

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.

Revision #7

Created 14 September 2026 12:52:02 by Lee Geldenhuys

Updated 14 September 2026 14:17:40 by Lee Geldenhuys