ADOBIFY

Adobe

Team

174

NSAC
NATIONAL AAF STUDENT
ADVERTISING
COMPETITION

Table of Contents

Executive Summary

Adobe has a history of advocating creativity for all. From artists to editors, creators around the world use Adobe software to do what they do best: create amazing experiences. Now Adobe is applying this same creative strength to the world of analytics, bringing together content creators and campaign connectors.

In the rapidly changing digital media landscape, analytics and insights are more valued than ever before. In fact, media professionals have been credited as the new creatives and are sometimes seen as advertising all-stars.

Yet, media professionals aren't feeling the limelight. Burdened by pressure to deliver innovation and effective results, they are constantly multi-tasking and find little time to collaborate, let alone be creative. They feel trapped between the demand for creativity and the struggle of constant change.

That is when it became clear to us. What media professionals want is freedom. Freedom to collaborate, think and create.

This insight led to our big idea:

{ **Adobe Experience Cloud gives you the freedom to create** }

Our campaign solution: **"Adobify."**

Adobify captures the essence of what media professionals want: to collaborate, create and develop memorable campaign experiences. Adobify accelerates collaboration, empowers creativity and provides the freedom that media professionals long for. Adobify is the solution to unlocking their creative freedom.

Here is our plan to do it.

Accepting the Challenge

The challenge is to develop a $4 million business to business campaign targeting national enterprises with a $1+ million digital advertising budget within a 7-month time frame. To ensure our campaign will deliver Adobe's ask and fulfill the client's needs, we start with the customer's buying journey. [1]

Client's Need

By developing a compelling campaign for 55% of customers looking for an innovative adtech solution... [4][5][6]

By reaching 45% of enterprises that are looking for an independent platform... [2]

By educating 42% of the target audience struggling to track consumer touchpoints... [3]

By providing personalized sale support communication... [3]

Adobe's Ask

We will increase Adobe's unaided awareness goal by 2% points. [1]

We will increase website traffic by 50,000 and turn over 10,000 new sales contacts. [1]

We will be in the top 3 for the shared voice of earned media by utilizing public relations, social media and industry influencers. [1]

We will convert prospects to customers. [1]

DISCOVER

EXPLORE

EVALUATE

USE

Bottom Line

By meeting the client's needs, we will deliver on Adobe's marketing goals of generating 25% incremental income. This means that for every $1 invested in this campaign, there will be $200 dollars returned. [7]

Analyzing the Landscape

To gain a better understanding of the challenge, we conducted a 4C's analysis by reviewing 379 articles and industry sources.

Company
Big, Yet Little

Adobe Experience Cloud is a nearly $3 billion business, yet it represents only 24% of Adobe's overall revenue. [8]

Category
Untapped Potential

Digital media is projected to increase by 14% in 2021, suggesting strong growth potential for Adobe. [9][10][11][12][18]

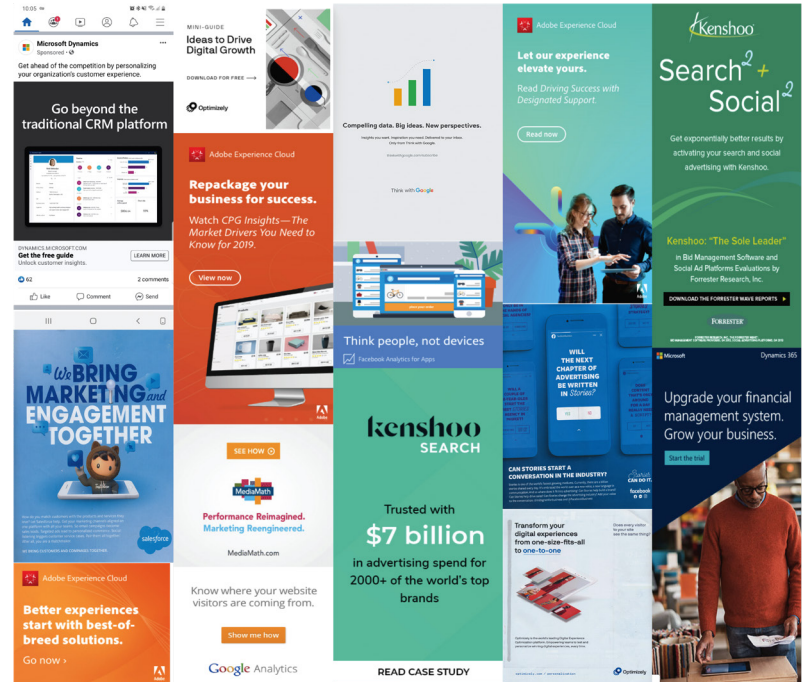**8.8%** — **2019**

10.9% — **2020**

14% — **2021**

Competition
Stuck in the Middle

Adobe is surrounded by competing adtech giants with unlimited resources and well-regarded media measurement companies. [13][14][15][16][17]

Communication
A Sea of Sameness

The adtech category communication trend is similiar to competitors', showcasing features and benefits of their products. [13][14][15][16][17]

Key Insight
Adobe's opportunity is to capture the emotional high ground in a fast-growing industry.

Defining the Target

We call them "Connectors" because they unite brand campaigns to create exceptional experiences. Based on their roles in the decision-making process, we segmented them into 3 categories. [19]

Vision Leader

"I'm always on the lookout for the next technological innovation that will keep my company ahead of the curve."

Vision Leaders are searching for the best adtech to overcome barriers and achieve business goals.

Decision Maker

"I need a product that will pay for itself and allow work to flow easily."

Decision Makers oversee media strategies and seek independence from systems that lack efficiency.

Features Evaluator

"Between the demand for effective and creative results, I'm feeling burned out. I need a solution that makes my life easier."

Features Evaluators utilize software that makes them more efficent when generating campaigns.

