content stadium VS Canva

In this overview, we compare two template-based content creation platforms: **Content Stadium CREATE vs Canva Pro & Canva for Teams.** While Content Stadium CREATE offers completely custom templates, designed and built by our in-house experts, Canva Pro & Canva for Teams (paid versions of Canva) offer ready-made templates or the option to create your own.

Review the main differences and benefits below.

1. Support
Setup, onboarding, and customer success

Content Stadium CREATE is a full-service content creation solution and partner. This means:

✅ **We set everything up for you:** Our team of experts take charge of the setup process, from designing and building your templates, to onboarding your whole team.

✅ **Tailored proposals and advice:** We help you choose and define the best templates for your needs, while also sharing content tips and industry trends to help you improve your overall strategy throughout your time with us.

✅ **Dedicated customer support:** Once live, you will receive ongoing support from a dedicated customer success manager. They'll make sure that you get the most out of your templates and meet your content goals.

Canva Pro & Canva for Teams is a self-service content creation tool. This means:

❌ **No setup support:** You or your agency will need to get to grips with the platform, define and set up all your templates and workflow processes, and train your team yourselves.

❌ **No tailored advice:** While you won't receive personalized tips, Canva does offer general resources and help pages to help you on your way.

☑️ **Non-dedicated support:** You will have access to a general support team via email.

"We can come to you with half-baked ideas. And somehow you understand exactly what we're talking about and land on something that's helpful for us."

– Digital Coordinator at Tennis Canada

content stadium

content stadium vs **Canva**

2. Designs
Originality, appeal, and complexity

✅ **Tailored, standout designs:** Our designers will create standout designs based on your specific brand guidelines and content needs, with as much or as little input as you can provide (we can even help you build your own brand guidelines if needed).

✅ **Submit your own designs:** If you prefer, you can also submit your own final or partial designs.

✅ **Easily create standout and complex visuals:** We offer a wide range of template features that help you create scroll-stopping designs in a few clicks, from animations and videos, to data visualizations, cut-out tools that remove image backgrounds, or even the option to bring part of your image to the front of your design.

❌ **Default, generic designs:** Canva offers default template designs which are also available to everyone else who uses the platform. These tend to have plain, generic designs to suit different audiences and purposes.

✅ **Create your own designs:** You can create your own unique designs yourself, by editing a default template, creating your own template from scratch, or uploading your Adobe Illustrator and PowerPoint presentation files into the platform.

🔘 **Possibility to create standout and complex visuals:** Canva offers a more limited number of features, and it often requires several clicks and manual adjustments to create a more complex design. A user with limited design skills will therefore find it difficult to produce professional and attractive designs.

"The designs are at a level that puts us above everyone else."

– Digital Coordinator at Tennis Canada

"Everything is tailor-made for our own brands. It's not a design package that any other [brand] could also have."

– Employer Branding Specialist at A.S. Watson

content stadium

3. Ease of use
Templates

Content Stadium CREATE templates are custom-designed and custom-built for you by our team of designers and developers. This means:

✅ **Quick and easy to use, and onboard new users:** Because your templates are built exactly how you need, they are super easy to use, and new users can be trained in a few minutes, regardless of their design experience.

✅ **Fully responsive designs:** Templates respond automatically to all your changes and edits, according to the rules you chose during the setup process. For example, text boxes will never expand beyond their assigned sections, and they will behave exactly how you want them to (e.g. as you type, the text gets smaller, or breaks over multiple lines, or stops after a certain number of words). It's like bowling with the bumper rails up!

With Canva Pro & Canva for Teams, you can create custom template designs (edit a default template, create your own designs from scratch, or upload your Adobe Illustrator and PowerPoint presentation files). But the template logic isn't custom-built for you. This means:

☑ **Easy to use, but time-consuming to edit and train new users:** Once set up, editing a template is easy. However the process is manual and can therefore be time-consuming and lead to mistakes. And you will need to explain each of these steps to new users.

☑ **Basic responsiveness:** Some template elements are responsive, but you often also need to make manual adjustments as you edit your templates. For example, as you type more text, you need to manually change the text size or adjust your text boxes to make it fit your template design.

"It's simple to use. It's fast. It's intuitive. Everyone is clear on how to use the platform."

– Social Media & E-Commerce Communities Manager EME at SEPHORA

"We click on one line, and it's automatically added, placed correctly, and meets our brand guidelines."

– Social Media Coordinator at STIB-MIVB

content stadium

content stadium vs **Canva**

3. Ease of use
Templates

✅ **Only the functionalities you need:** All your template features and functionalities are chosen by you, so you only see the options you need and can action them in a few clicks — from simple color changes, to live data import.

❌ **Huge number of functionalities:** As you use your templates, you will need to navigate through menus filled with hundreds of functions and features, most of which you will never need.

✅ **Multiple designs in one template:** A single template can offer hundreds of pre-set design combinations, thanks to custom-built switches, toggles, and dropdown menus. So you only need to request a few templates.

❌ **Each design needs a separate template:** Whether it is a new call-to-action button, new image placement, or more or longer text boxes, you'll need to create a new template for each design variation. Your team will then need to browse through hundreds of templates to search for the correct variation each time.

"There are so many options that we can easily create lots of different designs using just one template, while always staying on-brand."

