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WeTransfer's Second Annual Ideas Report Shows How Creatives Use Ideas

20,000 creatives from 197 countries and territories explain what they do with their creative ideas after inception, including contributions from John Legend, Roxane Gay, David Uzochukwu and Debbie Millman.

AMSTERDAM — November 20, 2019 — Today, WeTransfer released its second annual Ideas Report, with 20,000 creatives in 197 countries and territories revealing how they develop ideas after inspiration strikes. The report, which you can read [here](#), asked WeTransfer's creative user base what inspires them to pursue these ideas and what detracts from their potential for new ideas.

The key findings include:

- 42% of creatives said the biggest distraction from creative ideas is their job
People's jobs, money worries and social media are the main causes of distraction for creative work
- 72% of creatives use only half of their ideas or fewer
Making the world better is a stronger motivation to pursue an idea than making money
- 78% of creatives said they decide on their own whether an idea is any good or not (47% will do some of their own research, 31% just trust their gut)

In addition to the key findings, this year's report includes essays on creativity from John Legend, Oscar and Grammy-award winning musician, Roxane Gay, author, essayist and cultural critic, David Uzochukwu, fine art photographer, and Debbie Millman, entrepreneurial podcaster, illustrator and a leading voice in design thinking.

“Our annual WeTransfer Ideas Report was created as a way of further understanding the creative industry and our user base by providing valuable insight into the processes behind great ideas,” says Holly Fraser, Editor-in-Chief of WePresent. “Last year we asked how creatives get their best ideas and this year we delved into how they develop them, with the results allowing us to identify trends and patterns that could redefine how we approach creative thinking in the future.”

75% of WeTransfer’s 50 million users identify as creatives, and since founding, WeTransfer has built tools that facilitate every stage of the creative process -- from ideation to final delivery. The company has also partnered with musicians like FKA twigs, Solange and Bjork to tell original stories about creativity that inspire WeTransfer’s audience and community.

WeTransfer presented The Ideas Report during a breakfast event in New York on November 19. At the event, Holly Fraser shared the key insights from the report. Adam J. Kurtz, graphic designer, artist and author of 1 Page at a Time, discussed his ideation process and the factors (aside from talent) that contribute to creative success.

For more information on the Ideas Report and insights from experts across creative fields, visit [WeTransfer Ideas Report 2019](#).

For the creative development of the online WeTransfer Ideas Report 2019 experience, WeTransfer teamed up with Amsterdam-based creative studio, [Cartelle](#).

Assets

Go to [LINK](#) to access the online version of the WeTransfer Ideas Report

Go to [LINK](#) to download a PDF version of the report

Go to [LINK](#) to the methodology behind the report

Go to [LINK](#) to download a press package including the visuals below

ABOUT WETRANSFER

WeTransfer makes tools to move ideas. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste® (with 40,000 active teams), immersive sketching tool

Paper® (with more than 25M downloads), and the original web platform with 50M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means having a responsible data policy and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste® and expanded its US presence to Seattle and New York City.