

Getting to know Eskimi Creative Studio

An introduction to Eskimi Creative Studio: what we are, our purpose and mission, and the role we play within Eskimi. This chapter explains our value proposition, strategic objective and core responsibilities, as well as how we define and measure our success.

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What is Eskimi Creative Studio?



Eskimi Creative Studio is the creative strategy and production function within Eskimi. **We turn campaign opportunities into effective, technically sound and commercially viable creative solutions.**

“ Creative Studio is a multidisciplinary team that creates and adapts visual assets for brand campaigns - from video and display, to interactive and branded content.

We connect media strategy with creative execution, helping Eskimi and its clients deliver advertising experiences designed to capture attention, support campaign performance and strengthen commercial outcomes.

[Read more here.](#)

AT A GLANCE

What we are	Eskimi’s internal creative strategy, production and innovation function
Why we exist	To give every campaign the strongest possible creative execution, for the best possible campaign performance; to remove blockers to going live and serving out full campaign inventory
Who we support	Eskimi’s clients, commercial teams, regional teams and campaign delivery teams
What success means	Strong creative delivered reliably, commercially and at scale

PURPOSE

We turn media opportunities into campaign-ready creative solutions.

- Turn ideas, briefs and media plans into effective advertising experiences
- Strengthen the creative contribution to campaign performance
- Support the success of Eskimi’s clients and wider business

MISSION

To enable Eskimi’s clients and commercial teams to launch better-performing campaigns through accessible, scalable and data-informed creative solutions.

- We deliver creative excellence at speed, helping brands of all sizes access innovative advertising formats, technical expertise, and creative thinking without the complexity of managing multiple specialist vendors
- We provide creative thinking, production expertise and technical support without requiring clients or regional teams to manage multiple specialist resources

Creative Studio exists to support the success of other business functions.

OUR ROLE WITHIN ESKIMI

Eskimi helps brands capture attention in a crowded digital environment. **Creative Studio supports this by ensuring that campaigns are not only delivered to the right audiences, but are also engaging, memorable and effective.**

We operate as a strategic enablement function across the business:

WHO WE SUPPORT	HOW WE CONTRIBUTE
Sales and regional teams	Strengthen pitches, shape creative opportunities and support commercial conversations
Account management and campaign teams	Help deliver effective campaigns and stronger client experiences
Product and leadership teams	Support product adoption, client retention and sustainable revenue growth

We are not simply a production team; we are **a business function that contributes to commercial success** through creative expertise, technical execution, and operational support.

OUR VALUE PROPOSITION

Creative Studio gives Eskimi, its clients and its partners **access to specialist capabilities** that may not be readily available within their own teams:

WHAT WE PROVIDE	WHAT IT MEANS
Creative expertise	Creative concepts, design thinking, visual storytelling and campaign execution
Technical expertise	Advertising experiences designed to meet technical, platform and delivery requirements
Speed	Efficient creative delivery while maintaining quality and compliance
Scalability	The ability to support campaigns across markets, languages and varying levels of demand
Innovation	Continuous exploration of new creative capabilities and emerging advertising technologies
Performance focus	Creative decisions informed by campaign goals, audience behaviour and measurable outcomes

STRATEGIC BENEFITS

Our strategic objective is to make creative execution a competitive advantage for Eskimi. Every process, capability, hire, system, and decision should contribute to one or more of the following outcomes:

- Better campaign performance
- Better client experience

- Greater operational scalability
- Increased commercial impact
- Sustainable team growth

☐ CORE RESPONSIBILITIES

Creative Studio is responsible for:

RESPONSIBILITY	WHAT WE DO
Creative production	Creation and adaptation of campaign assets across supported advertising formats
Technical development	Development of interactive, dynamic, rich media, and bespoke advertising experiences
Creative consultation	Advising internal teams and clients on creative feasibility, best practices, technical requirements, and production approaches
Operational support	Supporting campaign delivery through quality assurance, troubleshooting, technical validation, and creative implementation
Innovation and capability development	Researching, testing, documenting, and introducing new creative capabilities that strengthen Eskimi's market offering
Knowledge management	Creating systems, documentation, training materials, and operational standards that enable consistent delivery across the team

