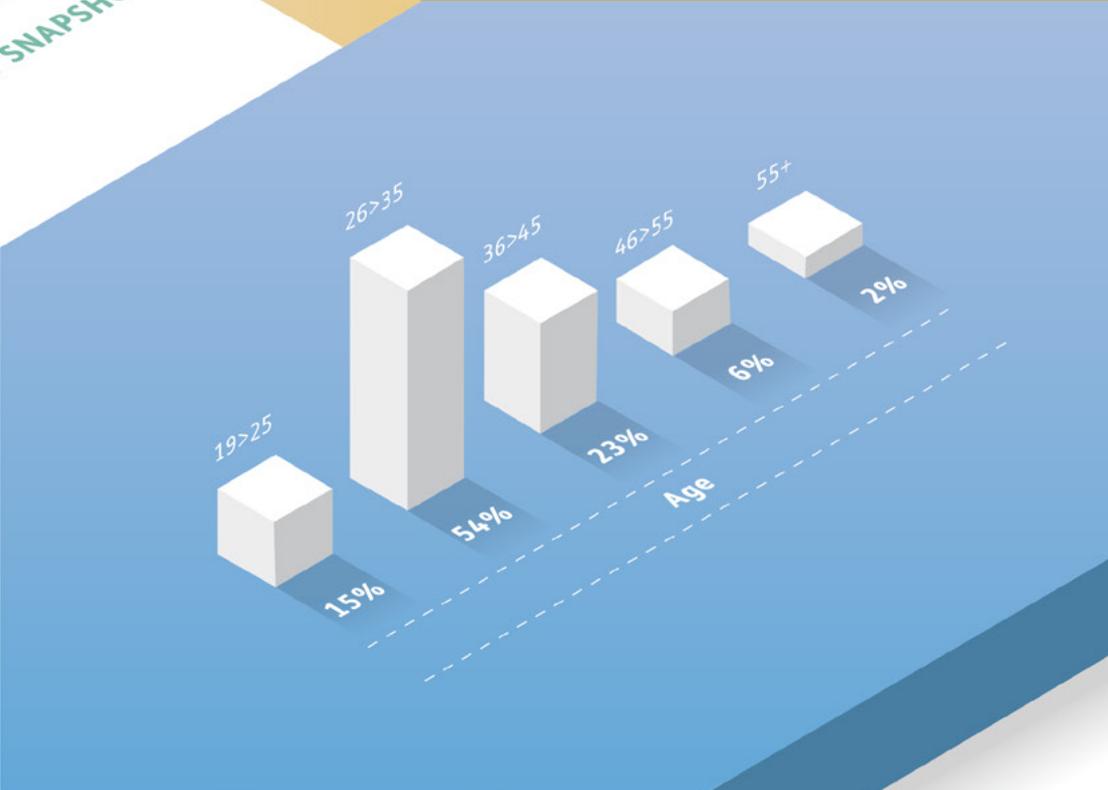
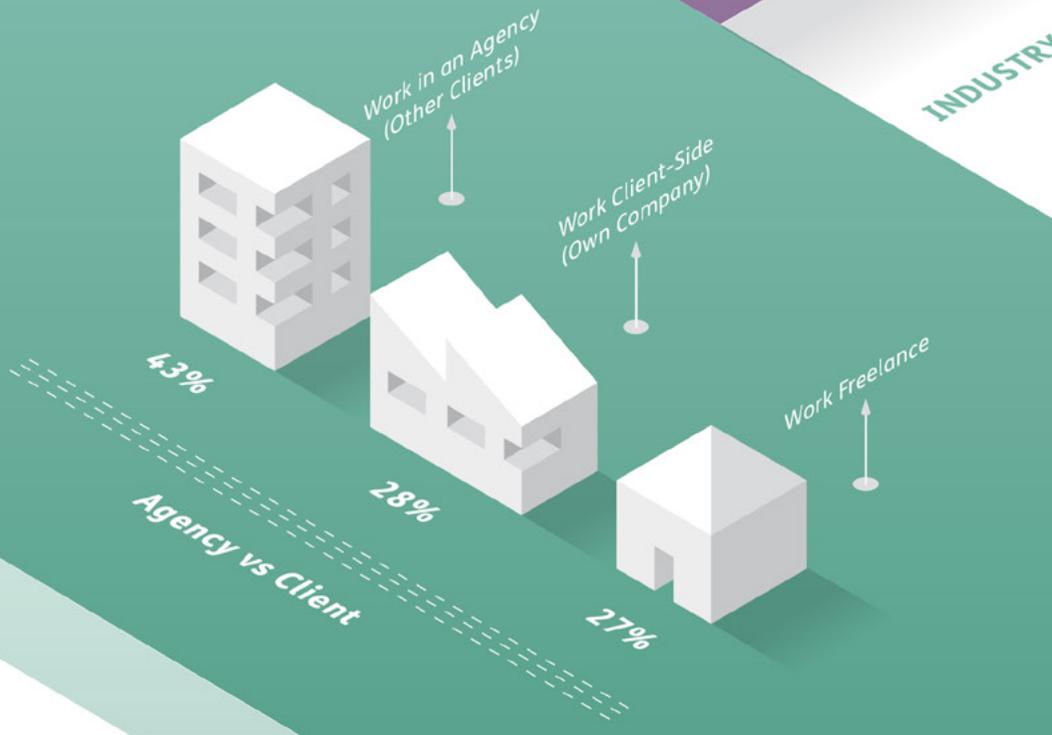
Freelancers make up almost 1/3 of all working professionals. There is a popular debate stating how hiring a freelancer for project based work could more affordable than hiring a a full-time employee. A lot of feedback has been heard from the community about how to accurately determine one's day rate.

