



# Smashing

# Silos

**Best practices on disrupting  
the disconnect between  
Marketing and Creative teams.**





**Let's become better**

**Marketing creatives**

**And creative marketers.**



**Acknowledge**  
**stressors**

**1**

# Identify tensions.

- Design by committee
- Lack of cohesion
- Lane hoppers
- Starting with social is fun
- Briefs that check the boxes
- Design for design or awards sake
- Pivot without rationale



# Understand emotional attachments.

- Failure of nerve
- Creatives love affirmation
- Bullies create disconnects

# Overcome **bias.**

- Marketers should challenge creative
- Creatives should challenge marketers
- Never being wrong is dumb
- Understand the temperature of the room

**Influence**  
**creative synergy**

**2**



# Ideate **together.**

- Connect more
- Brief Kickoffs
- Campaign and project debriefs
- Build a routine of discovery
- Team Challenges

# Build relationships.

- Trust
- Listen
- Seek to understand
- Ask more questions
- Share learnings
- Stay humble
- Stay hungry

# Brief **best practices.**

- Don't just check the boxes
- Discuss and align
- Remember your true audience.
- Allow room for creativity
- Debrief

**Strengthen  
relationships.**

**3**

# Leverage **facts.**

- Share journey of evaluation
- Share performance data
- Ideate after the fact



# Importance of interpretation.

- Mind language gap
- Establish common, neutral ground
- Process deeper takeaways
  - Evaluate interpersonal dynamics

# Ways to inspire.

- Don't brainstorm.
- Take on cross functional opportunities
- Look for more reasons to say yes







**Thank you.**