The last touchpoint.

Brand shapes everything. Trust, revenue, talent, performance. Creative studios know this. Most are still breaking their brand promise at the final client handoff. This brief shows the full cost of that gap, from global industry data down to the delivery link.

THE CREATIVE WORLD AT A GLANCE

A $4.6T industry. Run on links and handoffs.

Before zooming in on the delivery gap, see the scale of the industry it lives in. And how much is at stake.

$

$4.6T

projected global creative industries market value by 2035, growing at 4.3% CAGR

Global Growth Insights, 2024

$3.38B

global creative services market size in 2025. One of the fastest-growing professional segments.

DesignRush / Newsfile, 2025

41%

of North America's creative workforce are freelancers. Independent studios delivering directly to clients.

Global Growth Insights, 2024

74%

of creative agencies are integrating AI tools for faster production. Modernising everything except delivery.

Business Research Insights, 2025

01 THE BRAND CONSISTENCY GAP

Almost every studio has guidelines. Almost none enforce them.

Nearly every studio has brand guidelines in some form. Almost none of them actually apply those guidelines everywhere. Including the moments that matter most to clients.

HAVE GUIDELINES

95%

of companies have brand guidelines in some form

Renderforest / Capital One, 2024

ACTUALLY ENFORCE THEM

25%

actively enforce them across their organisation

Renderforest / Capital One, 2024

<10%

of brands maintain high consistency across **all** products and marketing channels

Marq State of Brand Consistency

60%

of B2B brands admit their own content or visuals don't follow their brand guidelines

LiveYourMessage / Marq

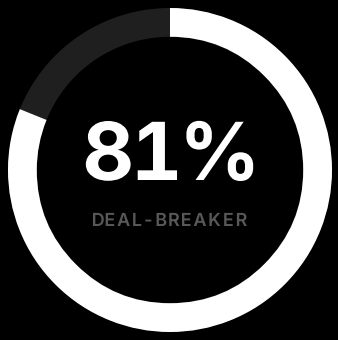
71% of businesses agree that inconsistent brand presentation leads directly to client confusion. Yet less than 1 in 10 have actually solved it.

Renderforest Brand Statistics, 2024

02 BRAND = TRUST = PURCHASE

Brand isn't aesthetic. It's the trust signal.

Brand is the primary signal clients use to decide whether to trust you. And trust now drives purchase as directly as price and quality.



of consumers say brand trust is a deal-breaker or deciding factor in **every** purchase decision they make.

Edelman Trust Barometer

34%

trust most of the brands they regularly buy from. Trust is a genuine differentiator.

Edelman, 2019 (16,000 respondents)

2×

more likely to be first to buy new products from a brand they trust, versus one they don't

Edelman Trust Barometer

WHEN CLIENTS TRUST YOUR BRAND, THEY

59%
more likely to buy your next service even if it's not the cheapest option

66%
more likely to stay loyal, forgive mistakes, and recommend to others

88%
cite trust as important. Equal now to value for money and quality.

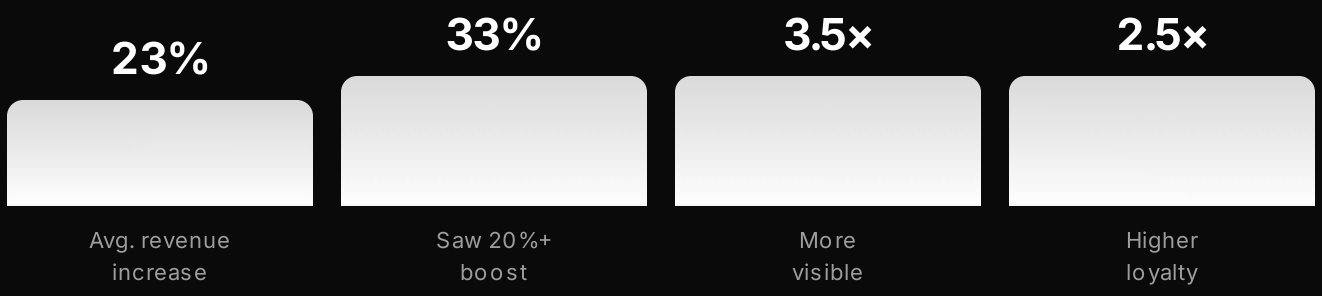
Edelman Trust Barometer, 2023

03 BRAND = REVENUE

The revenue case is well documented.

The gap between what the data says, and what most studios actually do, is remarkable.

