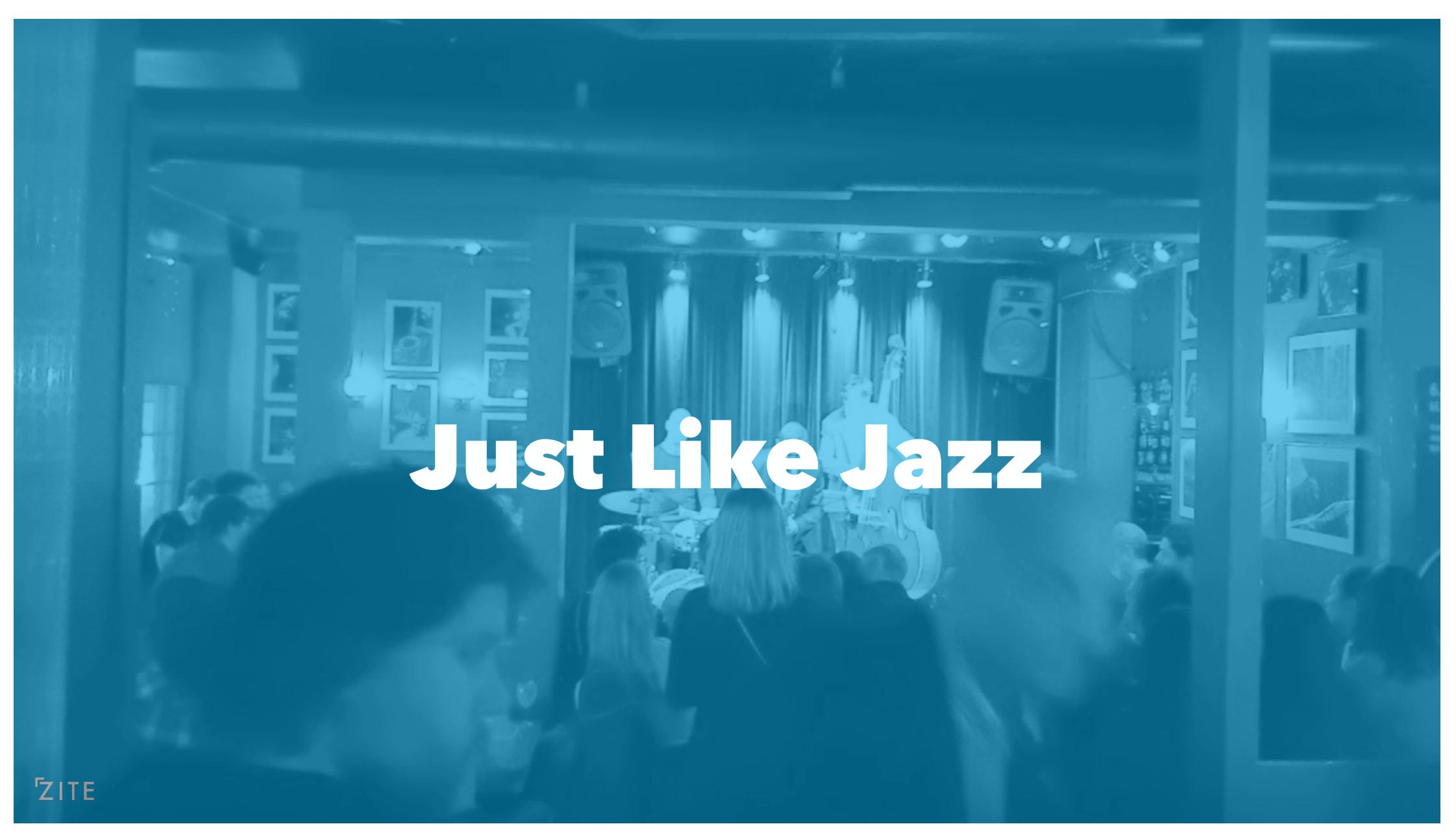


# Når kreativitet flytter in-house





# Just Like Jazz

(MED. JAZZ)

$\text{♩} = 184$

# AUTUMN LEAVES (LES FEUILLES MORTES)

(CHET BAKER)

- JOSEPH KOSMA/JACQUES PRÉVERT/JOHNNY MERCER

## A (1st CHORUS)

Handwritten musical notation for the first chorus (A). It consists of two staves of music in 4/4 time with a key signature of three flats (Bb, Eb, Ab). The melody is written on the top staff, and the bass line is on the bottom staff. Chords are indicated above the notes: Bb-7, Eb7, Abmaj7, Dbmaj7, G-7b5, C7b9, F-7, Bb-7, Eb7, Abmaj7, Dbmaj7, G-7b5, C7b9, F-7. Dynamics include *f* and *mf*.

## B

Handwritten musical notation for section B. It consists of two staves of music. Chords are indicated above the notes: G-7b5, C7#5(b9), F-7, Bb-7, Eb7, Abmaj7, Dbmaj7, G-7b5, C7b9, F-7, Bb7, Eb-7, Ab7#5.

## C

Handwritten musical notation for section C. It consists of two staves of music. Chords are indicated above the notes: G-7b5, C7b9, F-7, Bb7, Eb-7, Ab7#5.

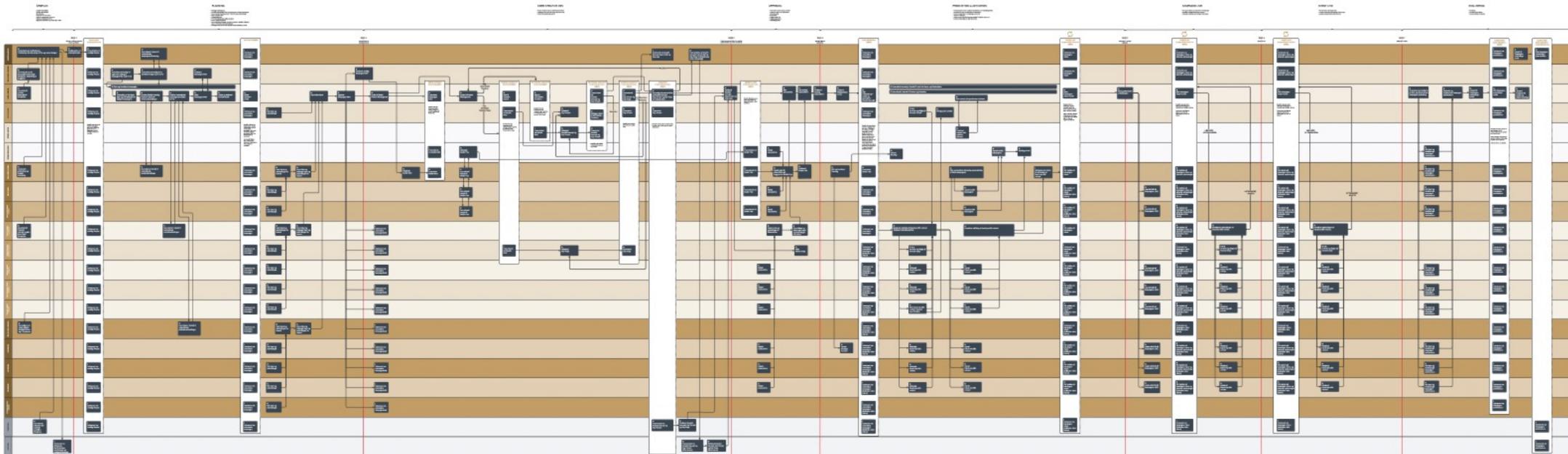
## D (INTERLUDE)

Handwritten musical notation for section D (Interlude). It consists of two staves of music. Chords are indicated above the notes: G-7b5, C7b9, F-7, C.

© 1947, 1950 (Renewed) ENOCH ET CIE  
Sole Selling Agent for U.S. and Canada: MOWLEY MUSIC CO., by agreement with ENOCH ET CIE



TIVOLI  
Kampagne-flow



- 16 years on Agency side
- Been in charge setting up in-house marketing-, creative-, content-, and SoMe teams – locally as well as globally - for the past 15 years
  
- Former Head of Creative, Brand and Customer Insights at Maersk.
- Former Head of Brand and Content Marketing at Georg Jensen,
- Former Head of Creative and Design at Saxo Bank,
- **CCO at ZITE**
  
- Currently part a few start-ups on the side as
- angel investor, advisory board and Board member:  
DataClassroom, Feats.io, and Sustainify.
- Board member at Dyrehavsbakken.
- Author of the Amazon Bestselling books  
“Moving In-House” – 2020,  
“The big, entirely subjective and, to be fair,  
a bit biased illustrated guide to Copenhagen” – 2021,  
and “**WIN-WIN-HOUSE**” – 2022
- InCredible - 2024
  