☐ HOW WE MEASURE SUCCESS

Creative quality matters, but it is only one part of how we judge our success. The Creative Studio measures success through:

- Campaign delivery reliability
- Creative quality
- Technical quality
- Turnaround times
- Client satisfaction
- Internal stakeholder satisfaction
- Revenue enablement
- Adoption of premium and bespoke creative solutions
- Team capability growth
- Operational efficiency

- Knowledge retention and scalability

The measure of success is not creative quality alone. It's creative quality - delivered reliably, at scale, to every Eskimi client regardless of market size, budget, or internal resources.

Creative Studio 2026/27

Roadmap



VISION

Creative Studio exists to make creative execution a competitive advantage for Eskimi - not occasionally, but consistently.

We are building a Creative Studio known for:

- Creative innovation
- Operational excellence
- Technical expertise
- Commercial impact
- Exceptional client experience

- Trusted for how it delivers
- Valued for what it enables

A Studio that is **trusted for how it delivers** and **valued for what it enables**. **Sales teams that win more. Clients that keep coming back. Campaigns that perform.**

▣ WHERE WE ARE GOING

We are building a Creative Studio that people can count on:

WHO	WHAT THEY CAN EXPECT
Our clients	Creative that performs
Our sales teams	Ideas and expertise that help them win
Our creative team	Clarity, growth and work that matters

▣ HOW CREATIVE STUDIO WILL BE KNOWN

▣ Systemised creative innovation

- Innovation that continuously pushes what programmatic advertising can be

▣ Technical expertise

- The ability to turn complex briefs into effective, campaign-ready executions

⚙ Operational excellence

- Reliable, predictable delivery that does not depend on individual heroics

▣ Commercial impact

- A clear connection between creative decisions and business outcomes

▣ Exceptional client experience

- A working experience that makes delivering creative through Eskimi feel effortless
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▣ THE FOUNDATIONS BENEATH THE VISION

Everything we want to achieve depends on three foundations:

FOUNDATION	WHAT IT MEANS
Stability	A team and operating system strong enough to absorb pressure without breaking
Scalability	Processes and infrastructure that grow with demand rather than working against it
Predictability	Stakeholders know what to expect and consistently receive it

These foundations allow strong creative work to happen repeatedly, reliably and at scale.

📅 A LOOK BACK AT 2026

Creative Studio entered 2026 during a period of significant disruption.

The departure of key project management personnel in early Q2 destabilised operations at a critical point of growth. Processes that depended on institutional knowledge rather than proper documentation became particularly vulnerable.

The team is talented, committed and capable. However, they have frequently had to compensate for weak systems through exceptional individual effort.

This has left the Studio operating in damage-control and stabilisation mode. The team has been permanently reactive, not because of individual failure, but because the systems supporting them were not strong enough to absorb change.

That is not a sustainable operating model. It is also not fair to the people working within it.

⚠️ OUR BIGGEST RISK

The greatest risk facing Creative Studio is not technology, AI or budget. It is the possibility that demand continues to grow faster than our operational maturity.

As the Studio becomes more valuable, it attracts more work and more pressure. Without stronger systems, success itself becomes a risk. Every initiative in the Creative Studio roadmap is therefore designed to close the gap between the Studio’s potential and the systems supporting it.