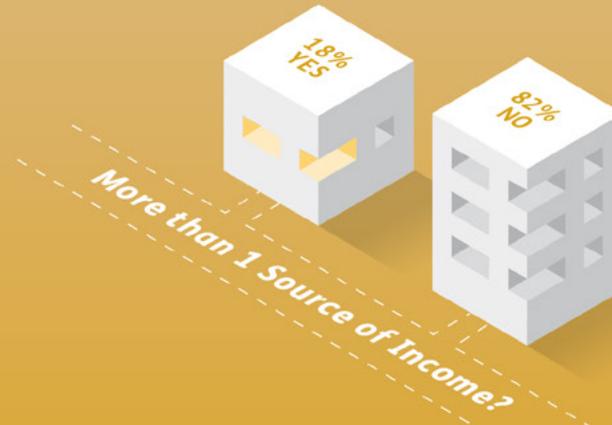
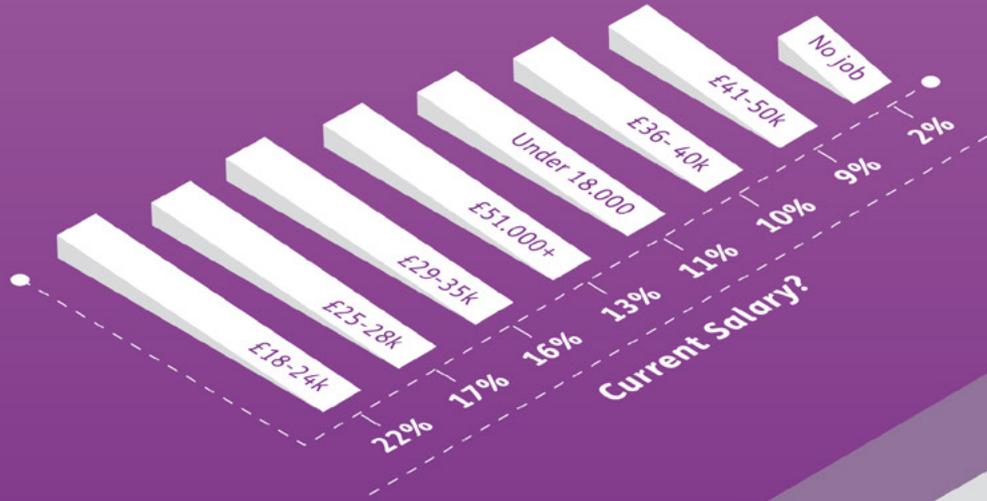
Salary

Only 2% of the Creativepool community responded that they were out of work and looking for a job. Those earning under £18K has also dropped a whopping 6% from last year which shows good progress as companies are now offering an appropriate living wage. And those earning over £51K has reported a 4% increase! Things look healthy for the industry.