- And I run Contentlinjen at the Danish School of Advertising





**Hver dag scroller en  
almindelig dansker  
forbi mere end 90  
meter content.**

**Det er det samme  
som højden på  
Frihedsgudinden  
i New York.**

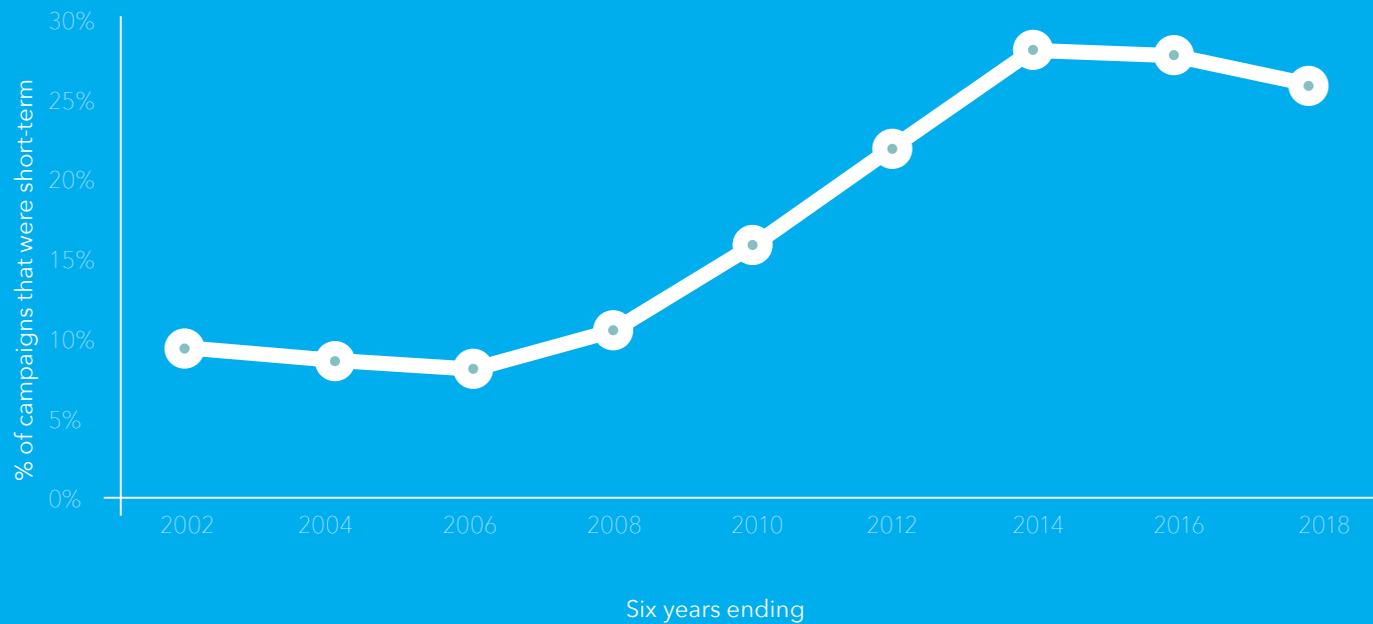


**“Creativity is the last unfair advantage we’re legally allowed to take over our competitors”.**

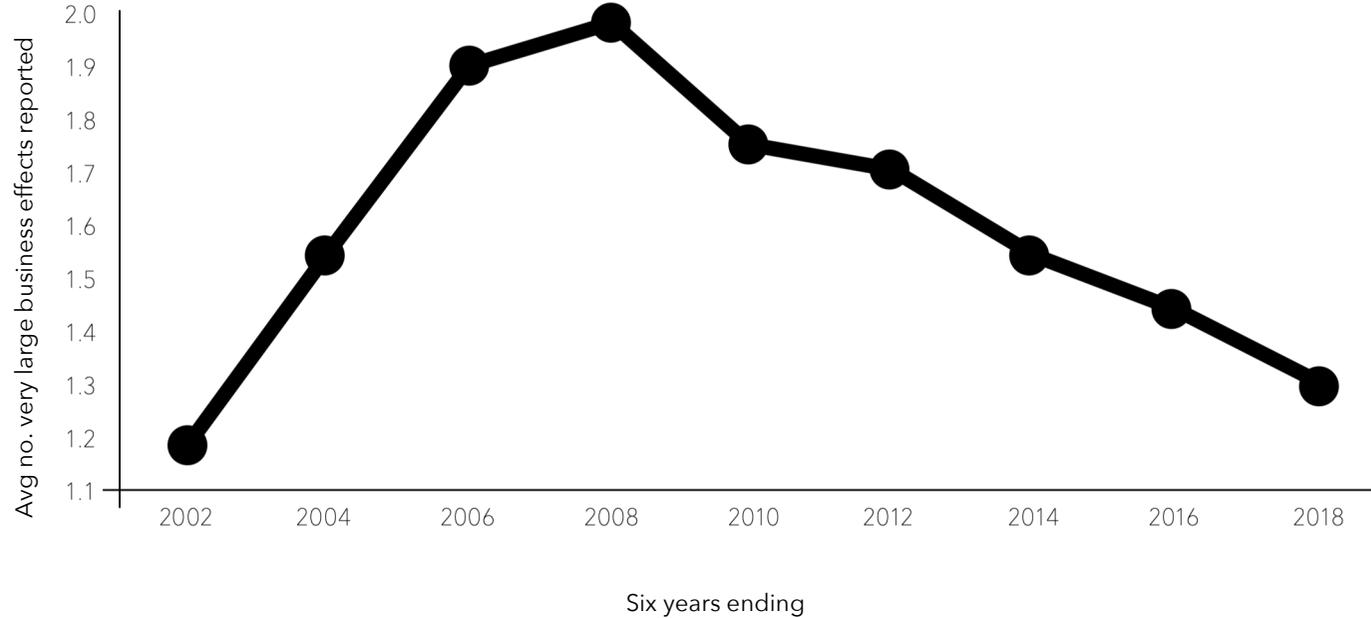
Bill Bernbach, Founder of DDB



# The rise of short-termism

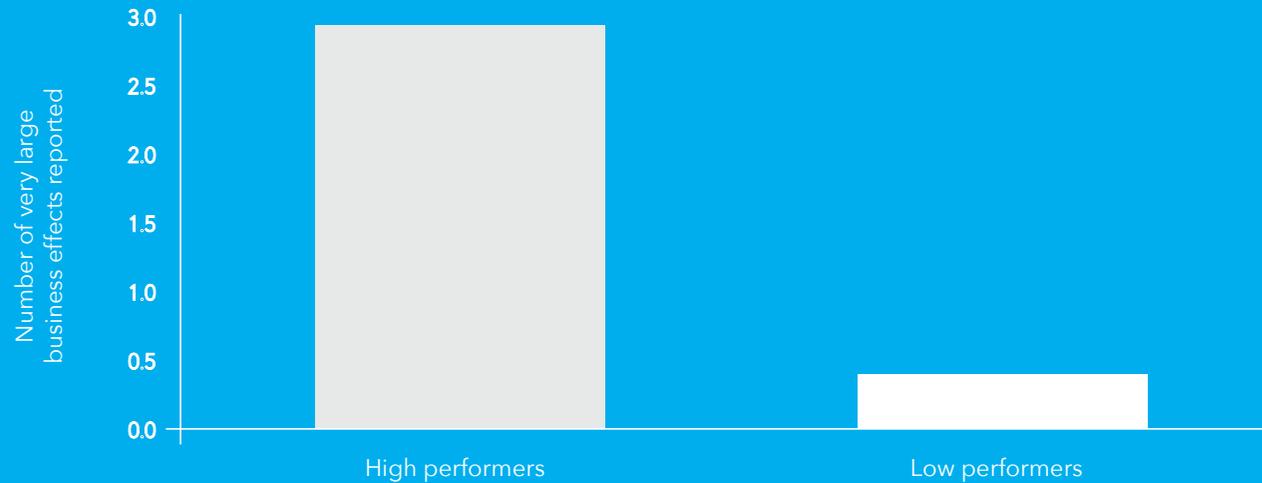


# The declining effectiveness of all IPA campaigns

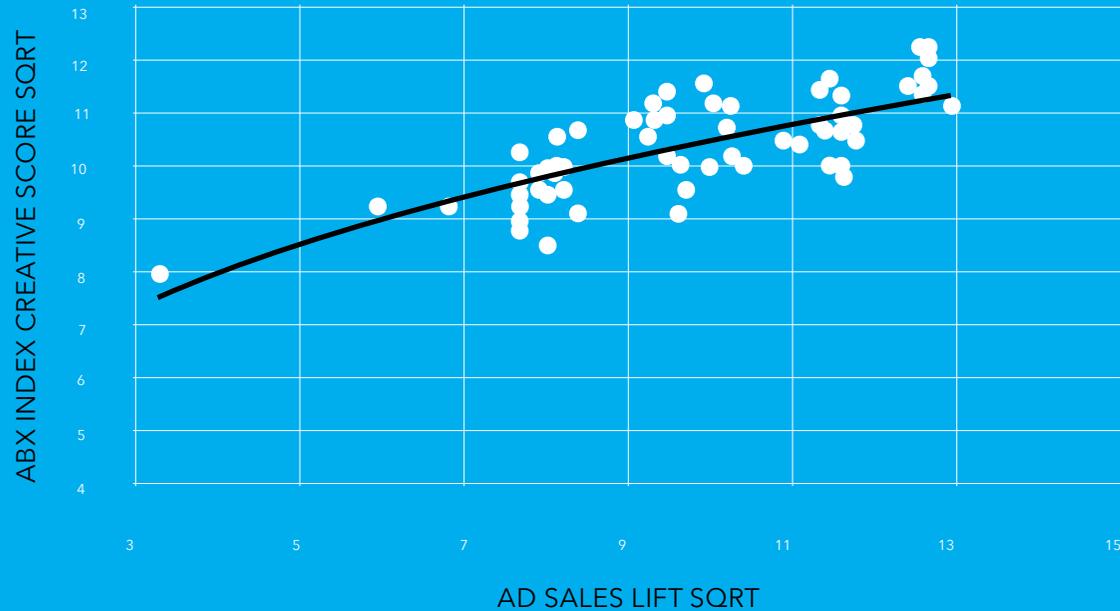


**Man kan altså  
ikke kede folk til  
at købe noget**

# Creativity used wisely is 8X more effective

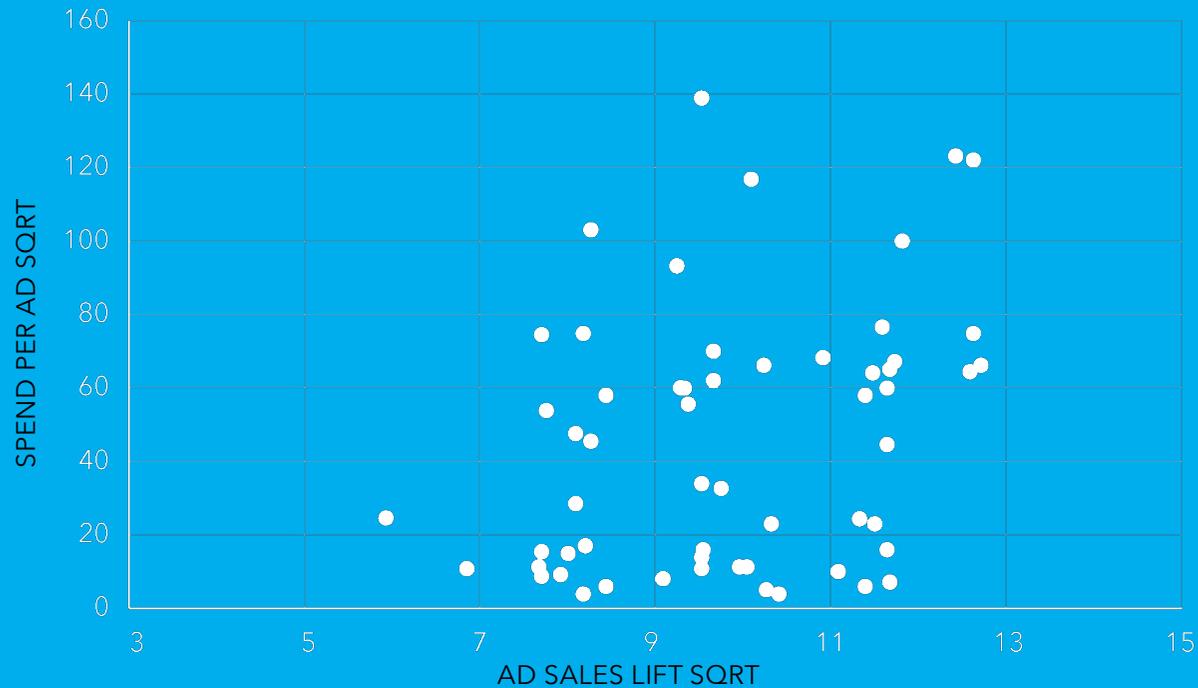


# LARGE CORRELATION BETWEEN CREATIVITY AND SALES



Correlation of  $R^2 = .743!$

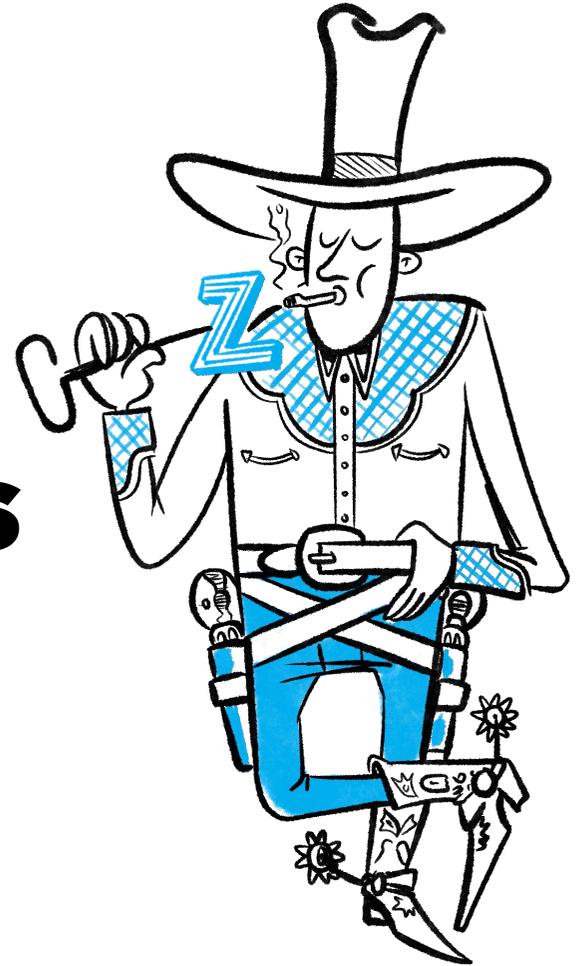
# NO CORRELATION BETWEEN MEDIA SPEND VS. SALES REVENUES



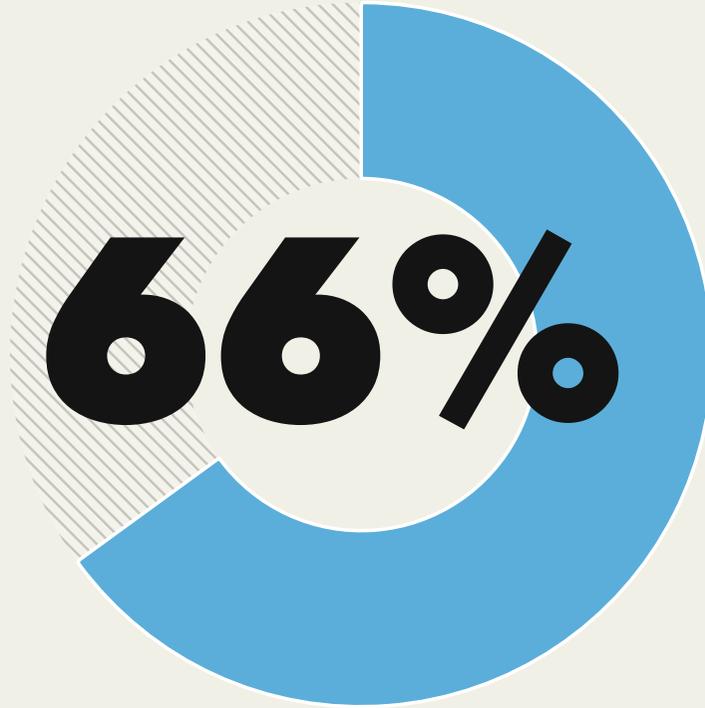
Correlation of  $R^2 = .1138$