Consumer Insight: While each segment has different needs, they all struggle between meeting the demand for creativity and navigating the constant changes in their industry.
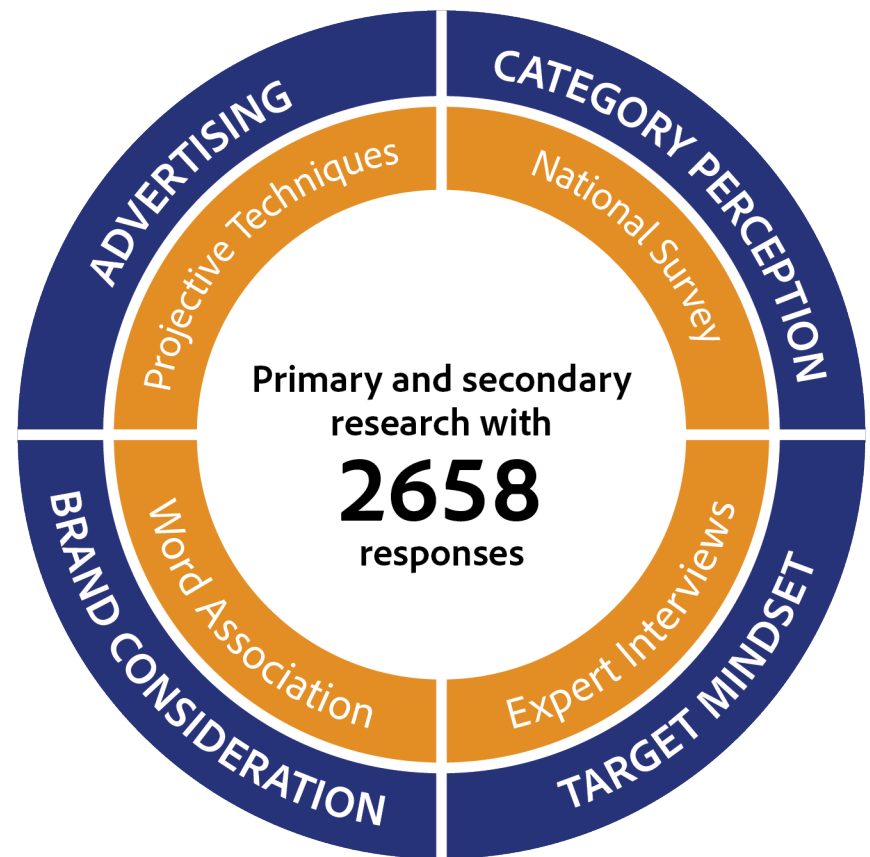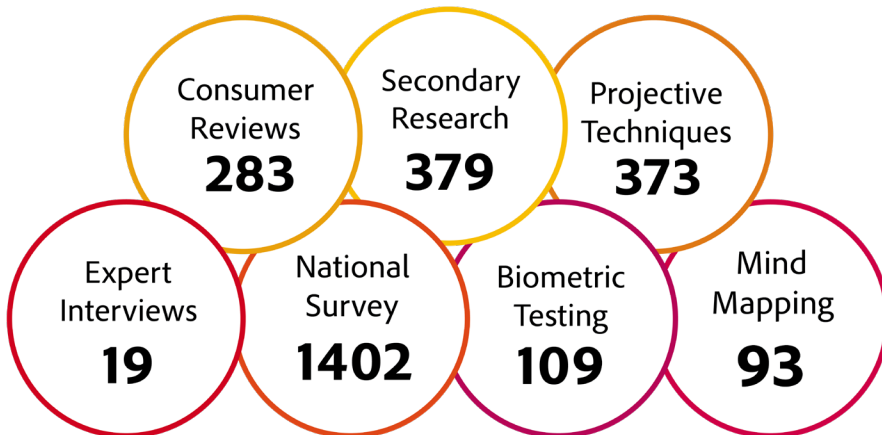
Developing the Methodology

To better understand our target market, we developed a primary and secondary research plan that generated over 2,658 impressions.

Research Objectives:

1. Understand Adobe's brand awareness and brand perception

2. Understand the adtech needs of the target market

3. Understand the daily struggles and stresses of the target market

Research Methods

To gain these insights, we conducted a national survey, a variety of qualitative research and reviewed secondary sources.

Consumer Reviews **283**

Secondary Research **379**

Projective Techniques **373**

Expert Interviews **19**

National Survey **1402**

Biometric Testing **109**

Mind Mapping **93**

ADVERTISING

Projective Techniques

CATEGORY PERCEPTION

National Survey

Primary and secondary research with **2658** responses

BRAND CONSIDERATION

Word Association

Expert Interviews

TARGET MINDSET

Research reveals how Connectors view adtech and the Adobe brand.

Lack of Awareness

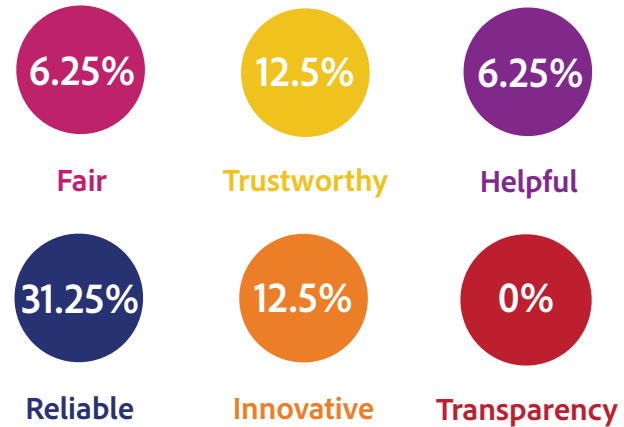Compared to its competitors, the Adobe Experience Cloud lacks awareness.[20]

37%

are unaware of the Adobe Experience Cloud

Adobe: Disconnected Values

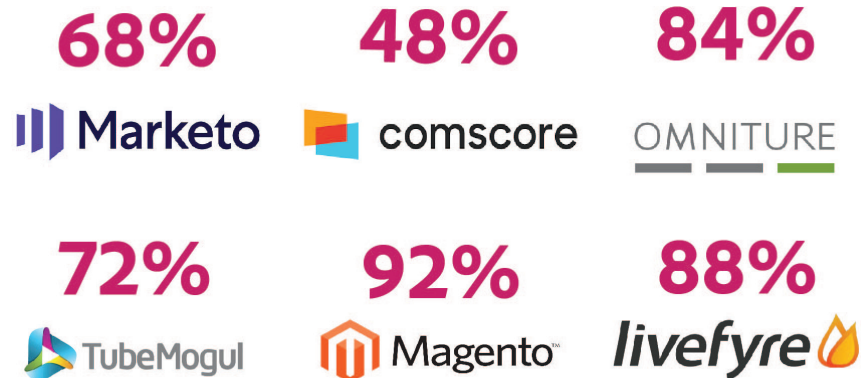As a result of Adobe's lack of awareness, there is a disconnect between brand perception and their core values. [20]
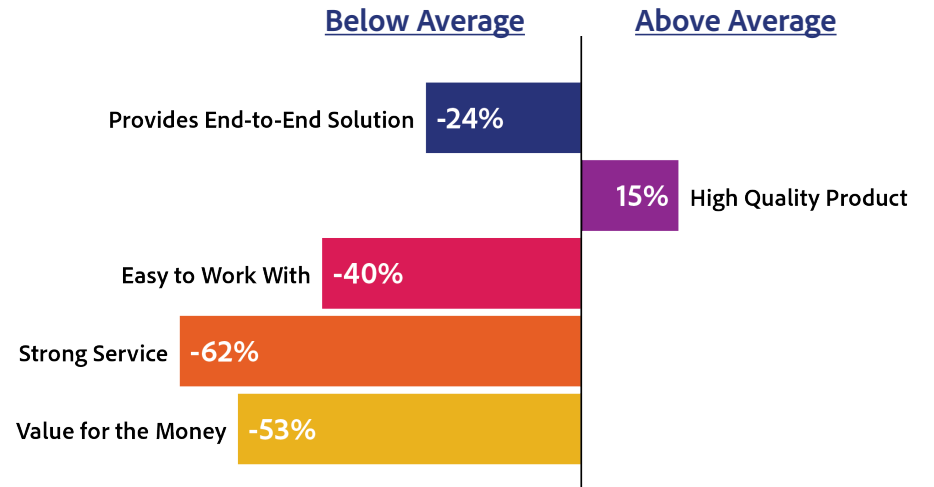
% that Associate with Adobe