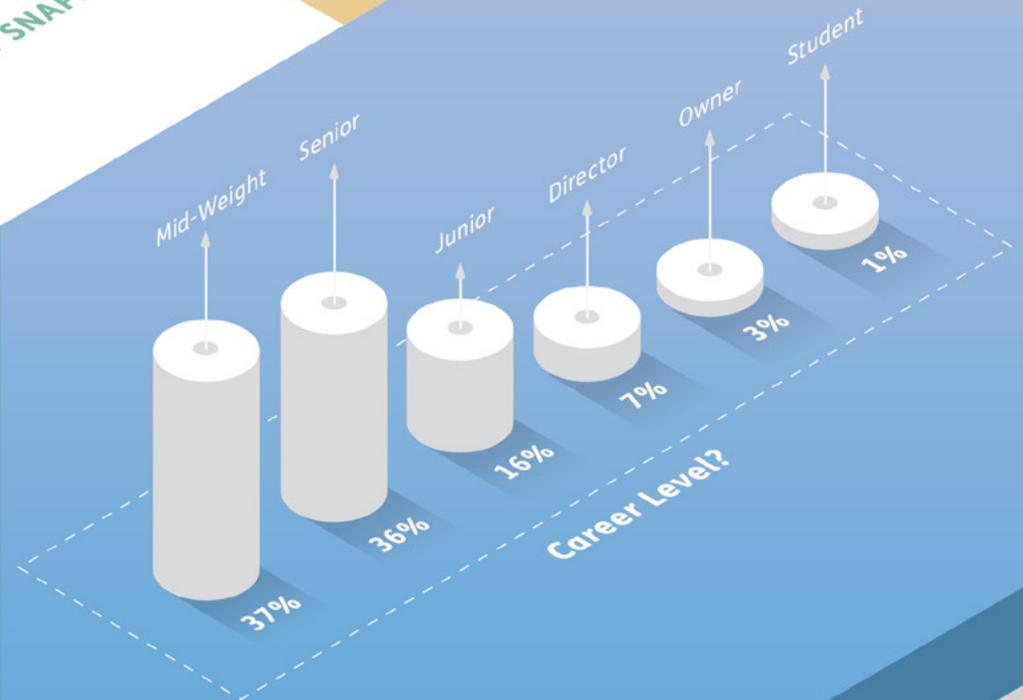
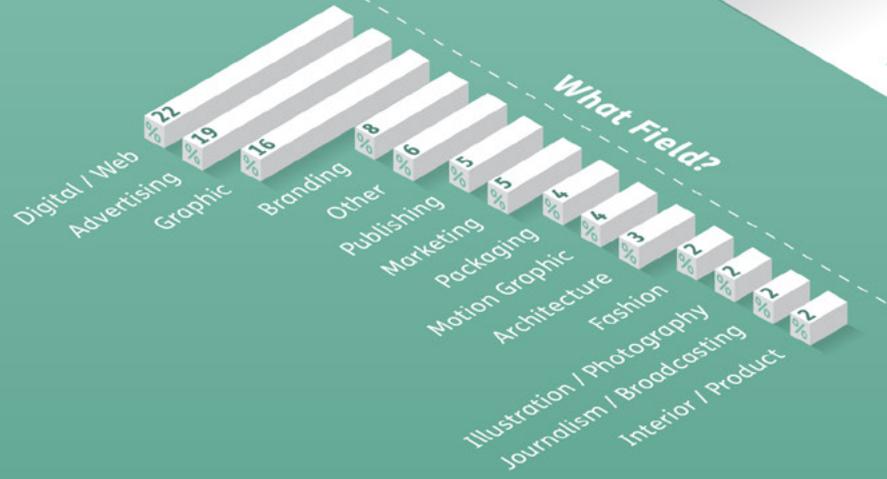


INDUSTRY SNAPSHOT





INDUSTRY SNAPSHOT



EXPERT INSIGHT FROM MATT NUDDS OF PURPLE



MATT NUDDS
Managing Director
Purple

Matt Nudds, newly appointed Managing Director of Purple Consultancy has been working in the industry for over 10 years. A design grad himself, he has first-hand knowledge of the challenges for creatives cracking the industry, as well as the woes of clients looking for talent. We asked Matt to tell us about the creative trends to expect to see in 2015...