📅 HOW WE'RE EVOLVING

PAST	FUTURE
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Reactive production team	Stabilised and rebuilt after disruption, becoming a governed delivery engine
Informal and unstructured	Governance designed to create a structured brief intake and triage
Relationship-driven	Institutional knowledge captured
Knowledge held by individuals	Reduced key-person dependency
Output measured primarily by volume	Output measured by impact
Engaged after decisions were made	Innovation protected and active
Firefighting as the default	Move toward greater visibility for predictable, scalable delivery

□ WHAT SUCCESS LOOKS LIKE

This transformation will be successful when we have:

- Clear governance and decision-making frameworks that operate without constant leadership intervention
- Strong project management capability supported by documented, consistent processes
- Reduced key-person dependency, so one departure cannot disable a Studio function
- Workload visibility and capacity planning that stakeholders can see and trust
- Clear role definitions and growth paths that retain the people who make the team exceptional
- A Studio that can absorb growth without immediately creating operational strain

Success will not simply mean that Creative Studio delivered more. It will mean that Creative Studio became more.

□ HOW WE'LL OPERATE

⚙ Systems over heroics

- Creative Studio's success should not depend on exceptional individuals compensating for weak systems
- Every process, framework and decision structure we introduce should make the system more dependable than any one person

□ Calm over chaos

- The Studio needs to feel calmer - not slower or less ambitious; simply calmer

- People should spend less time firefighting and more time doing meaningful work
- Creating the conditions for that is a leadership responsibility, not a team behaviour problem

□ Accountability without fear

- We maintain high standards and give direct feedback
- Every team member is expected to take ownership of outcomes, communication and quality
- Accountability means recognising consequences, learning and improving. It does not mean blame

□ Commercial clarity

- Creative Studio exists to contribute to Eskimi's commercial success
- Every governance decision, process improvement and capability investment must answer one question: **Does this make Creative Studio more commercially valuable?**

□ PRINCIPLES GOVERNING THE FUTURE OF CREATIVE STUDIO

Creative Studio already has strong creative capability. The challenge is making that capability consistently available at scale, without relying on exceptional effort from exceptional individuals.

Innovation must be systematic	One-off experiments do not create a sustainable competitive advantage; repeatable systems do
Data should inform creativity	Performance intelligence should help shape creative decisions without replacing creative instinct
Delivery and experimentation must coexist	Reactive delivery and proactive innovation are both necessary. Our operating model must protect space for each
Sales enablement drives adoption	Creative Studio becomes indispensable when Sales believes our involvement increases its likelihood of winning
Modular thinking enables scale	Reusable component systems can reduce production time, relieve pressure on developers and make solutions easier to use across markets

□ WHY THIS MOMENT MATTERS

Most people join teams that are already built. They inherit established processes, learn existing systems and enter a culture that was formed before they arrived. Their role is to understand the environment and perform within it.

You are joining Creative Studio at a different kind of moment.

The team is small, globally distributed and disproportionately talented. Its work spans more than 40 markets, nine time zones and some of the most technically sophisticated formats in programmatic advertising.

Creative Studio supports major agencies, regional brands and emerging markets simultaneously, with a team far smaller than the scale of its output might suggest.

More importantly, you are joining while the Studio is being deliberately rebuilt.

New governance, systems, career frameworks and ways of working are being established now. This means your contribution will extend beyond the tickets you manage:

- The processes built now will be used by future team members
- The standards established now will shape the quality of future work
- The relationships developed now will influence how Creative Studio is perceived across Eskimi

“ You are not joining a finished thing. You are joining something in the process of becoming what it is meant to be.

That is rarer than it sounds, and it is worth being excited about.

Meet your Creative Studio Team

MEET YOUR TEAM

One of the best things about Creative Studio is the people. Everyone brings different strengths, and we work best when we collaborate, ask questions, and support one another. Here's a quick introduction to some of the people you'll be working with most often.



LEE GELDENHUYS

Creative Director

Lee's role is to make sure the Creative Studio has everything it needs to be successful - from strategy and resourcing through to process improvement, stakeholder management and team

development.

Lee believes in giving people ownership, encouraging questions, and creating an environment where it's safe to learn, experiment and challenge the status quo.