# 70% Of Advertising Effectiveness Depends On The Creative

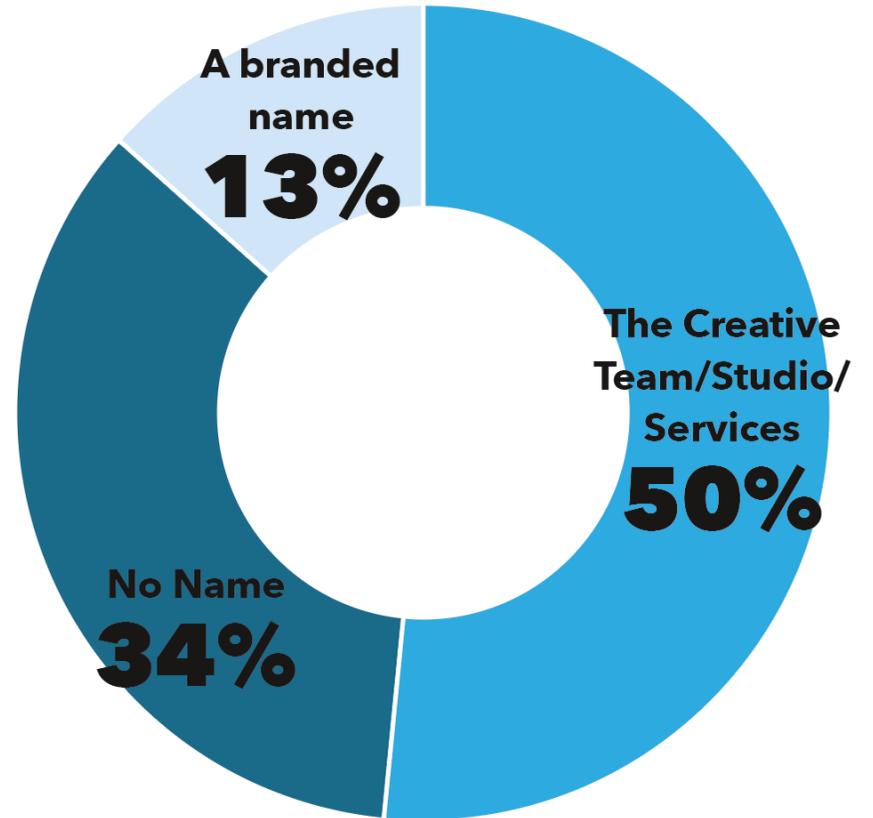
Ross Jauncey, Head, Create With Google







***...of companies have one or more  
in-house creative roles or answered 'Yes'  
to having an in-house marketing agency***



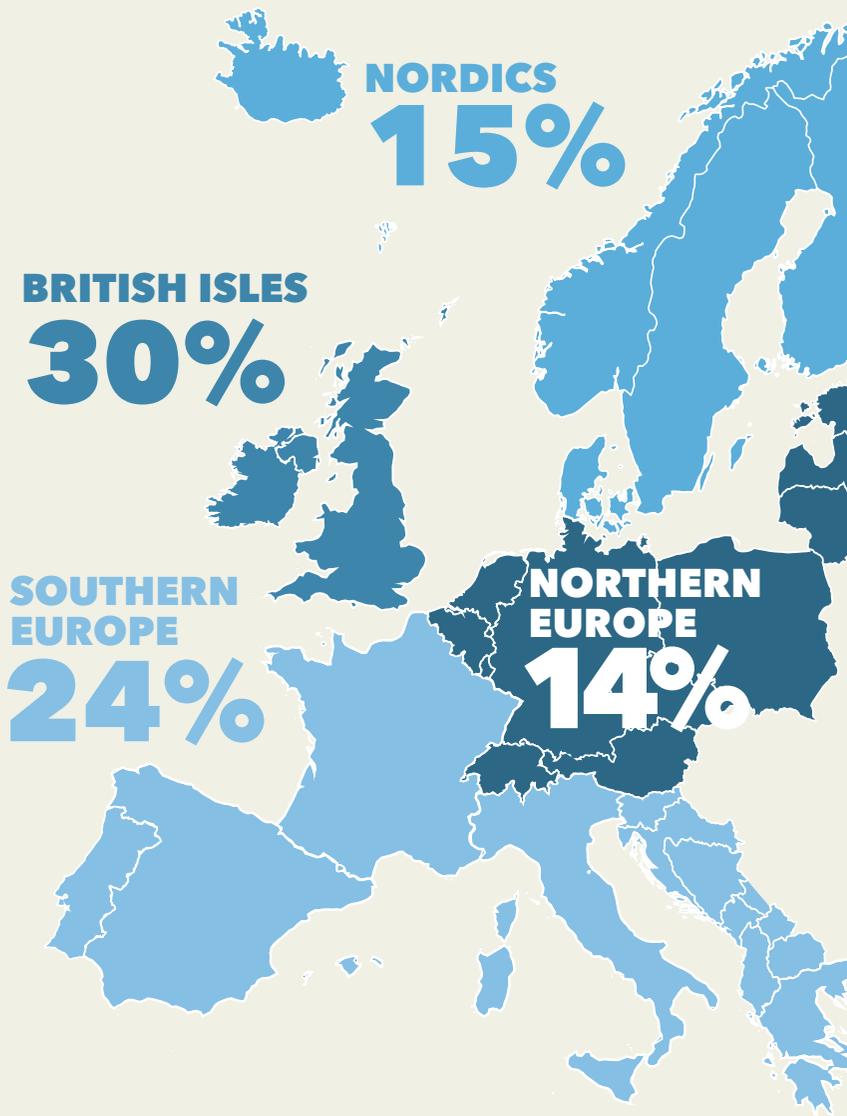
**Q: What do you call your in-house setup?**



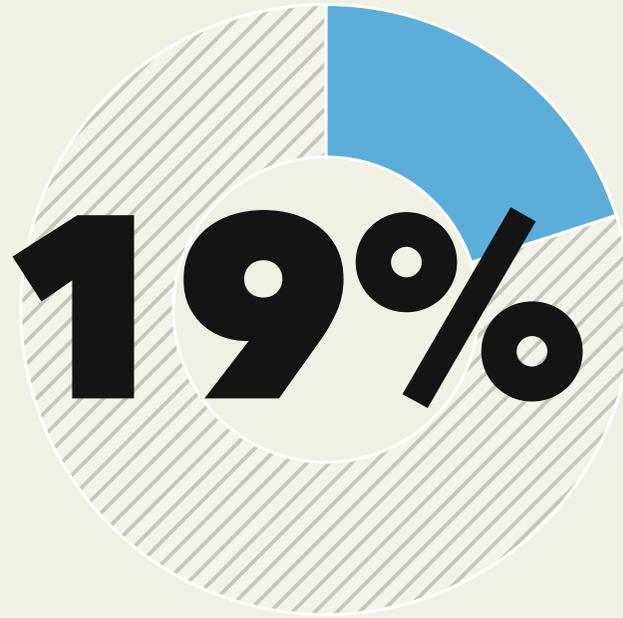
**THE 2025  
IN-HOUSE  
BAROMETER**

**THE  
IN-H  
BAR**

**THE  
IN-H  
BAR**



# **From production to partner**



**... OF IN-HOUSE AGENCIES ARE 10+ YEARS OLD.  
THEY'RE NO LONGER "NEW." THEY'RE CORE**

**Creativity is moving in**



**From the world  
championship in  
advertising ...**





## THE RISE OF IN-HOUSE AGENCIES IN CREATIVE AWARDS

### **Cannes Lions International Festival of Creativity**

#### **In-House Entries:**

2012: Less than 2% of total entries were from in-house teams.  
2018: Increased to approximately 8% of submissions.  
2024: Surged to over 15%, indicating growing confidence among in-house teams.