Trends to Be Heard This Year

The creative industry is a central part of the UK's global appeal. Year on year, this sector is contributing more to the UK economy and that means our collective voice is louder than ever before. Here are some of the latest trends that will be heard this year, contributing to another hand-over-fist year of growth.

Changing Tact

When do we move into the mobile sector?

Is it time to replace text with video?

Do we need a website or a web application?

Creative businesses and agencies are moving to keep pace with advancing platforms and technologies. Many are now shifting their legacy business models towards a more content or technology driven approach. Others are streamlining their head count to introduce a more hard-hitting, cutting-edge skills base. Which of these decisions will you make this year?

Brand Competition

Brand competition is as hot as it's ever been. In short, brand-led businesses outperform their competitors and it is important to welcome the opportunity to rethink your brand approach – **being disruptive often pays off**. A fresh message and visual identity can amplify very modest products and services beyond their given potential.

All for one

Many would agree that we appear to be coming out of the age of segmentation. Whereas in the past, we might have seen separate agencies specialising in design, SEO, creative digital marketing and social media marketing, we're beginning to see new agencies do it all. These are "full-service" agencies, and by taking everything on themselves, they are able to improve efficiency and generate more creative, expansive ideas.

The Demand for People

The number of creative jobs has been increasing year on year by 3.9 per cent since 1997, according to the Creative Industries Economic Estimates for January 2015. With that in mind, it is the business that's able to scale and match growth with the right talent that will win this year.

ARE YOU UNDERPAID?

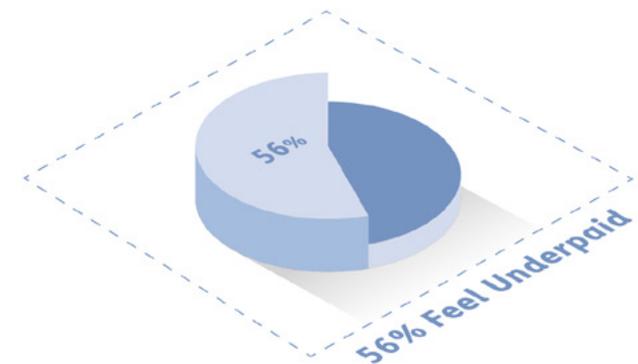
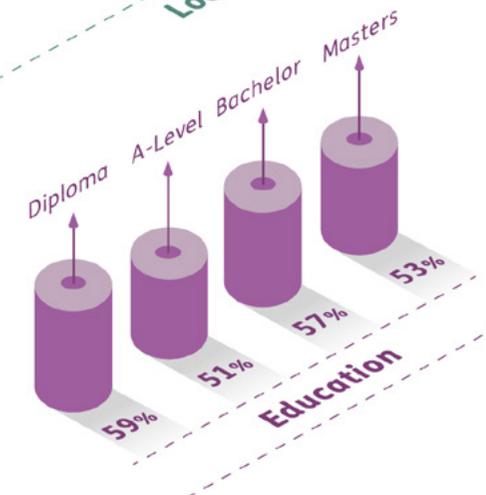
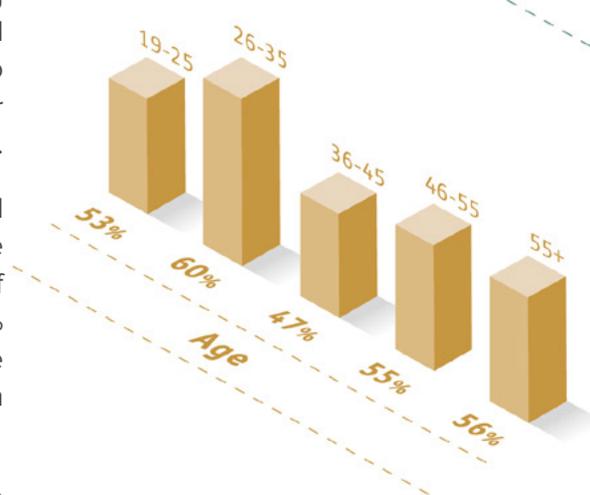
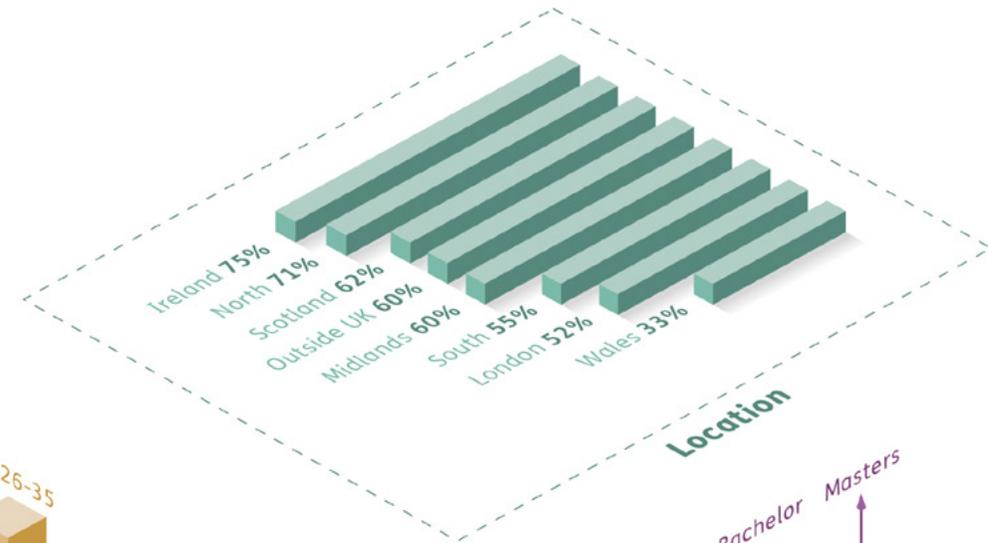
Optimism can definitely be the word to describe the Creative Industry for 2015.

