



MANAGE

better.



The power of together.

Team 349

NSAC[®]
NATIONAL **AAUW**[®] STUDENT
ADVERTISING
COMPETITION[®]



Adobe
Experience Cloud
for Advertising

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Executive Summary

“The Power of Together” is the business-to-business, direct marketing brand campaign launching the Adobe Experience Cloud for Advertising. The campaign captures attention, increases awareness, and engages the target audience of media, advertising, and enterprise brand managers and decision makers, by leveraging the power of the existing Adobe brand and extending its overarching benefits to the new product line. Adobe Experience Cloud for Advertising provides the one-of-a-kind, seamless, end-to-end adtech solution.

With integrated, multi-channel direct marketing and direct response communication, “The Power of **Together**” campaign creates, builds and reinforces the identity and benefits of the Adobe Experience Cloud for Advertising. The audience’s attention is captured by testimonials of peer professional colleagues, who, as endorsers and storytellers, uniquely position the brand as the only adtech solution that provides the ultimate consumer experience. Through real-life stories told by the target audience -- to the target audience—the Adobe Experience Cloud for Advertising enables the adopter, the user, and the target to always be **better**. As strivers and achievers who require **better** solutions to succeed in their daily personal and professional lives, the Adobe Creative Cloud for Advertising fulfills the need and desire to always be **better**.

With a budget of \$4.0 million, “The Power of **Together**” direct response campaign successfully builds brand awareness and delivers a marketable, addressable database of 10,000 potential customers. Unique website visits exceed 50,000 during the campaign, and paid, earned, and owned media engage the target audience through branded advertising in major trade publications. Social media promotes owned content on blogs and webinars. The Adobe Summit and trade show interactive display booths demonstrate brand benefits, while the company recognizes and awards exceptionally creative adopters and practitioners. Native advertising content, earned media placements, and national business media sponsorships achieve a 25% increase in share-of-voice in adtech media. Total campaign results deliver top-of-mind, unaided brand awareness of 7%, an increase of 2% among the target audience.

Current Situation

The Adobe brand is ubiquitous. It is known and used essentially by all professional advertising and communication practitioners. The Adobe Creative Cloud product is the gold standard in creative communication in all media. However, in a recent Adobe research survey, the new product extension -- Adobe Experience Cloud for Advertising -- captured 5% unaided awareness among the target market. To secure a successful, profitable launch of The Adobe Experience Cloud for Advertising, this proposed marketing communication campaign has four objectives:

Target Audience



Sarah Fields
[Media Planner]

Personal Motivations: Sarah is a “workaholic” and has worked very hard to secure her current position. In a highly competitive market, she struggles to spend time with family and friends. She fears failure in the workplace and desires to be perceived as successful. Now in her 30s, she longs to raise a family, but fears that her hectic work schedule keeps her from doing so.

Professional Motivations: Sarah’s motivations include maximizing ROIs to reflect campaign effectiveness to peers and clients, delivering powerful messages to audiences through multiple channels, and to do more with less spending. She desires the ability to oversee complicated processes with confidence, reducing as many uncertainties as possible.



Mike Mulaney
[VP of Global Branding]

Personal Motivations: Mike is a hardworking businessman who struggles to find balance between his work and family. He is motivated to send his two teenagers to college, but must work harder to do so. He loves his family, but gets a true sense of accomplishment from his career.

Professional Motivations: Mike constantly strives for efficiency at work. He has grown from intern to executive at his current company. He’s very proud of this accomplishment, but feels pressured to stay ahead of competitors to avoid demotion.



Lucas Williams
[Creative Director]

Personal Motivations: Lucas enjoys spending time with his husband and twin daughters each weekend. He is eager to see his daughters after school, but is often obstructed by last minute tasks at work. Lucas struggles to find time to indulge in personal projects such as photography and painting.

Professional Motivations: Lucas has been a Creative Director for 10 years and is in the running for a promotion to Chief Creative Officer. He has always worked harder than his coworkers but is now looking for ways to work smarter. Lucas desires security in a high level position so he can **better** provide for his family.