6.25%	12.5%	6.25%
Fair	**Trustworthy**	**Helpful**
31.25%	12.5%	0%
Reliable	**Innovative**	**Transparency**

Unaware of Adobe Acquisitions

We dug deeper into Adobe's acquisitions and found Connectors had little awareness of them. [21][22][23]

% Unaware

68% Marketo

48% comscore

84% OMNITURE

72% TubeMogul

92% Magento

88% livefyre

Adobe Trails Competition

Adobe falls short in key purchase criteria for adtech solutions.[20]

	Below Average	Above Average
Provides End-to-End Solution	-24%	
High Quality Product		15%
Easy to Work With	-40%	
Strong Service	-62%	
Value for the Money	-53%	

Discovering the Barriers

After tackling Adobe's position, we focused on the needs of the Connectors.

The Struggle

Connectors feel undervalued and struggle to find time for creativity. [24][25]

84%   84%   76%   76%   52%

FEEL UNDERVALUED
MULTI-TASKING
WANT COLLABORATION
NEED TIME FOR CREATIVITY
LACK CONTROL
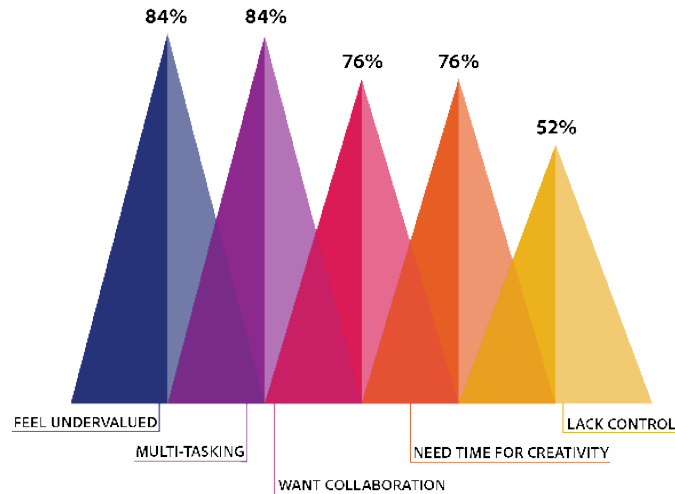
The Solution

Connectors were skeptical about the Experience Cloud, yet found it made their lives easier. [24][26]

Before

"I was manually counting leads."

"I could identify a single touch-point but not multiple."

"I used Google analytics for our digital campaign but I wanted to understand the entire journey."

After

"It was the first time we got marketing and sales together."

"It unified the pieces. Everyone started talking. Bringing the stakeholders together."

"I could map everything including sales communication with their emails, calls, and personal presentations."

Adobe's 3 Barriers

Overcoming the following obstacles is essential for achieving the goals.

Lack of Awareness

The Adobe brand is widely known throughout the advertising industry, but the Experience Cloud lacks recognition.

Brand Perception

There is a disconnect between Connectors' perceptions and Adobe's values.

Justification

Connectors want proof that the Adobe software is worth it.

8

Our campaign gives the brand an emotional purpose by connecting brand truth with consumer insight.

Consumer Insight
The Connectors are trapped between the demand for creativity and the struggle of constant change.

Brand Truth
Adobe Experience Cloud provides an independent and seamless omnichannel advertising solution.

Adobe Experience Cloud gives you the

{ FREEDOM TO CREATE }

Brand Position
Adobe Experience Cloud provides unique solutions that offer advertisers the freedom to build connected campaign experiences.

Why it works...

This idea will foster an emotional relationship between Adobe and Connectors by positioning Adobe in a unique category of creative freedom, far away from its competitors.

9

Starting the Movement

To achieve our big idea, it takes more than a campaign. It takes a movement. A movement requires action. Our solution: Adobify. Adobify combines the analytic and creative sides of the brain to develop collaborative experiences.

Adobify is Freedom

Adobify eliminates the problems that Connectors face daily and provides freedom to accomplish more.

Freedom to Think

Freedom to Imagine

Freedom to Collaborate

Freedom to Create

Adobify is Connection

Adobify bridges the gap between analytics and creativity by empowering imagination and transforming how businesses use data to plan campaigns.

Connected Teams

Connected Ideas

Connected Campaigns

Connected Experiences

Campaign Elements

Clients
Adobe clients will be featured at the center of our advertising messages.

Tone of Voice
All campaign communications will reflect the brand personality.

Visual Cues
Words are projected on to the face to showcase analytical left and creative right hemispheres of the brain.

Color
The color gradient represents the connectedness of how Adobify unifies both analytics and creativity.

Tagline
Adobify is the signature that maintains consistency across all elements.

Setting the Strategy

Our strategy focuses on showcasing clients at the center of our campaign. By doing this, we will build a library of assets that are versatile and relatable in terms of job title, industry and role in the decision making process.

CLIENT AS THE HERO

By using clients as a key component in our messaging, we stay aligned with the current brand personality of Adobe by placing "customers as the hero-up front and center." [27]
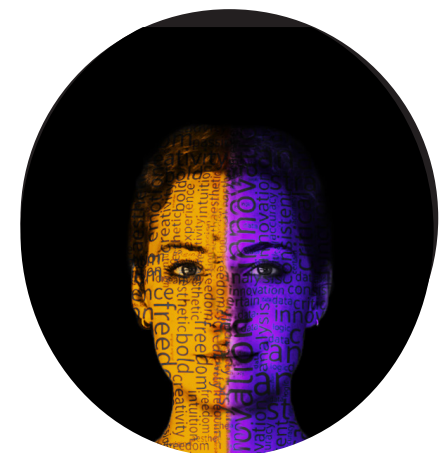
Kelly McArdle
Global Media Director
Under Armor

Adolfo Villagomez
Chief Marketing Officer
Home Depot

Chris Hoopes
Media Planner
Havas

Jeniece Higgins
Social Media Manager
Jockey

WHY THE FACES?