56% of respondents felt that they were underpaid in 2014, which is 9% lower than how the community felt in 2013. Also compared to last year's survey, this group does feel **secure in their current position**, and do believe their pay will **increase** in the coming year. But among all the sectors the most who felt underpaid were **Graphic Designers** at 31%. In contrast the most people who thought they were fairly compensated are those holding Senior roles, and tend to be those working in Digital & Advertising sector.

Masters students are now almost 50/50 in opinions of underpaid vs. fairly paid. When we analysed the opinion based on degree level factors, these figures have also decreased an average of 9.6% from last year. Although, A-Level qualified designers rose 11% in feeling underpaid from last year. Which could be related to more professionals receiving higher qualifications and skills resulting in higher salaries for more qualified individuals.

Across almost all locations in the UK there was a decrease in feeling betrayed on their pay cheque. Although Ireland did see a 2% increase and was the highest region feeling underpaid at 75%.

Now less than half of all professionals aged 36-45 believe they are underpaid at 47%. The first time we have seen it dip below the 50% mark.



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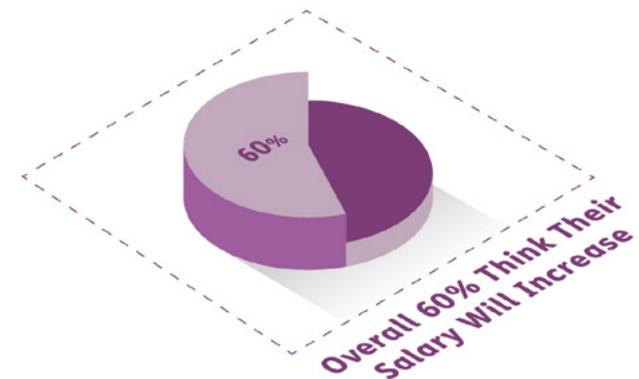
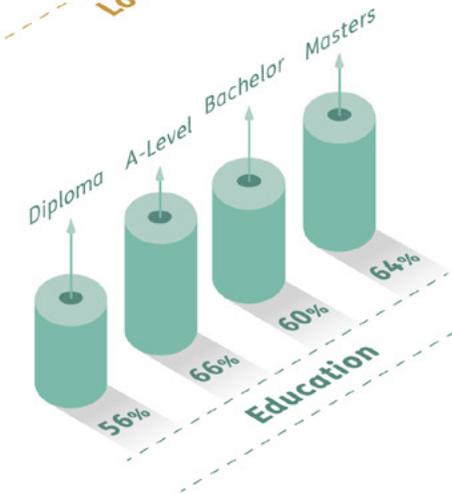
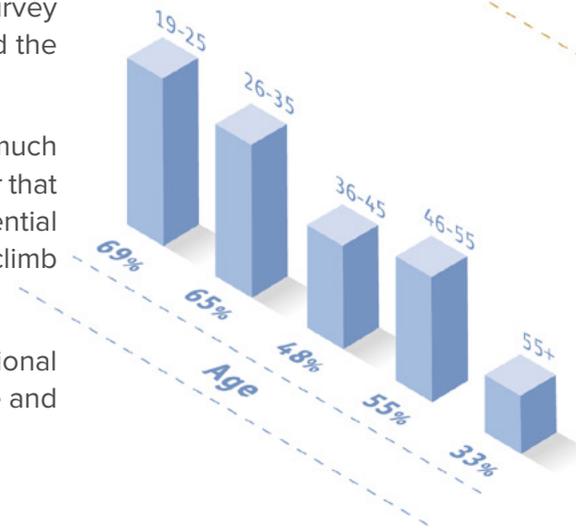
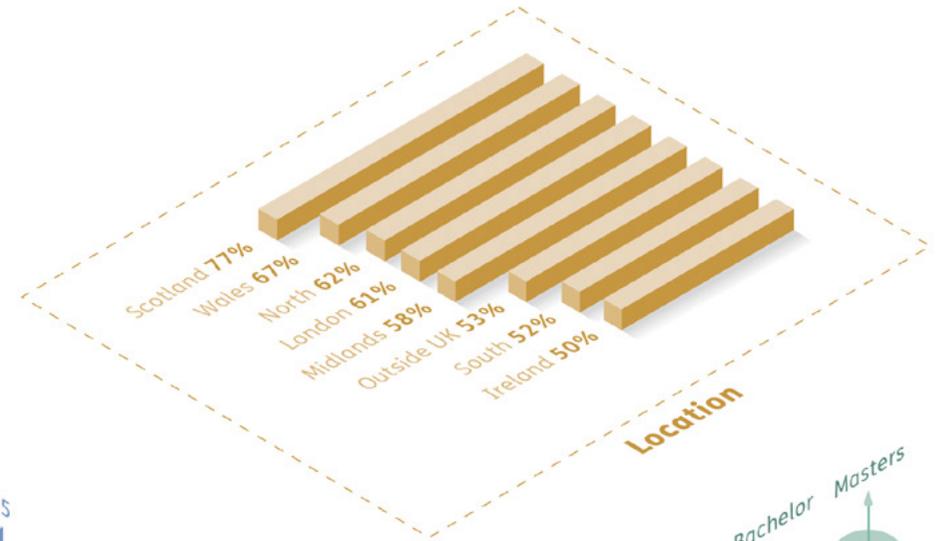
WHAT DO YOU EXPECT?

Overall 60% of professionals think their pay will increase in the coming year, which is a 4% increase from 2014. 33% feel their salary will stay the same and only 7% think they will see a decrease.

From the deductions from our Salary Guide we have noted an increase in 2014 salaries outside of London and in particular areas of the North. The North supported this in the Creativepool Survey with stronger feelings of Salary Increase in 2015. London and the South although stayed relatively the same.

Looking at the data in our age groups we didn't see much movement in this opinion for 2014. We can still prove however that the younger generations are the most hopeful about their potential salary increase, which is expected because of opportunity to climb the ladder.

There was a similar result for those in different educational qualifications. Overall percentages stayed relatively the same and increased based on the higher the degree.



HOW ARE YOUR SKILLS?

