

Eskimi Creative Studio 101

A practical guide to Eskimi Creative Studio: who we are, what we do and how we help brands create more effective digital advertising. This manual covers our creative services, capabilities, formats and ways of working, as well as how to brief and collaborate with the Studio. It also includes minimum media investments, production requirements, lead times, responsibilities, processes, best practices and answers to frequently asked questions.

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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.

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.

We provide:

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.

Getting to know Eskimi Creative Studio

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

▣ 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.

AN HONEST 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
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.

How to brief (WIP)

FAQs (WIP)