

## Creative Circle Unveils 2024 Client Pulse Report: Navigating AI in the Creative and Marketing Industry

6/4/2024

Report demonstrates AI's already significant usage, compounded with broad opportunity for increased adoption

LOS ANGELES--(BUSINESS WIRE)-- Creative Circle, a leading marketing and creative services firm and ASGN (NYSE: ASGN) brand, today released its **2024 Client Pulse Report**, offering a comprehensive analysis of artificial intelligence's impact on creative and marketing teams. This year's report illuminates how AI has rapidly become embedded in daily workflows, but leaders still seek support in deploying the groundbreaking technology to its full potential.

To develop the report, Creative Circle collected survey responses from 463 creative and marketing leaders. The survey was conducted in March 2024 and received a near-record response rate, demonstrating business leaders' continued investment in the subject more than a year after AI entered the mainstream.

Resounding consensuses emerged around several of the topics addressed in the survey:

- AI is now a staple in creative and marketing teams, with 82% using it to some extent and 45% using it daily or weekly.
- Leaders would like to further implement AI into their work, but 89% face barriers to increased adoption.
- The necessity of AI today is undisputed, as 83% of leaders say they need to develop new AI skills and competencies in order to achieve their goals.
- Businesses are eager to close their AI gaps, with 66% of respondents seeking AI-specific training, hires, or consultants to upskill their teams.

"This study makes clear that marketing and creative leaders recognize AI's extraordinary potential. But for the most part, they're only scratching the surface," says Creative Circle President Matt Riley. "Teams need direction, training, and subject matter expertise in order to fully integrate AI technology and realize its many benefits."

Creative Circle's insights and solutions offer an ideal set of skills and knowledge that marketing and creative teams need to realize the benefit of today's AI technologies.

Katherine Forbes, Creative Circle's Senior Vice President of Marketing, states, "We are actively partnering with our clients to bring out the full potential of AI within their marketing and creative teams. Our people have the right

solutions at their fingertips and the necessary insights to implement AI effectively and securely.”

**Read the full report for all the detailed findings** on topics including the top AI use cases, barriers to adoption, and upskilling strategies. And, if you’re ready to harness the power of AI for your team, **contact Creative Circle** to tap into a wealth of resources and expertise.

## About Creative Circle

Creative Circle provides marketing and creative services for companies looking to solve business challenges of all sizes. Our strength comes from our talent community, and our power lies in leveraging this network to provide flexible custom solutions for our clients.

Creative Circle is part of the Commercial Segment of ASGN Incorporated (NYSE: ASGN). To learn more, visit **[creativecircle.com](https://www.creativecircle.com)**.

## About ASGN Incorporated

ASGN Incorporated (NYSE: ASGN) is a leading provider of IT services and solutions across the commercial and government sectors. ASGN helps corporate enterprises and government organizations develop, implement, and operate critical IT and business solutions through its integrated offerings. For more information, please visit **[www.asgn.com](https://www.asgn.com)**.

## Safe Harbor

Certain statements made in this news release are “forward-looking statements” within the meaning of Section 27A of the Securities Exchange Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and involve a high degree of risk and uncertainty. Forward looking statements include statements regarding our current and future support of client AI needs, claims pertaining to internal and client efficiencies created using AI tools, and statements about how marketing and creative professionals may leverage AI tools within their own organizations. All statements in this news release, other than those setting forth strictly historical information, are forward-looking statements. Forward-looking statements are not guarantees of future performance and actual results might differ materially. For a full list of risks and discussion of forward looking statements, please see our Annual Report on Form 10-K for the year ended December 31, 2023, as filed with the SEC on February 23, 2024. We specifically disclaim any intention or duty to update any forward-looking statements contained in this news release.

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Source: Creative Circle IR

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