"Faces in ads activated the left anterior hippocampus more than scenes or words, implying higher memory recall." [28]

-The Brain's Response to Ad Sequencing

Note: Clients are shown as examples only

WHAT DO THE FACES TELL?

Faces are adaptable and communicate the stories of our advertising messaging.

"Behind every face there is a story that is intriguing and draws us in." [29]

-Emotionomics Leveraging Emotions for Business Success.

Our 3-phase plan is carefully designed to conquer the barriers outlined in our research.

| Electrify	Amplify	Unify
Electrifying the conversation	*Amplifying the message*	*Unifying Connectors with the brand*

Sparking the Conversation

It all starts with AdWeek...

An email including a whole-brain thinking quiz sent to prospective clients will entice them to visit our booth. Existing customers are invited to an exclusive launch party prior to AdWeek. [31][32]

Transit Advertising

Digital advertisements will be strategically placed within LaGuardia, JFK, Newark airports and along the subway 7 line for Connectors to see on their way to the AdWeek venue. Adobified pedicabs will surround the Jacob Javits Convention Center during the event. [30][31][32]
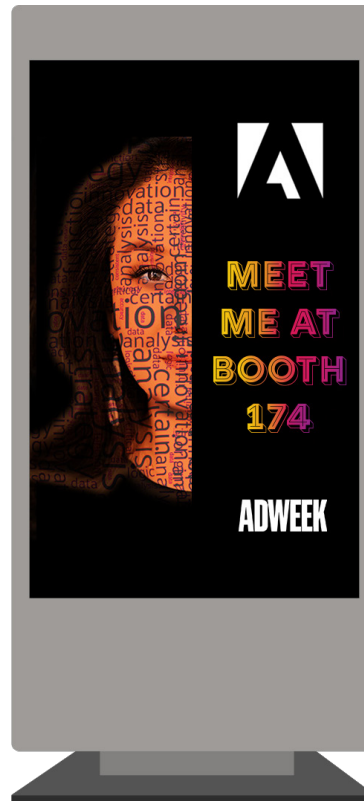
Showing the Experience

Our campaign at AdWeek will engage prospects by encouraging them to bring their whole-brain quiz results to our booth.[33][34][35][36][37]

Transparent Sensei Lounge
This room will host a virtual assistant that provides solutions and information about the Experience Cloud. [44]

Adobify Yourself
Attendees can adobify themselves at the photo booth and submit images via social media with #adobify to be broadcast on our big screen. [42]
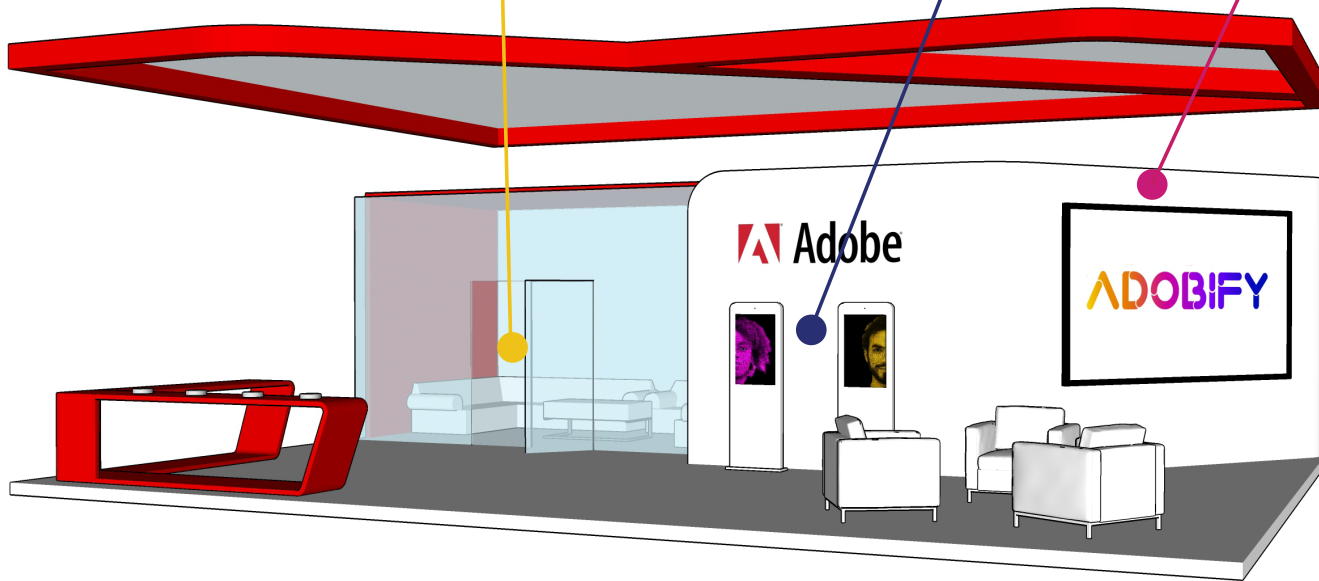
Whole Brain Thinking
Daniel Pink will be our sponsored speaker to discuss bridging the gap between analysis and creativity. [42]

Additional Trade Shows
Our campaign will extend to other trade shows, such as Industry Preview and Programmatic I/O. [38][39][40][41]

Ever Changing Media Plan
The following feature film will demonstrate the strengths of being Adobified and the weaknesses of not being Adobified.
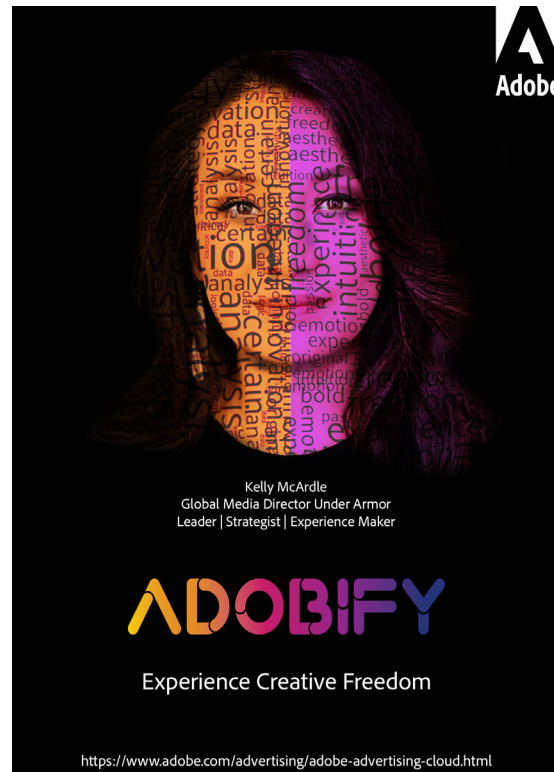

Coworker 1: *"Hey, the client wants to change the target from men to women."*
Man: **Sighs and becomes distressed.**

Coworker 1: *"Hey, the client wants to change the target from men to women."*
Man: **Gives a thumbs up**

Coworker 2: *"The client's daughter loves Snapchat. Is that in the plan?"*

Coworker 2: *"The client's daughter loves Snapchat. Is that in the plan?"*

Coworker 3: *"Hey, can you adjust this flow chart? Thanks."*
Man: **Groans**.