– Employer Branding Specialist at A.S. Watson

content stadium	Template features	Canva
✅	Pre-set template design switches	❌
✅	Resizing templates to any dimension	✅ (grey)
✅	Background cut-out tool for photos	✅
✅	Bring a section of your image to the front	❌
✅	Automatic data & statistics import	❌
✅	Lock your brand in place	✅
✅	Language switches	❌

content stadium
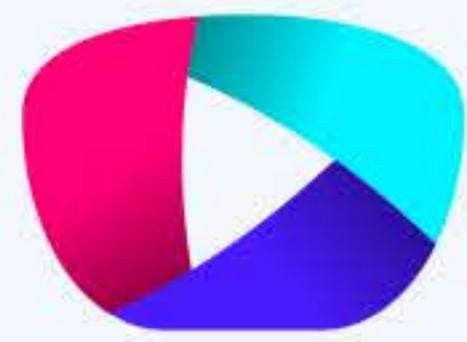
content stadium vs **Canva**

4. Ease of use
Platform

✅ **Straightforward interface:** The platform interface is kept simple and free of unnecessary clutter. You only have what you need, which means there is only a small learning curve.

✅ **Connect to your existing systems:** For convenience, you can connect the platform to your existing setup. For example, to your media library, FTP server, stock image providers, data provider (to pull the data straight into your templates), your social media platforms, and more.

❌ **Congested interface:** The platform interface is filled with every feature available on the platform, which can be overwhelming when looking for the features you need.

✅ **Connect to your existing systems:** You can connect Canva to several of your existing systems to save time. For example, to stock image providers, your social media channels, or messaging apps.

"We work with many other tools, which tend to be quite intense: information-heavy dashboards, long trainings, constant need to stay up to date etc. The thing about Content Stadium is it's super simple. The templates themselves can have as many features as you want, but the dashboard and menus are all really easy to work with."

– Social Media & Content Manager at betFIRST

content stadium	Platform & publishing features	Canva
✅	Connect to your media library	✅
✅	Connect to your FTP server	❌
✅	Admin tools	✅
✅	Download to device	✅
✅	Publish to social media	✅
✅	Schedule on social media	✅
✅	Embed on your website	✅

content stadium

content stadium **vs** Canva

5. Brand consistency
Locking your brand, and preventing mistakes

✅ **Always on-brand designs:** To prevent branding mistakes and ensure consistency, you can choose to lock and limit any template element. We can also add pre-set design switches that allow elements or entire designs to change in one click, according to your brand guidelines. This means that your designs will stay on-brand, no matter who is using the templates.

With Canva Pro & Canva for Teams, you have 2 options:

✅ **1. Lock your brand by building numerous templates:** Account admins can limit or lock colors, fonts, and some other design elements. However, you will then need a different template for every design variation. This creates a longer, more complex setup process, and makes it difficult for your team to find the exact template they need among the large catalogue of templates.

❌ **2. Risk branding errors with fewer templates:** Alternatively, you can create fewer templates by putting in fewer restrictions. However, this puts your brand at risk, as your team can easily move and change elements, which can quickly lead to design and branding mistakes.

"Content Stadium is a platform that enables us to always get it right, without putting in much effort. Our social media posts are in our style, our font, our colors. Our logo is always in the right place. It's pixel perfect."

– Digital Publisher at Het Nieuwsblad

"If you want to respect your brand guidelines, and you want people to recognize your brand, with Canva this was difficult."

– Social Media Coordinator at STIB-MIVB

content stadium

content stadium vs Canva

Template formats

content stadium		Canva
✅	Any dimension	✅
✅	Video	✅
✅	Animations	✅
✅	Audio & auto-generated waveforms	✅
✅	Data visualization (charts, graphs)	✅
✅	Social media & digital formats	✅
✅	Print formats	✅
✅	HTML formats	✅
✅	Interactive website widgets	❌

6. Who is it for?

For teams looking to improve their processes: Content Stadium CREATE is a professional solution for communications teams looking to level up their strategy. This includes increasing efficiency in their creation process, professionalizing their branded content, and/or reducing content creation costs.

For freelancers and smaller companies at the start of their journey: Canva Pro & Canva for Teams is a cheaper solution for freelancers or smaller companies that might not yet have a communication strategy in place and are still testing and trying different approaches.

"We're a machine when using Content Stadium. The tool allows us to work fast and well. It's quality mass production. And it's a life-saver for any social media manager."

– Digital Content Manager at the European Handball Federation

content stadium

content stadium vs Canva

7. Price

€€ - €€€

Prices are entirely custom and based on your needs (number of templates, complexity, etc.). We can find a solution to fit most budgets, with client packages ranging from €3,000 to €100,000+ per year.

€-€€

Canva Pro is priced at €109.99 for one user per year. Canva for Teams prices increase as you add more users, from €139.90 for up to 5 users per year, to €2,164.90 for 20 users per year, €3,469.90 for 30 users, etc.

+ € - €€

Not included in the Canva pricing are the agency costs and/or internal resources you will need to allocate to your project, in order to define, design and create your templates, set up your accounts, and train your team.

Want to compare Content Stadium CREATE and Canva Pro & Canva for Teams for yourself? Book a demo to see our platform in action and get all the insights to make the right decision for your team.

Book your demo

content stadium