#### **Awards Won by In-House Teams:**

2012: Secured less than 1% of total awards.  
2018: Rose to around 5%.  
2024: Now win approximately 12% of the awards.

### **Clio Awards**

#### **In-House Participation:**

2015: In-house submissions were minimal.  
2019: Entries grew by over 50% compared to 2015.  
2024: Doubled since 2019, making up nearly 20% of all submissions.

#### **Awards Won:**

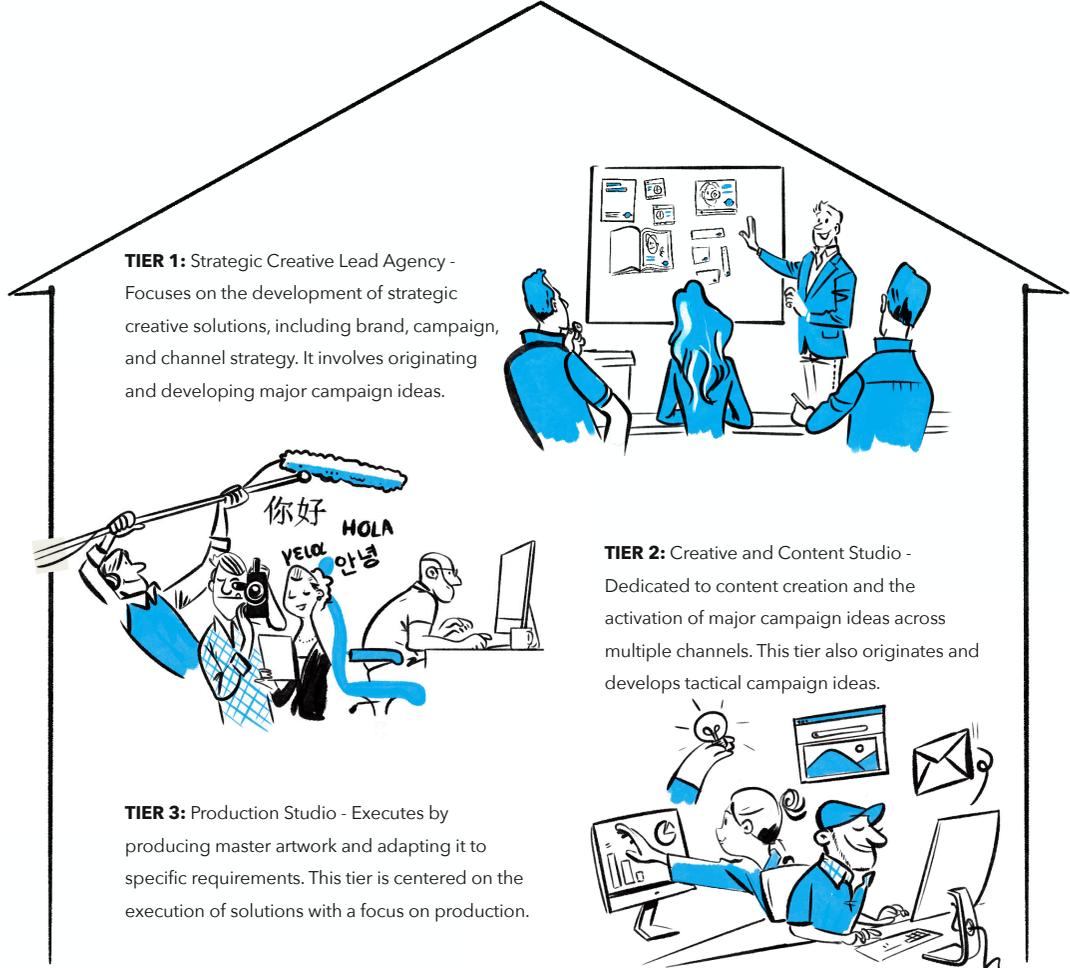
2015-2019: Number of awards won by in-house teams doubled.  
2024: Tripled their award count since 2019, reflecting rising creative prowess.

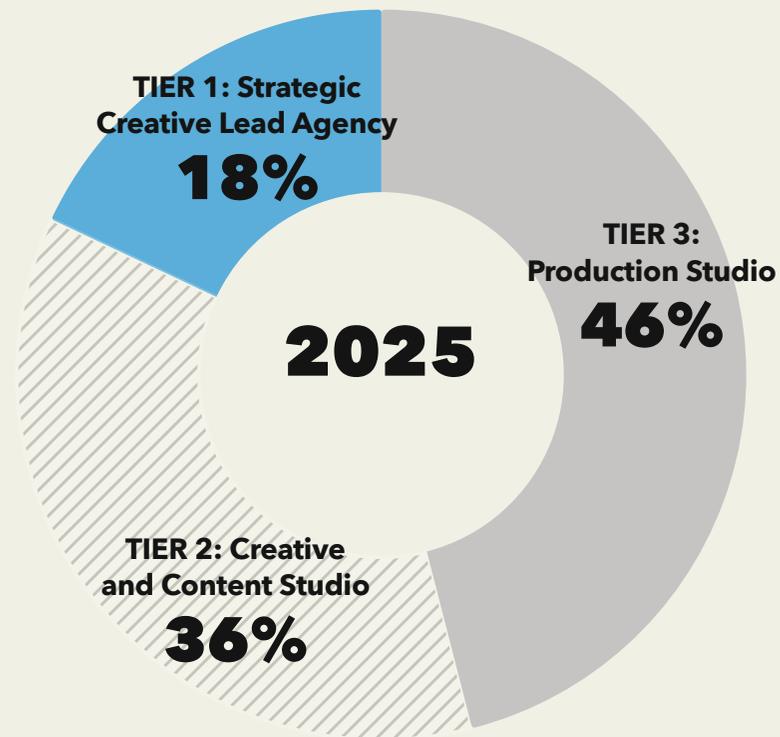
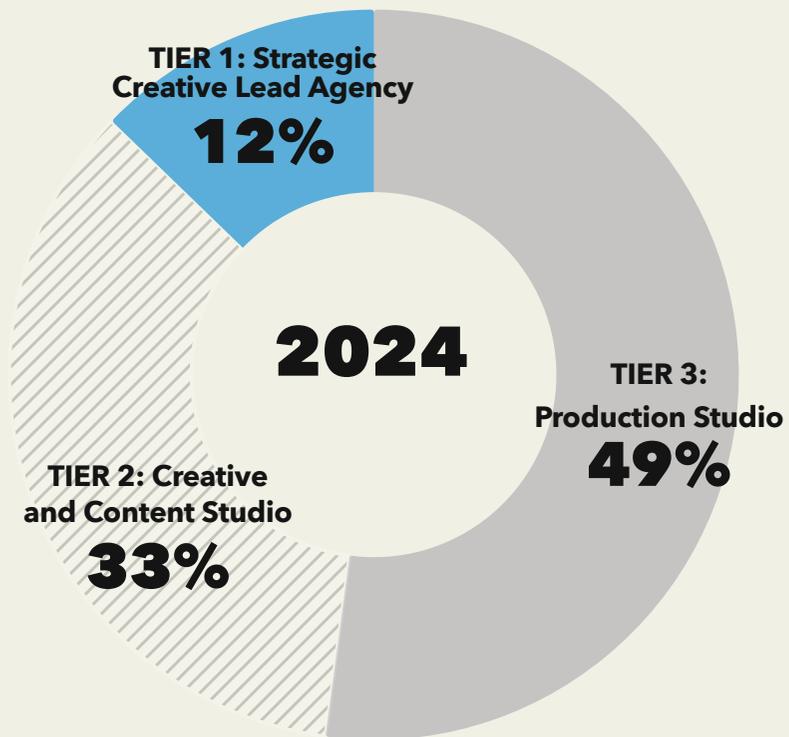
### **Effie Awards**