Coworker 3: *"Hey, can you adjust this flow chart? Thanks."*
Man: **Willingly accepts.**

Man: **Collapses defeated into desk.**

Man: **Swivels around to show how accomplished, content he is.**

Watch "Trade Show Video"
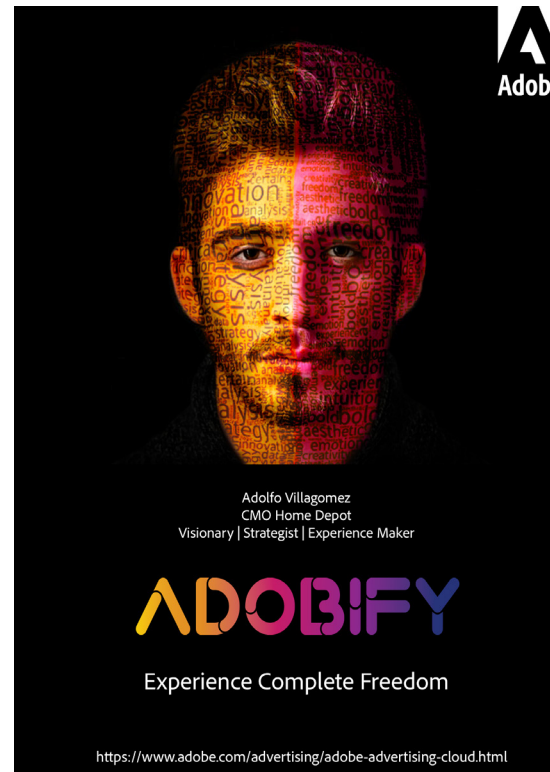Team174_Video1.MP4

Amplifying the Campaign

Advertisements will be placed in key trade publications, such as AdWeek and AdAge in both digital and print format.
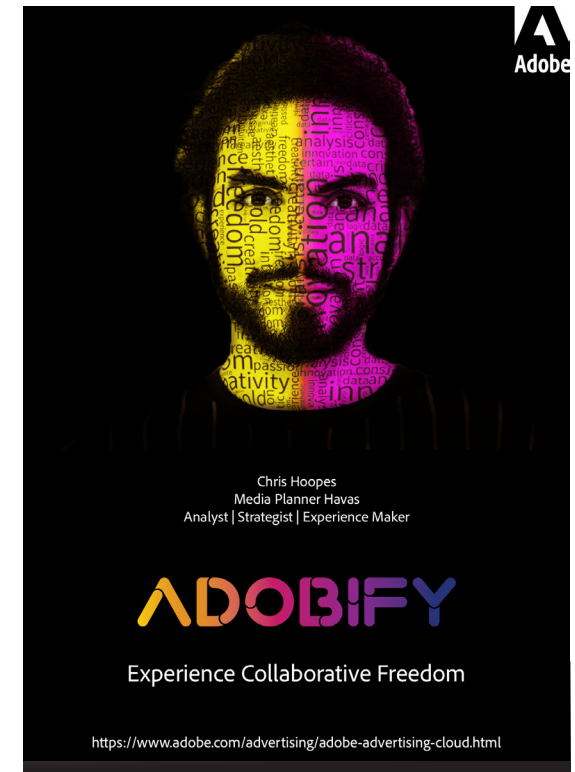
Our Three Core Targets:

Vision Leader

Kelly McArdle
Global Media Director Under Armor
Leader | Strategist | Experience Maker

ADOBIFY

Experience Creative Freedom

https://www.adobe.com/advertising/adobe-advertising-cloud.html

Decision Maker

Adolfo Villagomez
CMO Home Depot
Visionary | Strategist | Experience Maker

ADOBIFY

Experience Complete Freedom

https://www.adobe.com/advertising/adobe-advertising-cloud.html

Features Evaluator

Chris Hoopes
Media Planner Havas
Analyst | Strategist | Experience Maker

ADOBIFY

Experience Collaborative Freedom

https://www.adobe.com/advertising/adobe-advertising-cloud.html

Key Print and Digital Campaign Elements:

The Experience Maker

"Experience Maker" is highlighted as a consistent attribute for each target segment.[4]

Copyline

The copylines under each advertisement will have an interchangeable copy that highlights the benefits of the Adobe Experience Cloud.

Call to Action

Each advertisement prompts viewers to take action and visit the Adobe Experience Cloud website.

Digitizing the Plan

To drive traffic to the Adobe Experience Cloud website, our campaign uses a combination of search (PPC), social media, digital display and a podcast. [48][49][50][51][52]

Media:

Search (SEM)

Attributing specific keywords for each Connector segment will ensure maximum reach and drive visits to the Experience Cloud website. [50]

Social Media

Sponsored advertisements and promoted posts will be placed on Linkedin (350), YouTube (210) and Reddit (450). [46][47][52]