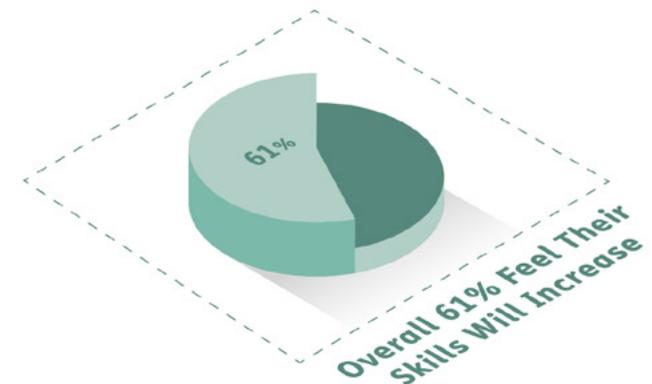
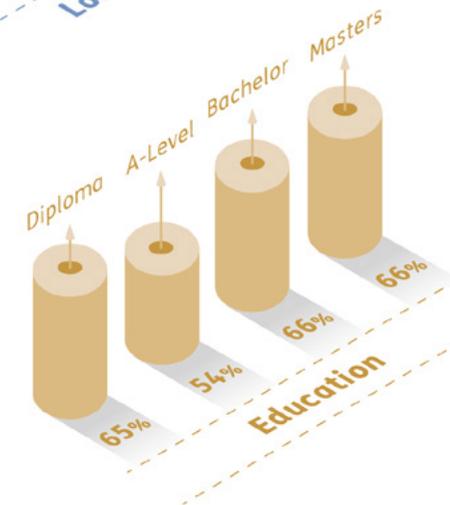
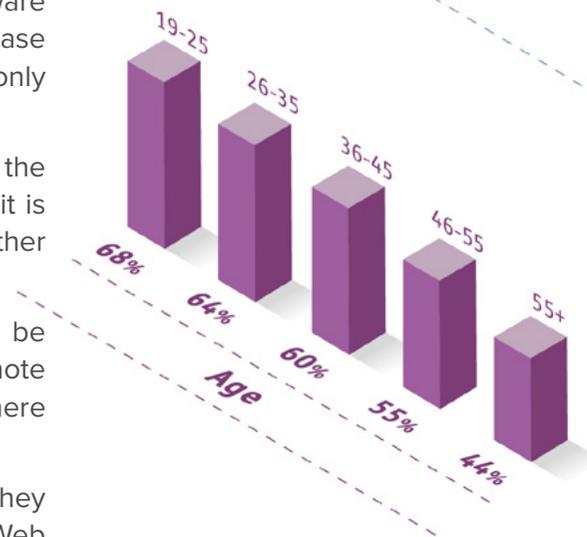
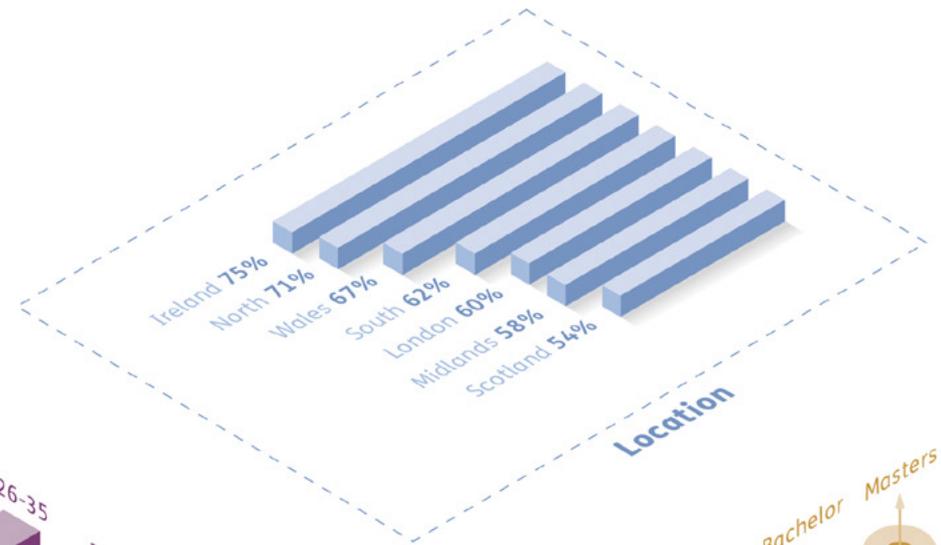
The skills section has been a main focus on any advertised role for the past few years. 61% of our community believe the demand for their skills will increase in 2015. This is also a 4% increase on last year. While only 30% of our respondents feel the demand for their skills will stay relatively the same.