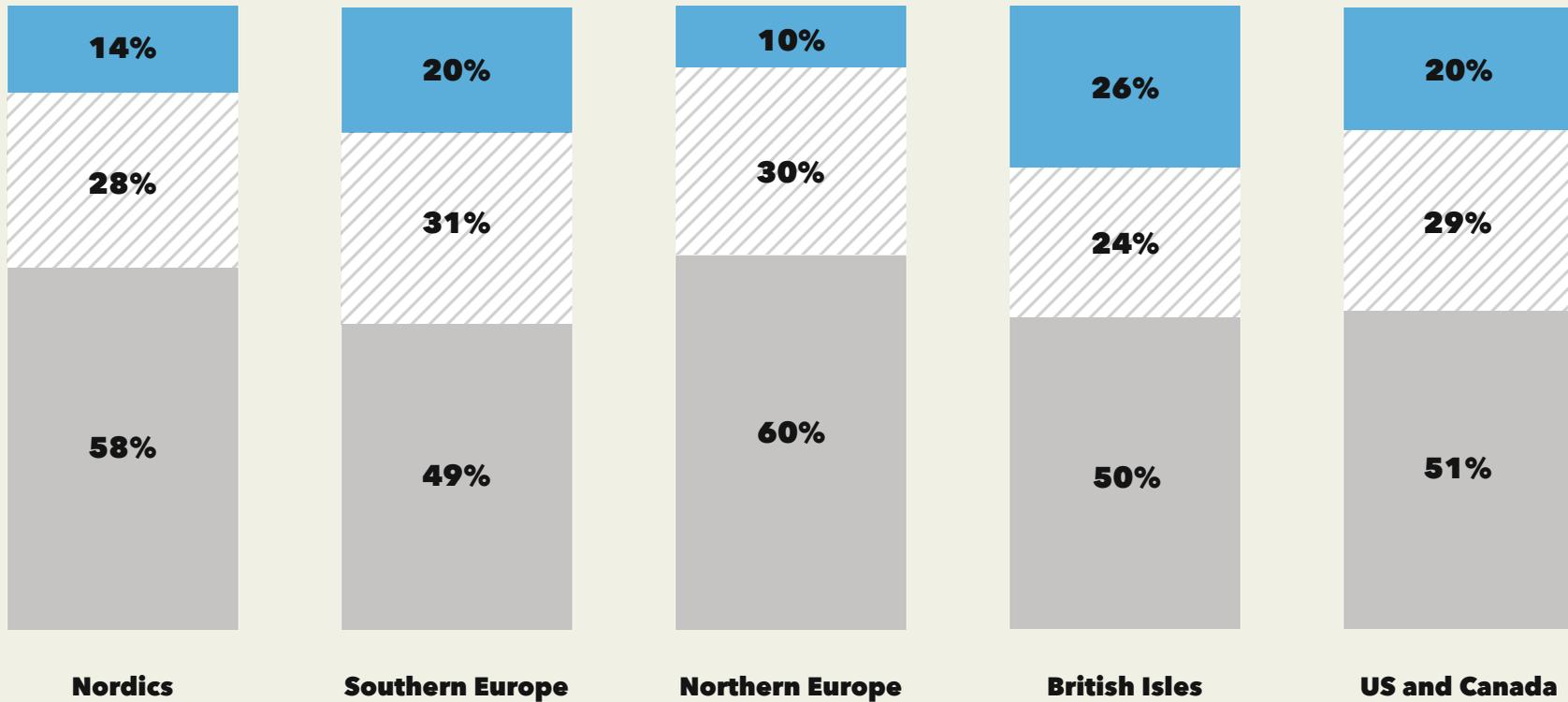
#### **In-House Wins:**

2010-2015: Accounted for approximately 2% of winners.  
2016-2020: Increased to about 7%.  
2024: Now represent 15% of winners.





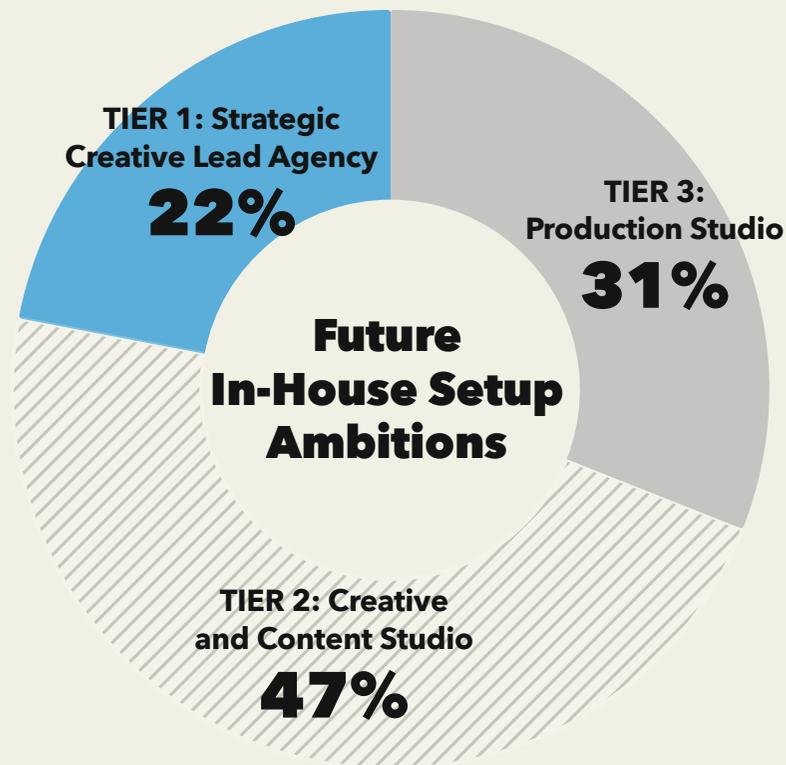
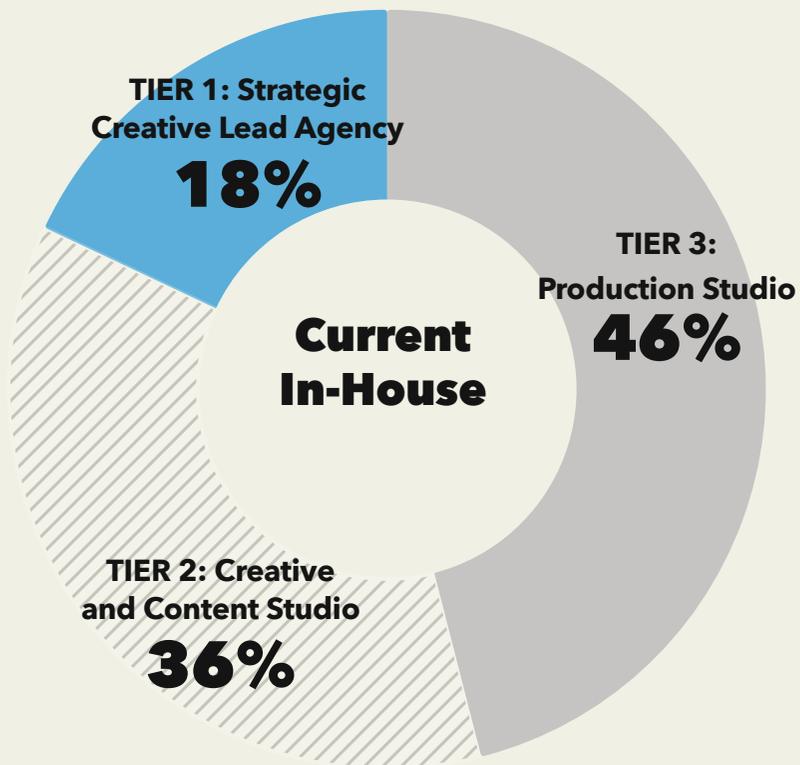




***Q: How would you describe your marketing setup today?***

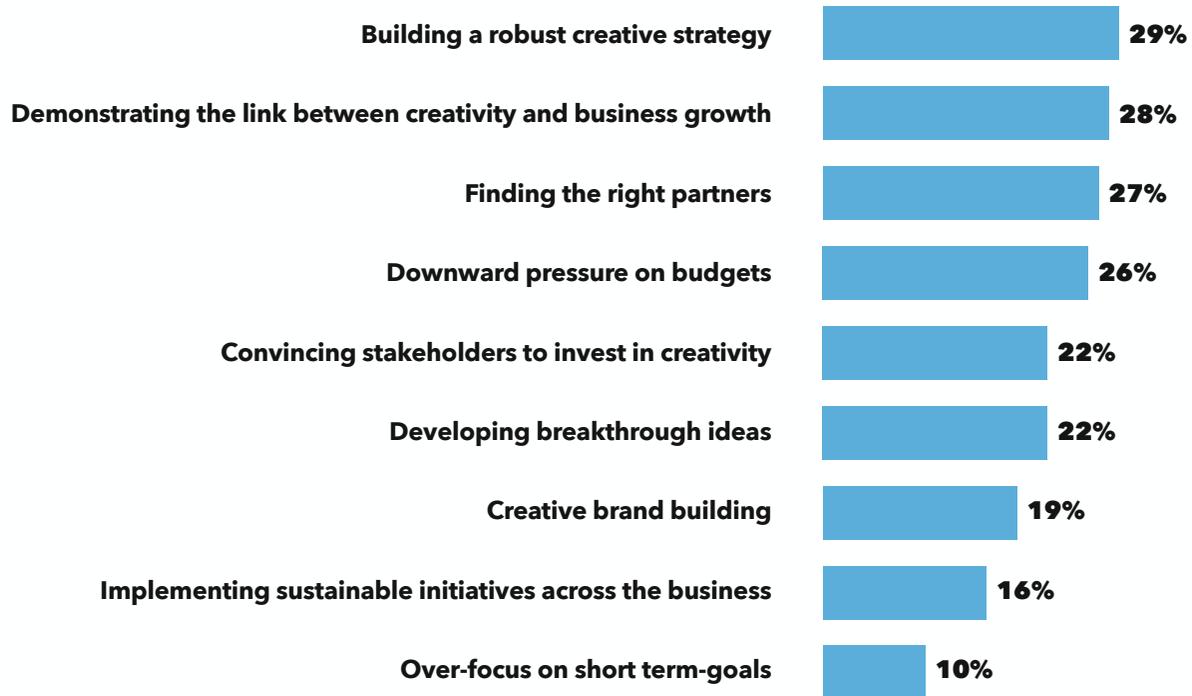
**Sweet dreams  
are made of of this**





# Reality check





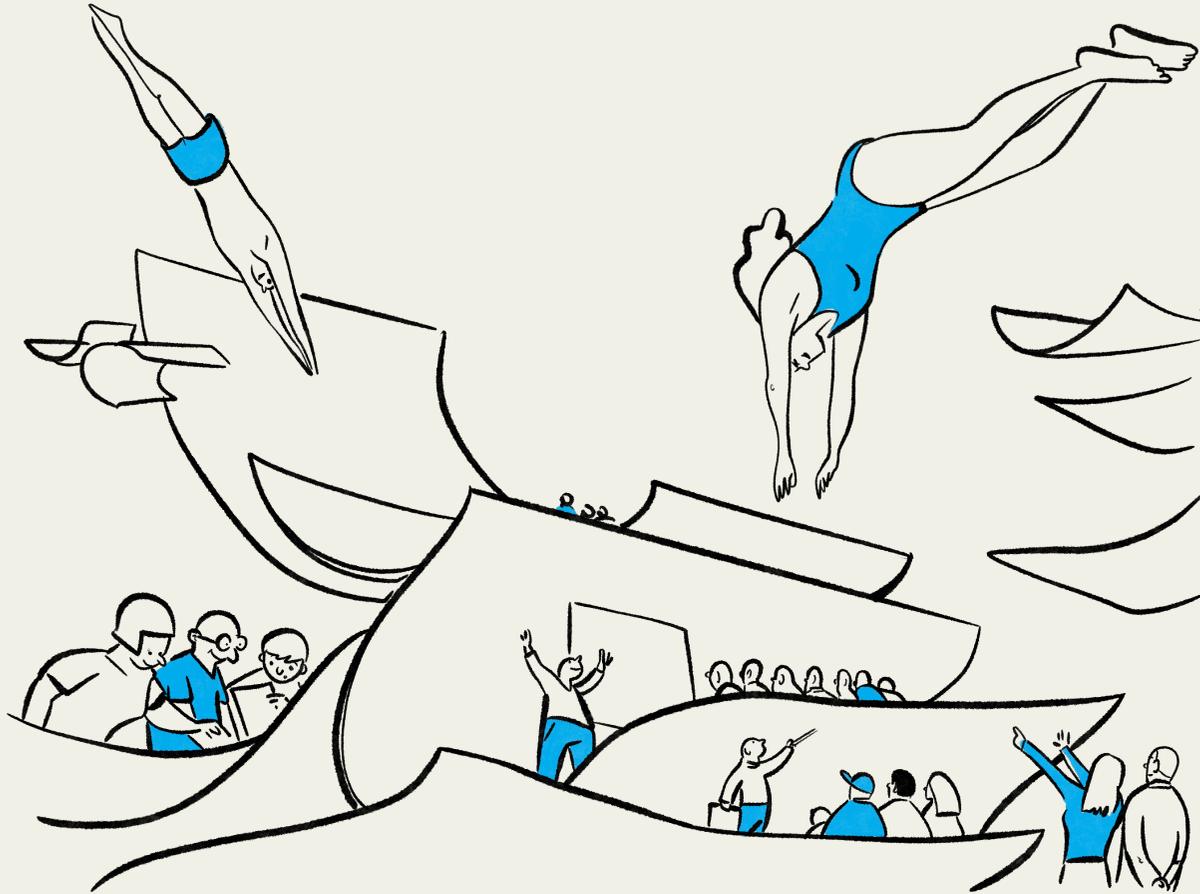
***Q: What is the single biggest internal challenge influencing your role in creativity today?***