Display

Advertisements will be placed in AdWeek and AdAge, and niche publications like Media Post, AdExchanger and Marketing News. [48][49][50]
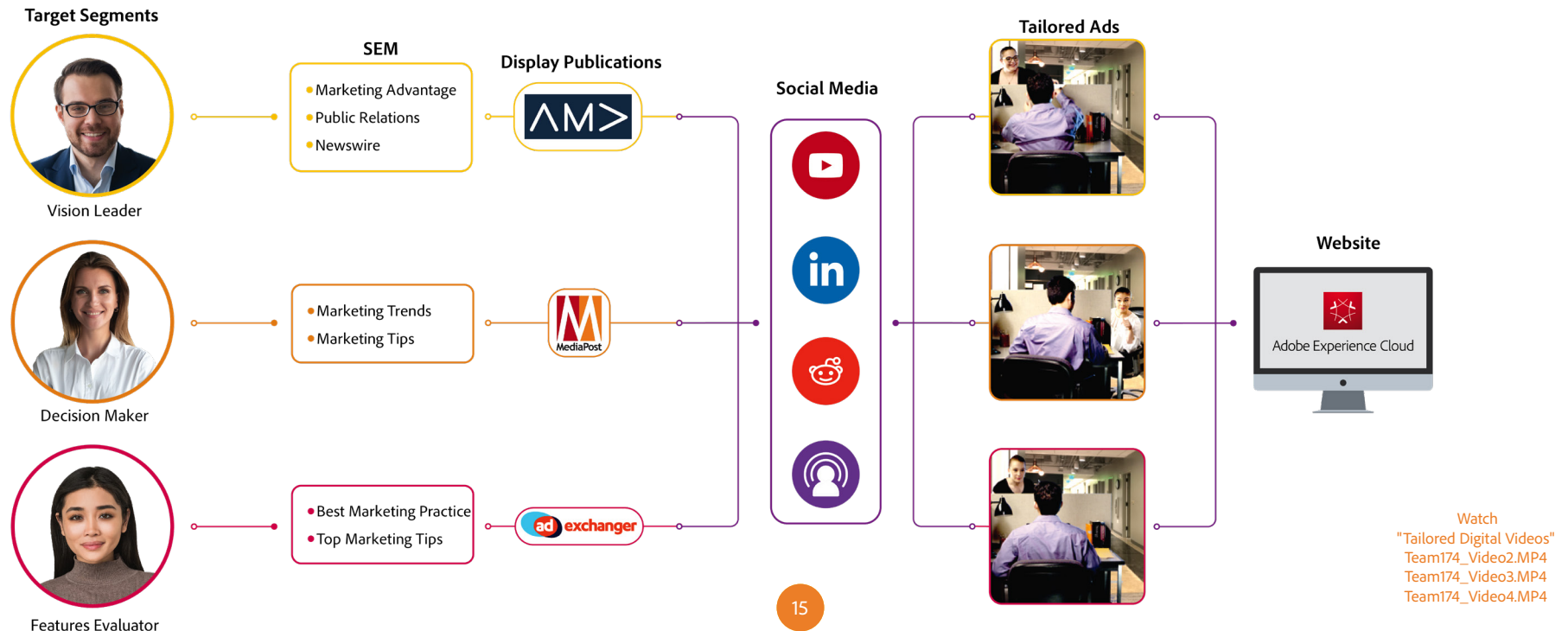
Podcast

15-second advertisements will play on AdWeek's CMO Moves podcast (25,000). [51]

Re-Targeting

With a 50% bounce rate on Adobe's website, tailored messages will follow those who clicked off the site to maximize conversions. [47]

Target Segments

SEM

Display Publications

Social Media

Tailored Ads

Website

Vision Leader
- Marketing Advantage
- Public Relations
- Newswire

AMA

Decision Maker
- Marketing Trends
- Marketing Tips

MediaPost

Features Evaluator
- Best Marketing Practice
- Top Marketing Tips

ad exchanger

Adobe Experience Cloud

Watch
"Tailored Digital Videos"
Team174_Video2.MP4
Team174_Video3.MP4
Team174_Video4.MP4

15

To become an ongoing part of the conversation, our plan delivers a 3-prong influencer strategy (216 index), continuous public relations, and a pop culture hijack. This plan will propel Adobe into the top three share of voice for earned media. [54]

Client
Post updates about client campaigns, such as Dell. [62]

Business Leaders
Align with relevant influencers our target follows, such as Clara Shih (610,993). [56][57][58]

Media
Promote Adobe content and clients via the media channels like American Marketing Association (216,604). [59]

Public Relations
Use MeltWater to distribute tailored content via our online newsroom to media members, industry influencers, freelance journalists and bloggers. [56]

Ad Council Partnership
Enhance brand image by partnering with Ad Council to provide analytical support for their public service campaigns. [55]
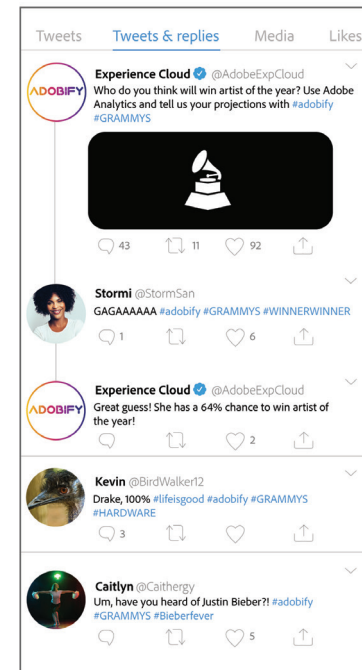
Hijack Pop Culture
Continuing the conversation on Twitter with #adobify by asking Connectors to forecast the winners in real time for events such as the Oscars, Superbowl and Grammys. [60][61]

Surrounding the Prospects

Surround Connectors on their commute to work in New York, Chicago and Los Angeles, which accounts for 90% of our target market. [63]

Projecting Our Voice

Adobified faces on buildings like the Hancock Center in Chicago for Connectors to see on their way home from work. [64]
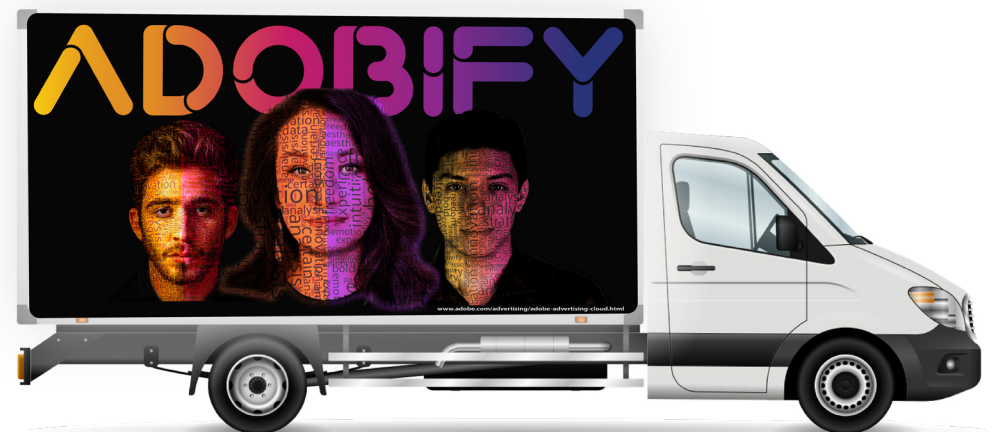

Going Up

Elevator advertisements in targeted buildings, such as the Rockefeller Plaza in New York, will capture 80% of our Connectors. [64]

Circling the District

Mobile digital billboards will continually drive around core business streets like Venice Beach. [58]

Converting the Prospects

Our campaign tactics will generate contact leads for the sales team to personally tailor their approach to prospects and convert them into clients.