It is interesting to note that the youngest generation is most aware of the demand for their skills at 68%. There is a gradual decrease in this opinion through the generations, till we hit 55+ where only 44% think their skills will be needed.

Those who hold degrees all feel relatively the same about the need for their acquired skills at an average of 65%. Though it is surprising there was no difference between those educated either with Bachelors or Masters.

All throughout the UK creatives are hopeful that they will be needed for work in the coming year. It was also interesting to note that there was a substantial increase in the North rising 13%, where we also noted improvement in other areas of our conclusions.

We wanted to additionally find out which sectors thought they were going to be in high demand in the coming year. Digital & Web were the highest at 73%. While Graphic Design only 57% thought they would increase and 38% think they will be relatively the same. And for professionals in Advertising only 55% were positive the demand of their skills would increase. So is print dead? According to our publishers, 59% of them think their skills will increase, 29% about the same, and 12% think they will decrease.



IT'S NOT ALL ABOUT THE MONEY?

SECURITY & TURNOVER

86% of our respondents felt that the Company they work for was the most important aspect of Job Satisfaction. This can support the trend we have seen amongst companies marketing their unique working environments. The open plan offices, extra-curricular activities, and beer stocked fridges have been all over the industry's recruitment strategies. And can now be proven methods for attracting the best talent.

Is the design industry a volatile career path? Not Exactly. 41% of respondents felt secure in their current role, followed by 27% feeling neither secure or insecure. Leaving only 10% of respondents insecure in their current role.

SATISFACTION

What do you value most in a role? We felt it was important to discover what drives people to change their position. Money and career progression proved to be driving factors, but this was closely followed by those looking for an Interesting Challenge or working for an attractive company. Following these were those looking for a Better Environment or Better Management. See below to find out the reasons by different factors.

WHY CHANGE JOB

Here is a snapshot based on our factors of what you said were the main reasons driving you to abandon ship.

LOCATION

Midlands	Money & Progression
North	Progression & Interesting Roles
London	Money & Progression
South	Challenge & Prospects
Scotland	Money & Challenge

AGE

19-25	Challenge & Progression
26-35	Money & Progression
36-45	Money & Challenge
46-55	Money & Challenge
55+	Money & Company

EDUCATION

A Levels	Money & Prospects
Bachelors	Money & Prospects
Masters	Money & Challenge

Overall the most popular reasons were primarily for better money and then secondly to find a better company...

Maybe it is after all - all about the money.

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MEMBER FEEDBACK

“There is no pay structure and little support to photographers. People think our job is easy and therefore our skills are worth very little.”

Photographer, Female, London

“As i feel confident about my skills, in 2015 i’m trying freelancing.”

Industrial Designer, Italy

“There is a lack of appreciation of the services I offer in my current environment.”

Graphic Designer, Male

“I’ve experienced being exploited as an intern and constantly being undervalued for my skills, I feel the industry needs to improve it’s attitude towards young designers, being offered opportunities is great but we should be fairly paid. Internships should be at least minium wage.”

Lead Animator, South West UK

“The company i currently work for under pay all their freelance designers, because they know they can replace anyone if they complain.”

Junior Digital Designer

“As a freelancer I find it very hard to determine my day rate. It’s very hard to get more money and the bog-standard rate hasn’t changed in the last 4 years.”

Mid-weight 3D Artist

“Designers have lost a lot of ground over the past decade, no longer tied to the clients success as in the past. Good design generates profits along with a good marketing plan to support the design, not the other way around. I feel marketing has hurt the business of graphic design as it is no longer a steak and potatoes job.”

Senior Art Director, Germany

“Curious about salary differences between males and females in this industry.”

Senior Graphic Designer, London

“Design has taken me through many areas of employment, I never thought I’d end up in construction and though not pure design it’s an interesting stop gap. ”

Mid-weight Submission Controller, Female, London

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