Come to Lee for:

- Prioritisation and escalations.
 - Creative Studio processes.
 - Career development.
 - Feedback and coaching.
 - Anything you're unsure about
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KASPARAS

Senior Creative Project Manager

Kasparas leads our more technically complex and bespoke creative projects. If a campaign involves custom development, interactive experiences, or requires particularly close coordination between designers and developers, there's a good chance Kasparas is involved.

He's knowledgeable about our workflows, our products, and how bespoke campaigns are delivered.

Come to Kasparas for:

- Bespoke and interactive campaigns
 - Technical delivery questions
 - Rich media workflows
 - Historical project knowledge
 - Practical project management advice
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PURITY

Creative Project Manager

Purity helps guide Creative Studio projects from the initial brief through to production and delivery. She works closely with Sales and the creative team to check that briefs are complete, the correct assets have been supplied, and everyone understands what is required. Purity helps keep work organised, follows up on missing information and makes sure questions are resolved before they cause delays.

Come to Purity for:

- Brief requirements and missing information
 - Creative asset requirements
 - Project status updates
 - Coordinating feedback and reverts
 - General project support
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□ REGINA

Creative Project Manager

Regina coordinates Creative Studio projects and helps keep communication flowing between Sales, designers and developers. She tracks each project through the production process, communicates updates and helps manage timelines, feedback and final delivery. Regina is a useful first point of contact when you need to understand what stage a project has reached or what needs to happen next.

Come to Regina for:

- Project timelines and delivery planning
- Production progress and next steps
- Coordinating client feedback

- General project support
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□ ALONA

Graphic Designer

Alona is one of our senior designers and one of the creative engines of the studio.

She has a great eye for quality and is incredibly experienced across the wide variety of formats we produce. She's collaborative, thoughtful, and always willing to explain the "why" behind creative decisions.

Working well with Alona means providing clear briefs, asking good questions, and trusting her creative expertise.

Come to Alona for:

- Design feasibility
- Creative best practices
- Asset requirements
- Visual quality

- Design feedback
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RAHID

Graphic Designer

Rahid joined the team more recently and brings fresh creative energy to the studio.

He works across a wide range of creative production, adapting assets, creating banners, and helping bring campaigns to life. Like everyone in Creative Studio, he thrives when briefs are clear and expectations are well defined.

Come to Rahid for:

- Creative production updates
 - Design implementation
 - Animation
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□ SHAMIM

Front End Rich Media Developer

Shamim builds many of the interactive experiences that make our campaigns stand out.

Whether it's rich media executions, animations ,or custom functionality, he's often the person bringing a creative vision to life.

He's proactive, dependable, and an excellent problem-solver. The earlier he's involved in technically complex projects, the better the outcomes tend to be.

Come to Shamim for:

- Technical feasibility
 - Interactive functionality
 - HTML5 and rich media questions
 - Technical troubleshooting
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□ CHIBUZO

Front End Rich Media Developer

Chibuzo is another highly experienced developer within the Creative Studio and works across many of our bespoke campaigns.

He has deep technical knowledge and collaborates closely with both designers and Project Managers to turn ideas into polished, functional creative experiences.

Come to Chibuzo for:

- Technical implementation
 - Development estimates
 - Rich media functionality
 - Complex interactive campaigns
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□□ THESHLIN

Senior Creative Strategist

Theshlin is our Creative Studio strategist and one of the team's biggest idea generators. While the rest of the studio is focused on delivering campaigns, Theshlin is often thinking about what we should build next - whether that's new creative concepts, sales playbooks, workshops, certifications, industry narratives or resources that help our teams (and clients) better understand what Eskimi can do.

He works closely with Sales, Marketing, Product and the Creative Studio to identify opportunities, solve business problems, and translate complex ideas into clear stories and scalable resources.

Come to Theshlin for:

- Creative strategy and campaign ideation
 - Proposal and pitch support
 - Client narratives and storytelling
 - Creative workshops and playbooks
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