**20% say their clients' biggest barrier to creative risk-taking is insufficient understanding of what good creativity looks like.**

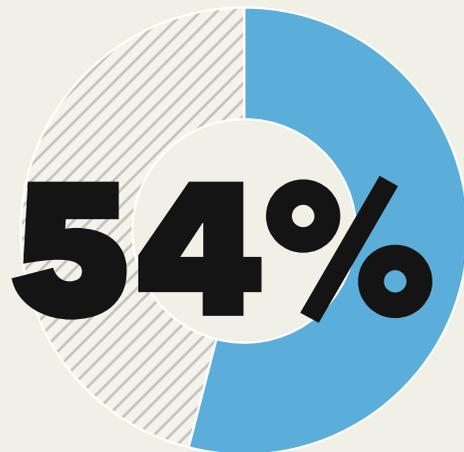




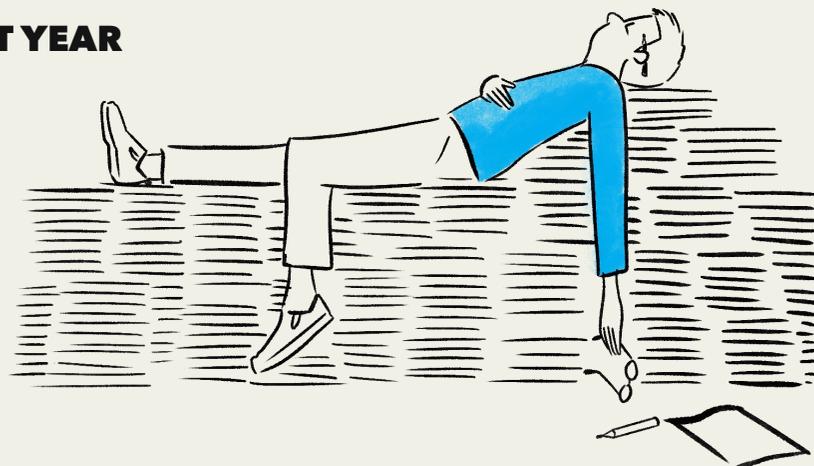
***Q: What are your clients' biggest barriers to creative risk-taking?***

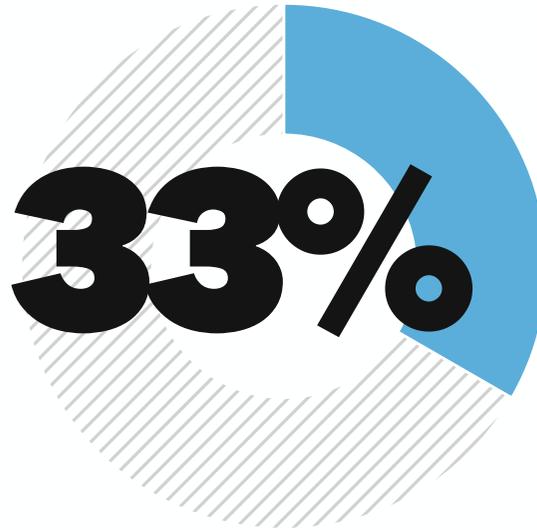


BURIED IN BRIEFS



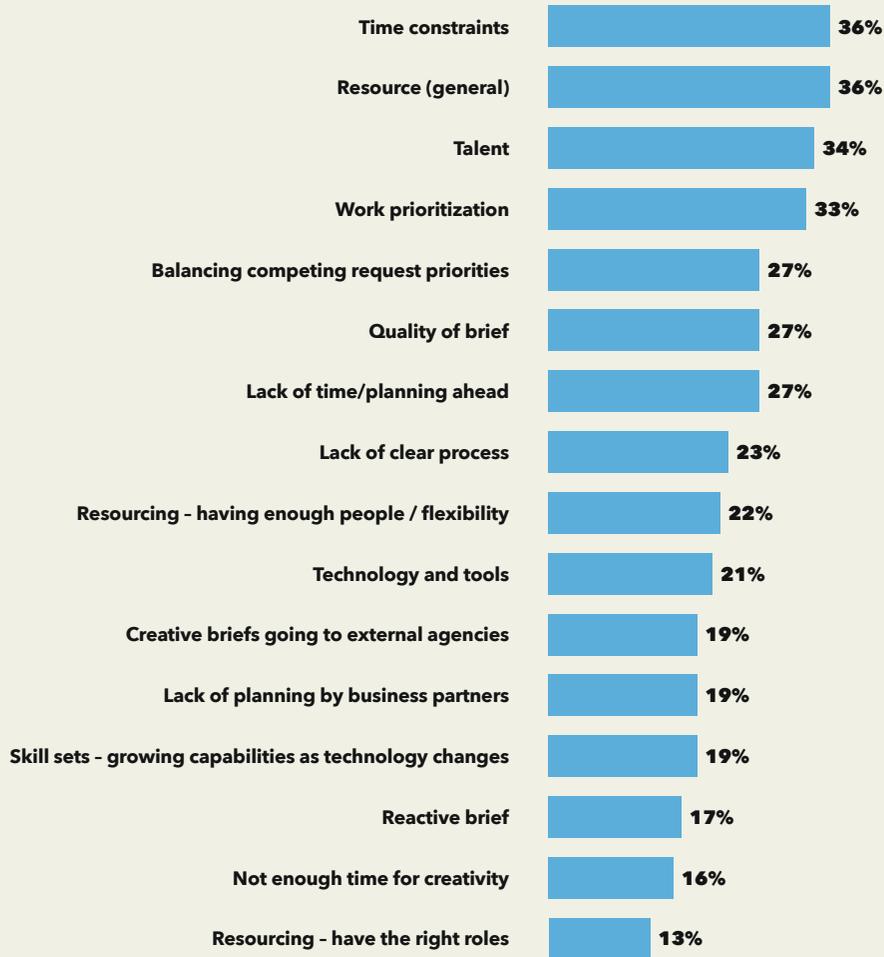
**... OF IN-HOUSE TEAMS SAY THEIR WORKLOAD  
INCREASED OVER THE PAST YEAR**





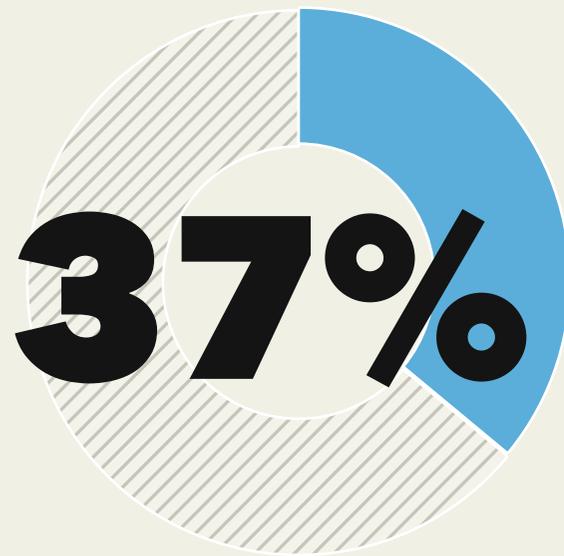
**...OF IN-HOUSE WORK IN THE  
PAST YEAR WAS UNPLANNED**





**Q: What are your *in-house* team's greatest challenges?**

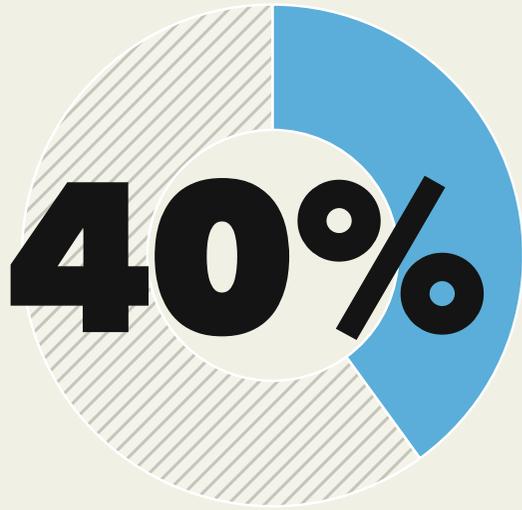




**... OF IN-HOUSE TEAMS FIND IT DIFFICULT  
TO USE CONSUMER FEEDBACK**



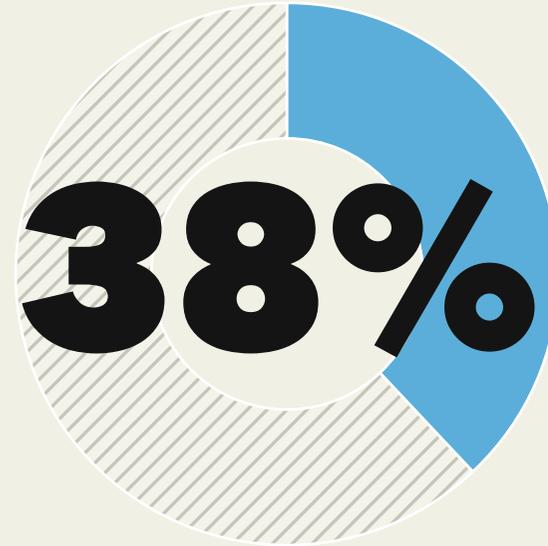
***Q: What is the biggest barrier to your In-House Agency producing better creative work?***