Leading to the Test Drive

Messages between our campaign and the sales team will constantly be refined with the goal of scheduling a sales meeting.[66]

ADOBIFY		Sales Team
SEM	}	Webinar
E-mail	}	Infographic
Events	}	Case Studies
LinkedIn	}	White Paper
Publications	}	Trends
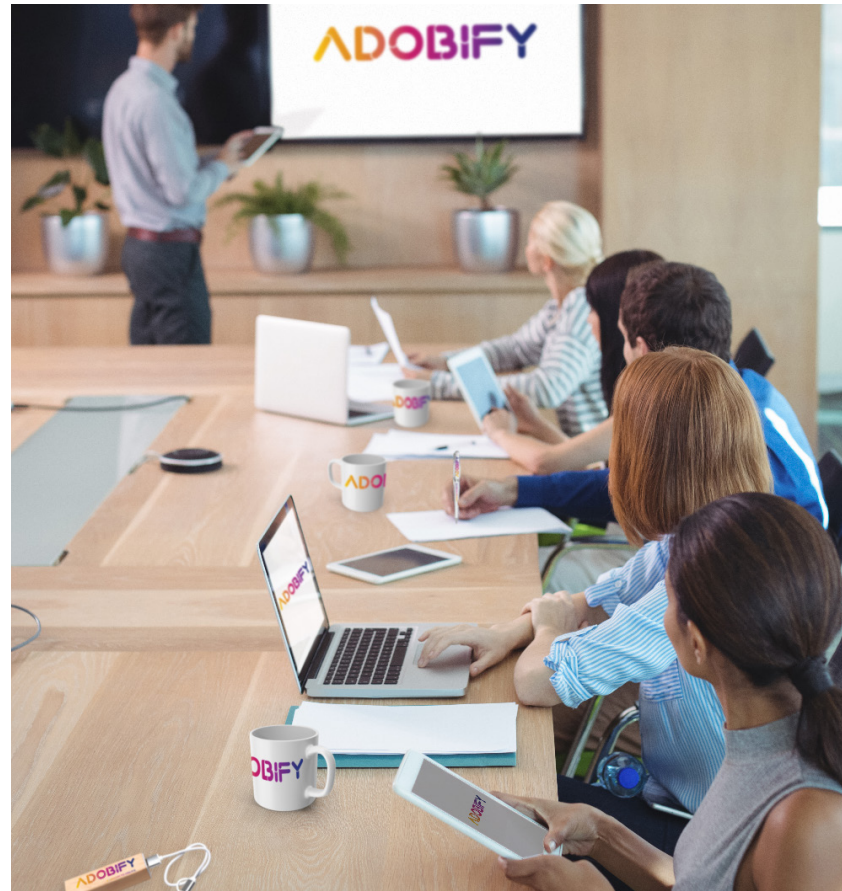
At the Test Drive

Lunch and learn meetings demonstrate the software while feeding some hungry media professionals. This branded picnic approach featuring various Adobified swag will be sure to keep the Adobe Experience Cloud as top of mind for adtech. [65][66]

Unifying the Experience

We will unify our campaign, Connectors and prospects at the Adobe Summit by rewarding clients and challenging attendees to conquer the media plan challenge using tools encompassed in the Experience Cloud. [68]
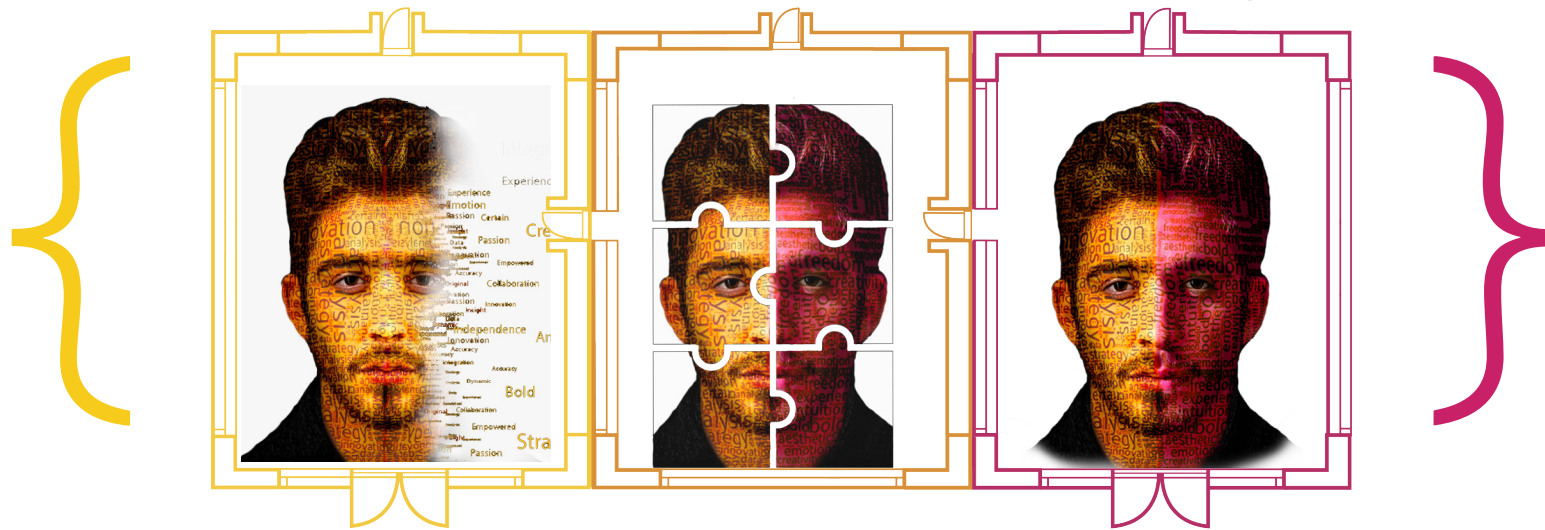
The Ultimate Adobify Experience

The best way to learn is by an interactive game. This is why we will be hosting game-rooms with the three prominent Adobe Experience Cloud platforms, and how they work together. Each game will build onto each other. [68]

Analytics   Audience   Advertising

First, participants will use the Analytics Cloud to decode data questions as they move along in the game.

Next, prospects will use the Audience Manager to match content with the proper target audience.