REVENUE UPLIFT FROM BRAND CONSISTENCY



Lucidpress / Marq · Capital One Shopping Research, 2024 · We Are Tenet · Kantar BrandZ, 2024

68% of companies report that brand consistency contributed 10 to 20% growth to their revenue. And **35% of them attributed revenue growth specifically to consistent messaging**, not advertising spend.

Marq State of Brand Consistency

04 BRAND = HIRING

Brand shapes who applies. And what it costs to find them.

Brand shapes who applies to work with you, how fast you hire, and what it costs to find good people. Weak brand means slower, more expensive, lower-quality hiring.

75%

of job seekers research your brand before deciding whether to apply

LinkedIn Global Talent Trends

89%

of HR leaders say a strong brand gives a competitive advantage in talent acquisition

Randstad

WHAT A STRONG EMPLOYER BRAND CHANGES

–50%

reduction in cost per hire with a strong employer brand

+50%

more qualified applicants for studios with consistent, visible brand presence

–28%

less employee turnover when brand resonates with the team's values

LinkedIn · Universum Global

Strong employer brands also hire **1.5× more high-performing candidates** and complete the hiring process up to two weeks faster. Brand consistency reduces both cost and risk in recruitment.

LinkedIn / Universum Global

05 BRAND = EMPLOYEE PERFORMANCE

When teams believe what they're representing, output changes.

Brand isn't just external. Consistency inside the studio shapes what clients experience outside of it.

23%

higher profitability for companies with highly engaged, brand-aligned teams

Gallup State of the Global Workplace, 2025

21%

more productive: engaged employees versus disengaged counterparts

Gallup

91%

of employees who received a consistent brand experience at work reported higher engagement

Kincentric Research

87%

less likely to leave their organisation. Engaged employees who feel connected to what they're building.

Harvard Business Review

Disengaged employees cost the global economy **$8.8 trillion annually** in lost productivity. Roughly 9% of global GDP. For studios, the brand that faces clients starts with the people delivering the work.

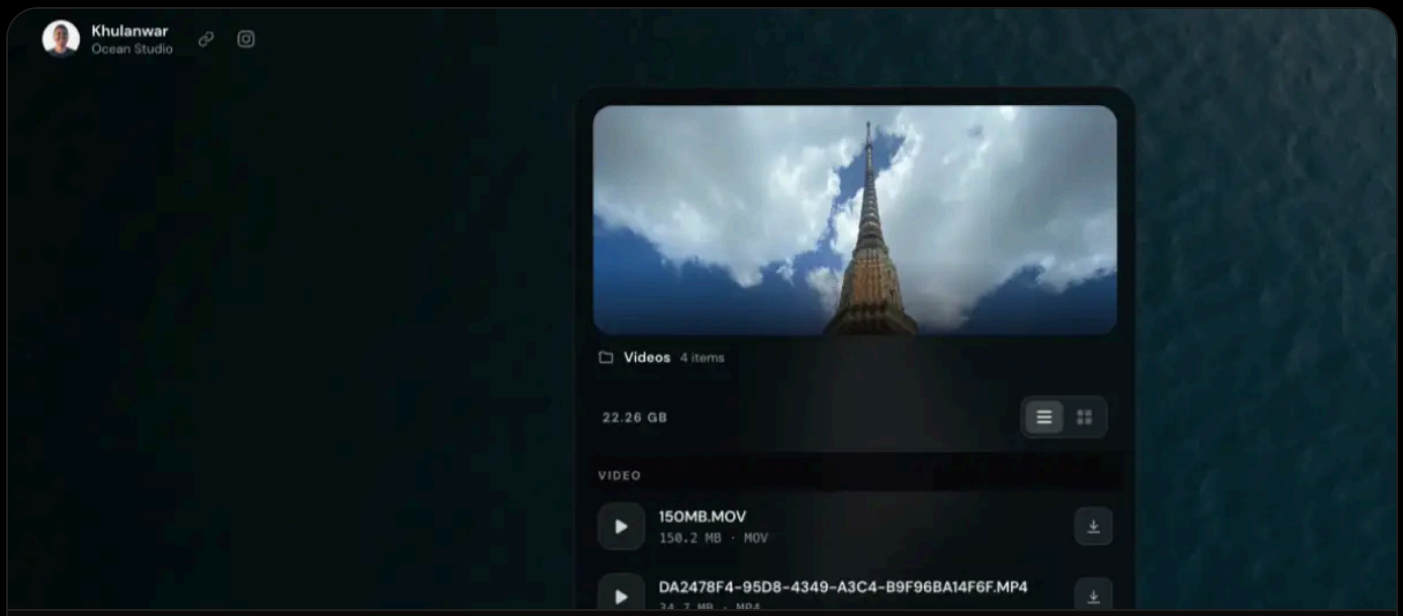
Gallup State of the Global Workplace, 2026

06 THE ONE GAP

Every signal points the same way. Yet one moment is left unbranded.