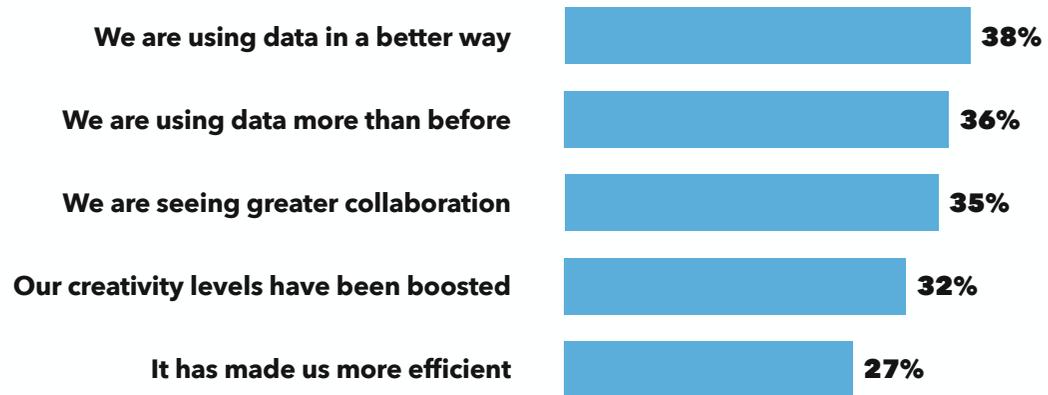
**... OF IN-HOUSE TEAMS FINDS IT DIFFICULT  
MEASURING THE IMPACT OF THEIR CREATIVE WORK**



