

Time for design to be taken seriously.

In the current economic climate, the creative industry is coming under increased pressure and review regarding its involvement within businesses.

Some design firms will invariably be unable to sustain themselves in such testing times. However, this is a time when the industry has to step up to the challenge it faces and show that there is true value in design, and that it should be a cornerstone of any successful business or brand.

In order to do this the design industry needs to prove its true worth.

For many years design companies have free pitched and, in essence, given the ideas for free. This has devalued the industry to such an extent that clients can see it as more of a creative service than a profession. Furthermore, the lack of belief in a great idea has led to a culture of the client being presented with a number of options and being left to make the final creative decision.



It's time that the creative industry took pride in what they do and understood the true value of what they offer, just like any other profession, i.e. solicitors, accountants and plumbers.

The next year is going to offer greater challenges, but it is our firm belief that when the current economic downturn improves there will be huge opportunities for the creative industry.

Design firms who are true to the industry and offer clients sound advice will prosper, and be in a stronger position than ever before.

PW work with high profile clients and premium brands, both in the UK and internationally.