

OUR STORY

*A NEW SYSTEM
BORN OUT OF
EXPERIENCE*



Our Story

Dear CA Community,

This letter is for you, to tell you more about how CREATIVESAPP (CA) came to life, our journey and our mission.

At CA, our journey began with a deep dive into the talent management industry. After extensive experience into the finance & technology sector, into the creator's economy & influencer marketing we recognized a significant gap in the market that we felt we had to address.

A revelation came through a colleague's experience: by leveraging social media, he was not only exploring the world and meeting fascinating people but also earning significantly while controlling his most valuable asset – time.

This insight prompted us to explore the industry more closely kicking off an initial thorough research that involved scrutinizing over 50 different contracts from various modelling agencies. Through this analysis a startling discovery was made; none of these contracts addressed social media representations, despite its growing influence in the digital world. This oversight by industry veterans in managing the gap between creatives and advertisers was both surprising and thought-provoking.

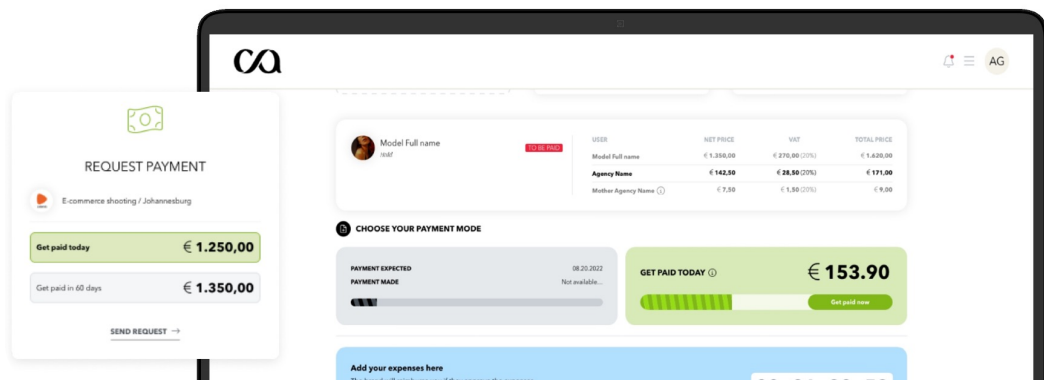


So, we didn't stop there with our research. We carried on and further analysed meticulously interactions amongst the top agencies in Europe, we attended countless fashion shows and engaged in extensive discussions with a wide range of industry stakeholders.



Findings

- What we found was an extremely outdated way of working. The old system in place for campaigns wasn't designed with the creative talent in mind. It focused primarily on the needs and perspectives of the agencies and brands, often overlooking the creatives' need for timely financial access and operational efficiency.
- We learned that the old system was not equipping agencies with the necessary tools to truly support and enhance creative talents. In a rapidly evolving era defined by immediacy and digital solutions, the creative industry was falling behind.
- Our comprehensive study of 756 agencies in the UK unveiled key industry pain points, such as the average negative profit margins and a staggering average payment delay of 190 days to creatives. The old system, rooted in the 1980s, was primarily built around physical expansion, leading to increased costs and reduced control over pricing strategies.



Recognizing [the urgent need for change](#), CA was conceived. Our mission has been clear from the very start: to simplify and make rewarding the way brands, agencies, and creatives connect, collaborate, and exchange value. We believe that by supporting Creatives, Brands, and Agencies in their mission to facilitate creation, we are contributing to the advancement of art, culture, and society as a whole.

Today our vision is to be a trusted partner and an invaluable resource for all our clients, helping them to achieve their creative vision and bring their ideas to life.



WITH CREATIVESAPP

→ CREATIVES

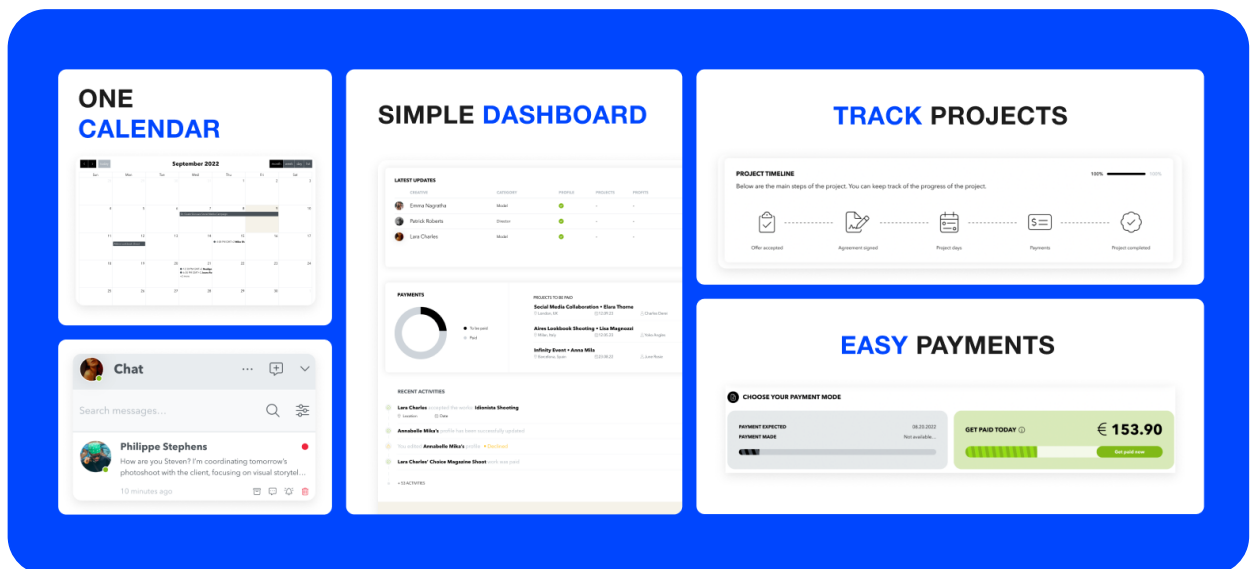
Creatives are empowered by consistent, timely payments; their admin and other tedious tasks are taken care of so that they can gain the freedom to truly master their art, unburdened by logistical and financial insecurities - they can stay creative.

→ AGENCIES

Agencies are empowered by unifying systems that uphold the highest standard of operational excellence, maintaining a positive image and fostering trust in the industry.

→ BRANDS

Brands are empowered by streamlined operations, transitioned to more organized, data-driven decision-making. Evolving from an unrecognized or stagnant state to one of reputation, acknowledgment, and industry leadership in advertising.



We ultimately want to build trust and rapport with agencies, influencers, and internal teams, turning adversarial or transactional relationships into partnerships.

As the world embraced Artificial Intelligence, CA integrated these advancements, offering each industry participant a digital co-pilot, symbolizing freedom and independence. In an era transitioning from traditional knowledge-based industries to a focus on creativity, we at CA are committed to being at the forefront, harnessing AI to empower the creative process.



At CA, we have built something special with care and passion - a thriving community for creatives. Here, we redefine freedom, starting with the freedom of choice, essential in today's data-driven world. Our platform is not just a response to the industry's demands but a step towards shaping the future of creativity, where AI and human creativity come together.

#CAteam

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