# **The Role of AI and Tech in In-house Marketing**

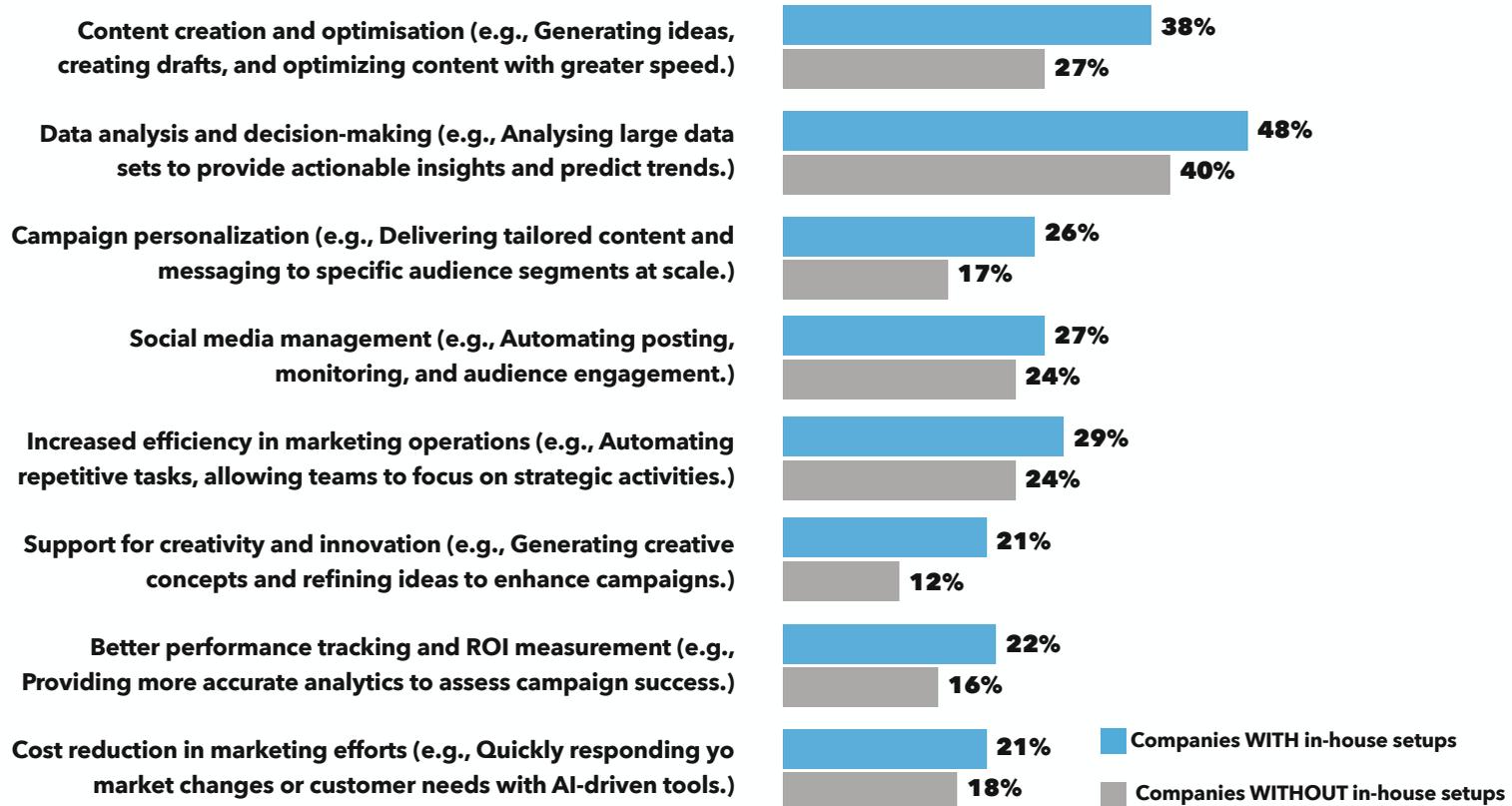


**... OF IN-HOUSE TEAMS SAY AI HAS BOOSTED  
THEIR CREATIVITY LEVELS**

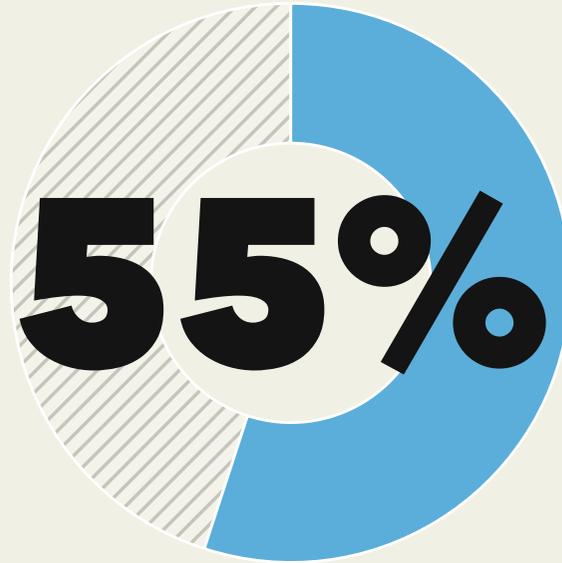


***Q: How would you describe the impacts of***



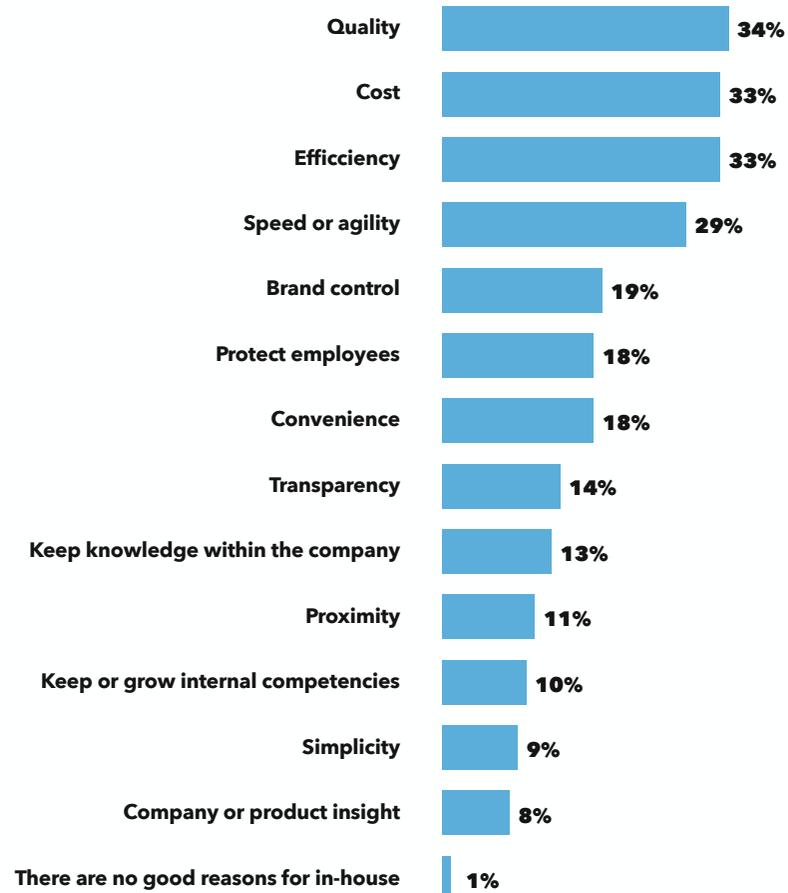


**Q: What do you think is the most important area where AI has impacted marketing teams**

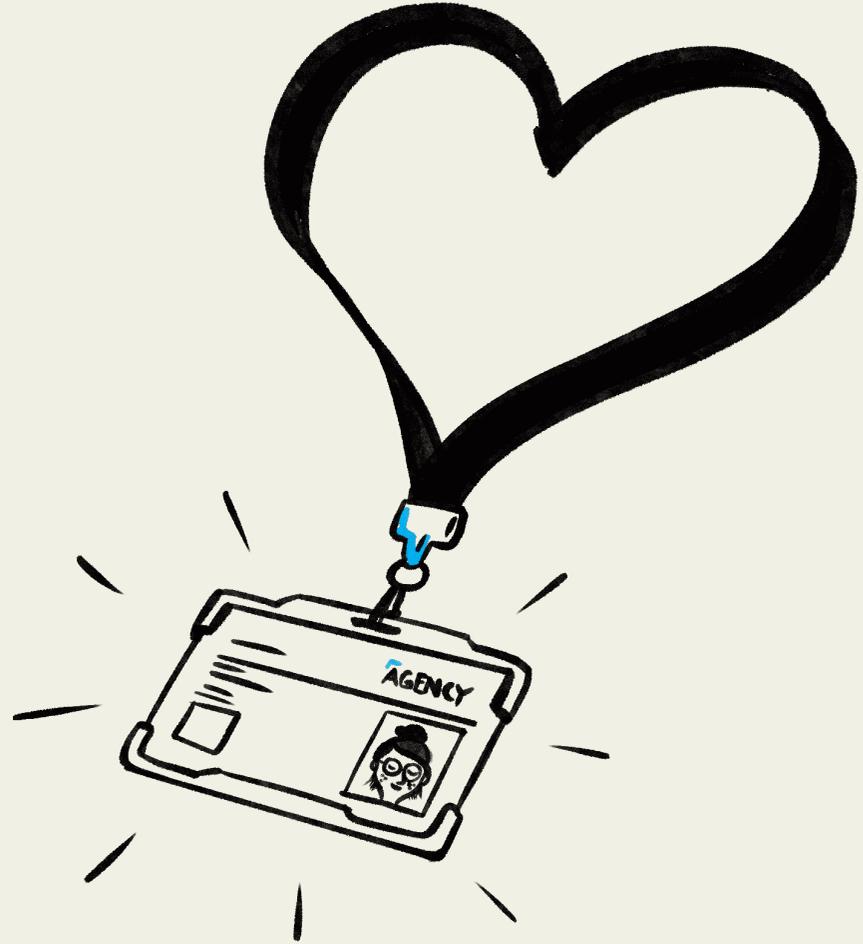


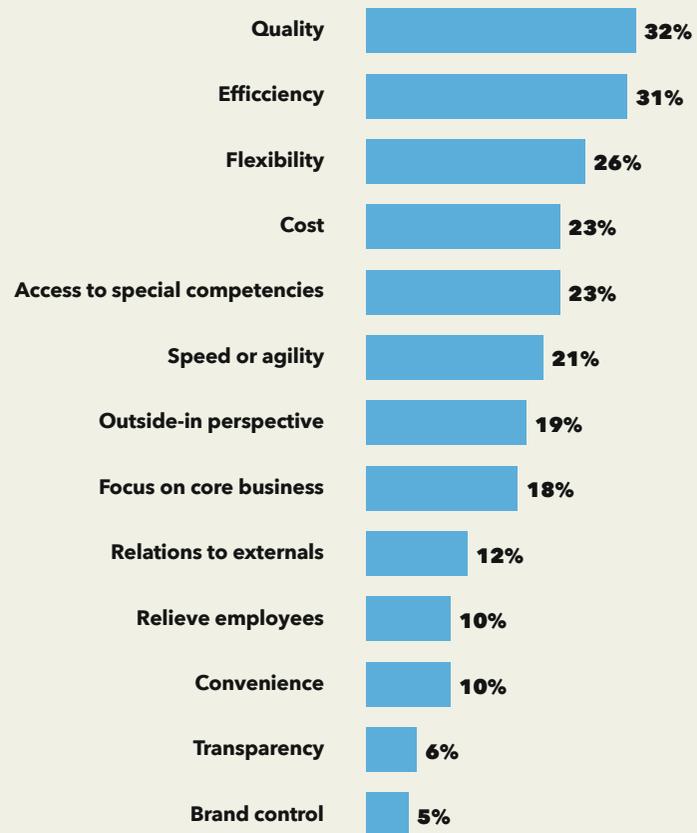
**... OF ALL RESPONDENTS SAID AI WOULD  
COMPLEMENT AND ENHANCE HUMAN CREATIVITY**

**Why In-House?  
Why External?  
The Strategic Split**



**Q: What are the main reasons for in-house agencies?**

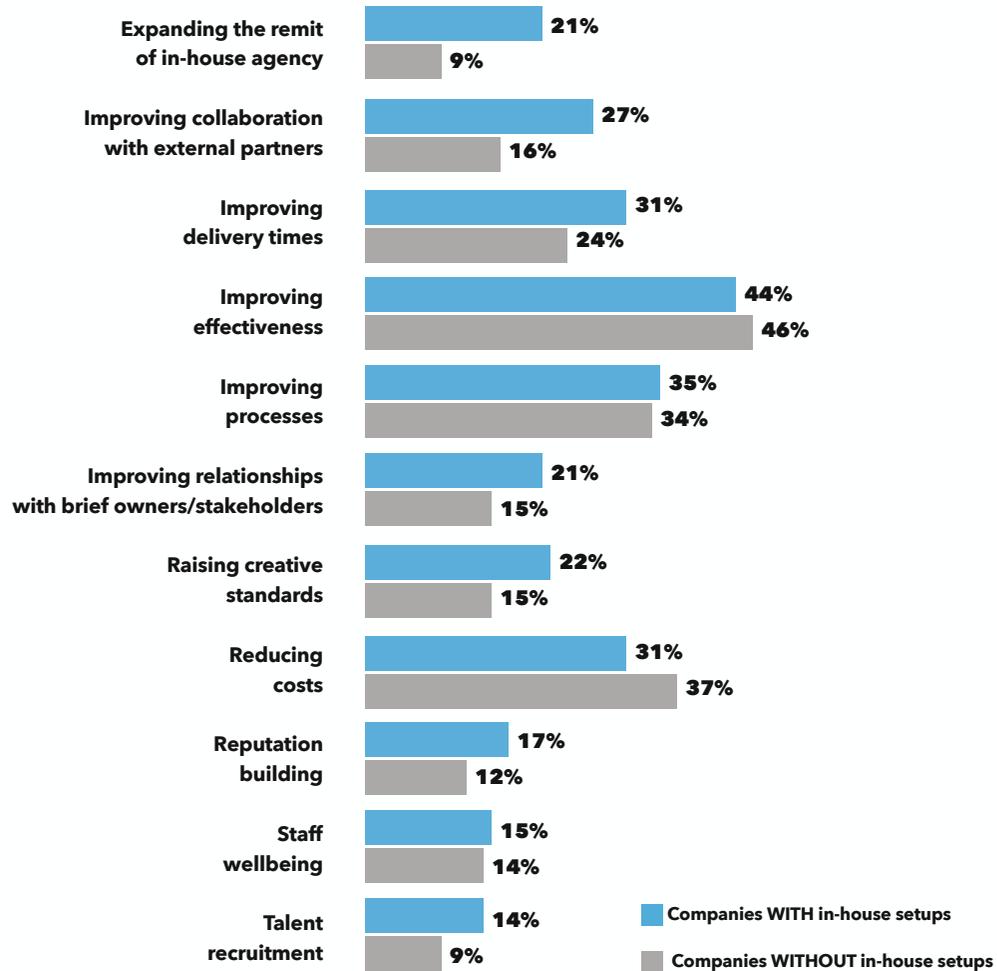




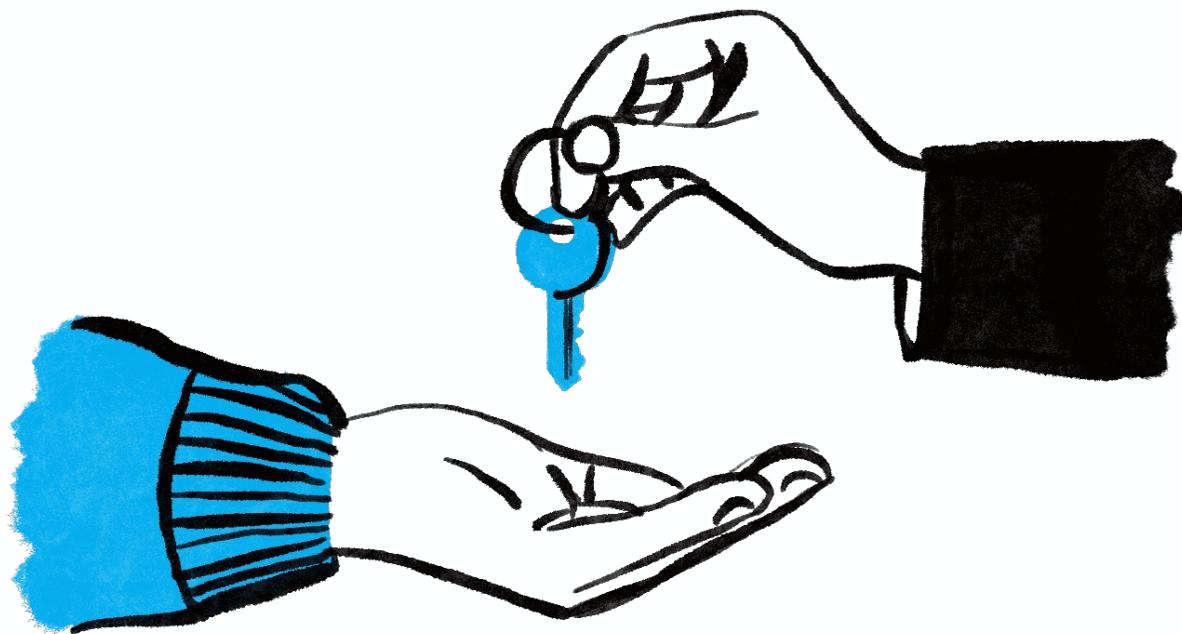
**Q: What are the main reasons for external agencies?**

# Main priorities for the next 12 months

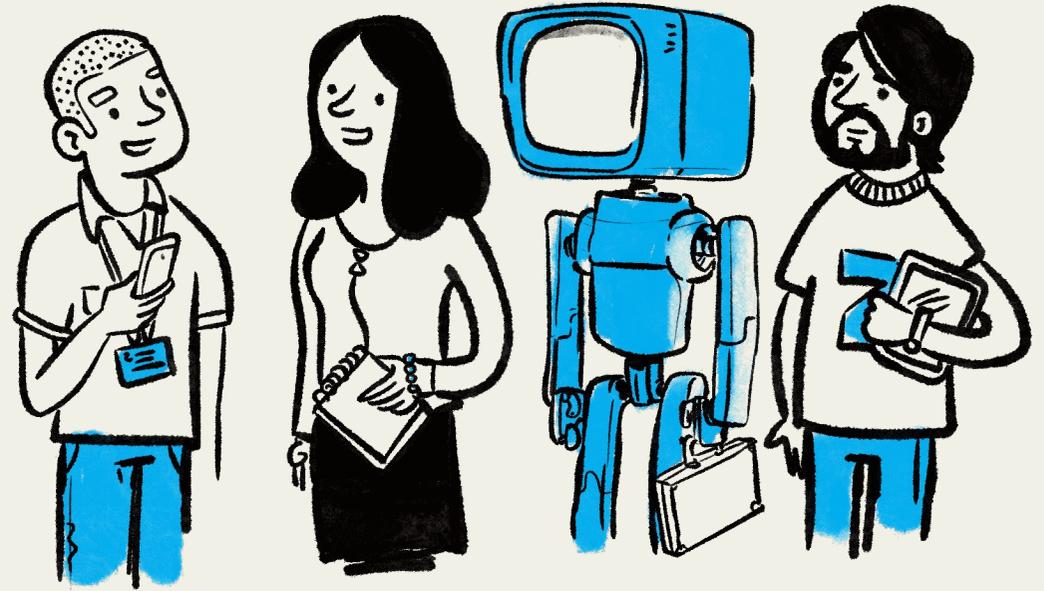




**Q: What are your main priorities for the next 12 months?**



# The Future of In-House Setups



**Thank you**

**Get the report here:  
[www.inhousebarometer.com](http://www.inhousebarometer.com)**