Then, visitors will utilize the Adobe Advertising Cloud to maximize audience reach within a given budget.
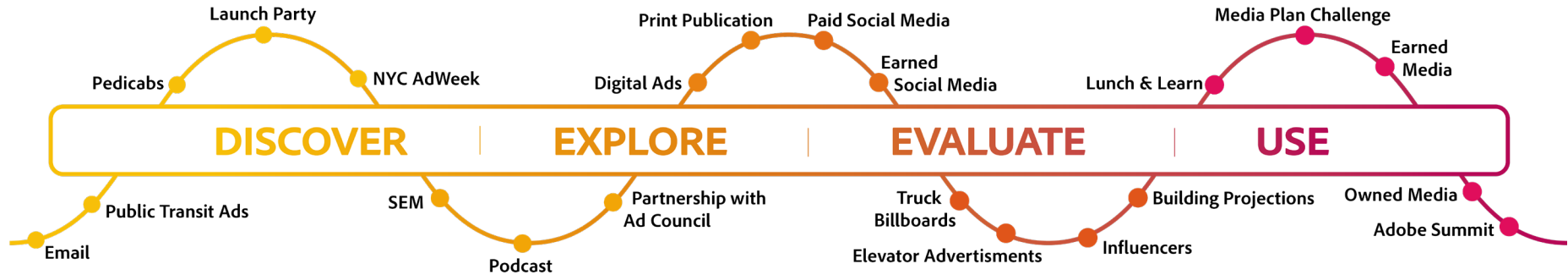
Adobifier Award

We will reward a media planning team that executes the most creative campaign using the Adobe Experience Cloud.

Maximizing the Media

We carefully allocated the $4 million budget, consisting of paid, owned and earned media, to maximize Adobe's resources. Below details how each tactic fits into the decision journey. [70]

Scheduling

Media support will be provided on a continuous basis beginning in September 2020. Periods of emphasis include the kick-off at AdWeek and wrapping it up at the Adobe Summit in March 2021. To guarantee all targets are captured, print, digital publications and other digital media will be ongoing throughout the 7-month campaign.
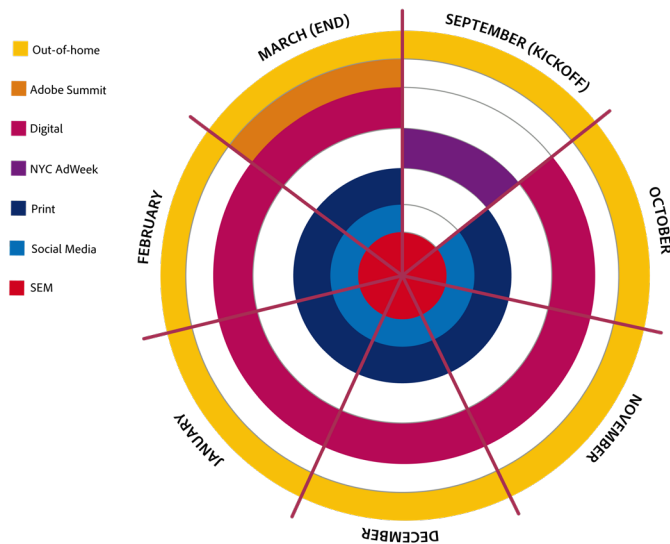
Media Mix

Our experience-driven campaign uses events, digital and out-of-home media as primary platforms for the $4 million budget. The plan produces 85% reach and 8.6 average frequency. [71]

MEDIA	IMPRESSIONS	COST	PERCENTAGE
Paid			
Local			
Tradeshows	130,000	$700,000	
NYC AdWeek	98,000	$500,000	30%
Out-of-home			
Elevator Advertisments	1,200,000	$36,000	
Digital Truck Billboards	392,000	$54,000	
Public Transit Advertisments	20,000,000	$100,000	5.5%
Pedicabs	98,000	$30,000	
Print			
AdWeek	621,600	$150,000	
AdAge	729,768	$170,000	8%
Digital			
AdWeek	621,600	$150,000	
AdAge	729,768	$170,000	
AMA	480,000	$161,000	
AdExchanger	223,000	$161,000	17.8%
Media Post	643,015	$40,000	
SEM	760,000	$15,000	
CMO Podcast	40,000	$15,000	
Social Media			
YouTube	6,000,000	$150,000	
LinkedIn	15,700,000	$550,000	17.5%
Reddit	1,200,000	$48,000	
Production			
Video, Audio, Print Production	98,000		
Adobe Summit	48,000	$800,000	21.2%
Promotional Items	98,000		
Earned			
Public Relations			
Influencers, Partnerships	2,900,000		
Owned			
Adobe Website	3,900,000	*	
Adobe Social Media	299,531		
Total	**57,010,282**	**$4,000,000**	**100%**

Closing the Deal

The Adobify campaign has endless possibilities for Adobe to increase brand awareness, start cultural trends, and adapt to an ever-changing market. Our campaign has been pre-tested to ensure Adobe is set up for success and will be continuously tracked and monitored.

Winning With Adobify:

Through iMotion's biometric research platform, our campaign tested above average for attention, engagement and likability. [72]
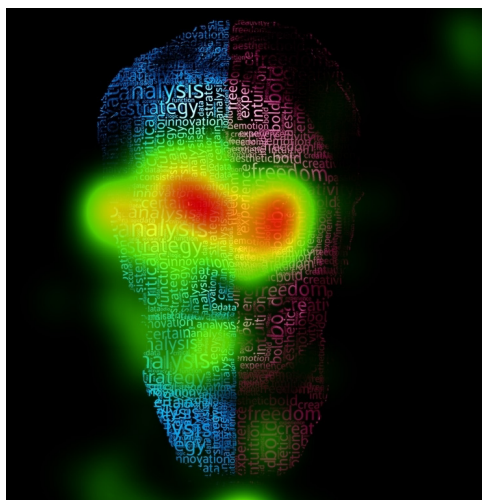
METRIC	INDEX
ATTENTION	162
ENGAGEMENT	145
LIKEABILITY	121

Campaign Tracking:

Marketing effectiveness will be measured by Marketo using B2B marketing attribution. The following key performance indicators will be used to monitor and adjust the campaign. [73][74]

Business KPI
- Measure lead generation
- Lead conversion to sales
- Overall sales for the Adobe Experience Cloud
- New Decision Makers to sales

Brand KPI
- Brand awareness and perception
- Social media engagement and perception
- Measure visits to Adobe.com and Adobe Experience Cloud
- Measure brand perception and attitude

Media Adjustments
Our plan will be continuously tracked and monitored, creating flexible scheduling reliant on market conditions. Monitoring provides the opportunity to constantly improve media, refine our message, and better equip the sales team.

Team 174, Our Promise:

Now, Adobe can further their mission of unlocking creative freedom by combining content creators and campaign connectors.

Adobify does just that.

By **electrifying** the way customers view Adobe and inspiring curiosity we eliminate the lack of awareness surrounding the Experience Cloud.

By **amplifying** the voices of our users, we change brand perception and erase the worries media professionals have concerning the software's features.

By **unifying** media channels, we empower Connectors to deliver exceptional campaign experiences.

Adobify offers a unique solution for the key Connectors who need to fuel their creative innovation. We promise that adobify will raise brand awareness and will generate leads that will ultimately grow the Experience Cloud's business.

To **start the movement.** just sign here:

_____

Adobe Authorization

ADOBIFY

View "Citation"
TEAM174_Sources.pdf