Brand consistency drives trust, revenue, talent, and performance. And yet one client-facing moment is routinely handed off to a generic third-party platform.

Website	Pitch	Proposal	The work	Delivery
BRANDED	BRANDED	BRANDED	BRANDED	UNBRANDED?



The delivery page — hosted on your domain, with your name, your colours, your photo.

THE BRANDED MOMENT

90%

of clients expect a seamless brand experience across every channel. Including the delivery link.

Marq State of Brand Consistency

50ms

is all it takes to form a first impression of a digital experience. Before reading a single word.

Carleton University / Taylor & Francis

07 WHAT THE GAP COSTS

A broken brand moment has measurable downstream effects.

A bad delivery doesn't just feel wrong. It has measurable downstream effects on retention, revenue, and referrals.

⚠ THE CHURN RISK

1 in 3

clients will leave a brand they love after just one bad experience

PwC Future of CX

32%

will drop a brand specifically for inconsistent experiences across different channels

PwC Customer Loyalty Survey, 2022

$

5 to 25×

more expensive to acquire a new client than to keep an existing one

Bain / HBR

67%

more spent by repeat clients over 30+ months compared to first-time clients

Manta / BIA Kelsey

65%

of a studio's future revenue will come from its existing client base

Gartner

PROBABILITY OF SALE

EXISTING CLIENT

60 to 70%

NEW PROSPECT

5 to 20%

Marketing Metrics / Forbes

08 THE REFERRAL MULTIPLIER

A lost client costs more than their revenue.

It removes the referrals they would have sent. And may generate negative word of mouth that reaches far more people than a positive one ever would.

65%

of new business opportunities come from referrals and personal recommendations

DemandSage

84%

of B2B decision-makers say their buying process begins with a referral. Not a search, not an ad.

DemandSage

91%

of B2B buyers are influenced by word-of-mouth when making purchasing decisions

Reuters / Edelman

13×

more people hear about a bad experience than a positive one. Damage compounds fast.

American Express / Deloitte

WORD-OF-MOUTH, 1 PERSON TELLS...

American Express / Deloitte

09 THE GROWING EXPOSURE

The delivery moment isn't shrinking. It's getting bigger.

As file sizes grow and deliveries become more frequent, every studio faces more brand moments at the handoff. Not fewer.

THE WORK FLOWING THROUGH THE LINK

- ProRes / MP4
- RAW / TIFF
- WAV / Stems
- Project ZIP
- PDF / brief

~100%

growth in average video file sizes between 2020 and 2025. Files are bigger, deliveries more frequent.

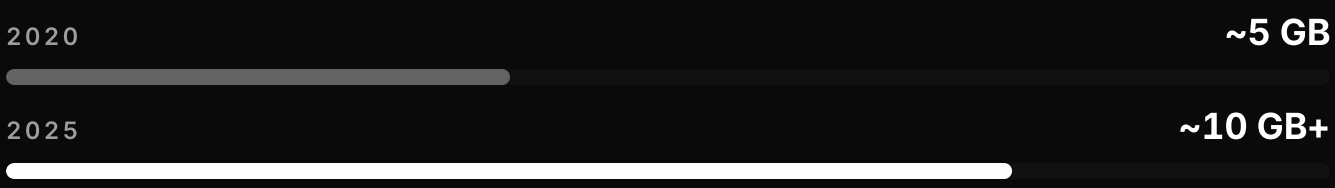
MASV file transfer data, 2025

46%

of productions now use 4K or higher formats. Driving sustained growth in per-project file volumes.

Global Growth Insights, 2024

AVERAGE PROJECT DELIVERY SIZE



THE TAKEAWAY

The data on brand is unambiguous. Studios that treat every touchpoint as a brand moment earn more, hire better, and retain clients longer. The delivery link is the one moment most are still leaving to chance.

From trust to revenue to talent to client retention, brand consistency pays at every layer. The only question is whether the final moment, when a client clicks and downloads your work, looks like **your** studio. Or someone else's platform.

Sources: Marq · PwC Future of CX · PwC Customer Loyalty Survey 2022 · Edelman Trust Barometer 2019 to 2025 · Bain & Company · HBR · Gartner · LinkedIn Global Talent Trends · Randstad · Universum Global · Gallup State of the Global Workplace 2026 · Kincentric · Manta / BIA Kelsey · MASV 2025 · DemandSage · American Express · Deloitte · Global Growth Insights · Lucidpress / Marq · Kantar BrandZ 2024 · Renderforest 2024.