Key Consumer Insights

Quantitative research of Adobe's identified target market include an unaided brand awareness survey of 212 media professionals. Fifteen in-depth, face-to-face interviews were conducted with the target audience seeking unaided brand awareness and familiarity and favorability of competitive adtech software products.

Research results identified specific needs and wants of the target market including a pattern of psychographic values and attitudes that identified the potential customer as a "Hero Leader" of the advertising business.

Hero Leaders think of themselves as strivers, winners, and innovators motivated to consistently perform **better** in their careers and their personal lives. They seek professional recognition and reward for their work. They strive to be at the top of their game and want to be successful at everything they do. They are eager to find and adopt **better** solutions that enable **better** performance for achieving their goals.

212 Surveyed
15 Interviewed

"I think what's really important is being on the pulse of what's going on every day... having a lot of context in this industry, taking meetings... to stay on top of things, asking questions, just being generally curious and leveraging that curiosity when you have someone with an open mind."
- Media Planner

"You're constantly seeing different changes you can learn from one tech deck and applying it to the next to help **better** yourself and **better** prepare yourself in case anything goes wrong."
- Programmatic Manager

"We are looking into a CRM which will make it very easy to record all of our interactions, reach out at the right times, send automatic emails and follow-ups, and give us these beautiful reports with very little effort on our part. We train a lot of people. It has to motivate people to use it... it has to be as painless as possible." - Chief Operations Officer

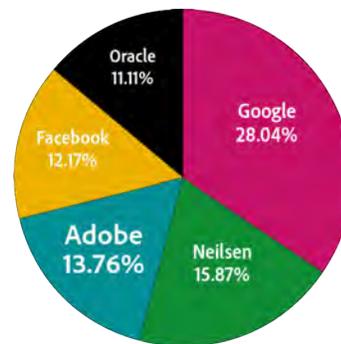
Adobe in the Mind of the Target

The quantitative research online survey of 212 media professionals resulted in top-of-mind unaided awareness of 13.76% for the Adobe Experience Cloud for Advertising, ranking third after Google (28.04%) and Nielsen (15.87%).

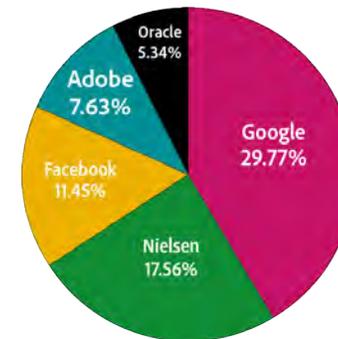
Respondent Positions



Respondent Use



Unaided Awareness



Key Research Findings

- 13.76% of respondents mentioned Adobe when asked to name any ad tech companies that come to mind.
- Adobe ranked #3 in unaided awareness.
- 7.63% of respondents are currently using Adobe's ad tech solution.
- 75% of respondents use adtech solutions

Competition Findings

- Google was the highest ranked leader in adtech in terms of unaided awareness and use.
- Nielsen ranked as the 2nd highest leader in adtech for both awareness and use.
- Adobe ranked 3rd highest leader in adtech in terms of unaided awareness, and ranked 4th for actual use.
- Facebook ranked 3rd highest leader in adtech in terms of actual use.

Point-of-Differentiation

Together with the Adobe Experience Cloud for Advertising, the only seamless, integrated, end-to-end adtech solution, advertising's "Hero Leaders" are confidently enabled to always perform **better** in their professional and personal lives.

Rational points-of-differentiation and unique benefits that prove and support the Adobe Experience Cloud for Advertising Brand Strategy Statement are:

- Omnichannel Advertising
- Brand Safety & Media Quality
- Independence & Transparency
- Creative Management

The Adobe Experience Cloud for Advertising satisfies the brand strategy statement claim because...

Everything works **better together** with...



Experience Cloud
for Advertising.

“The power of together.”

Creative Strategy

The “Power of **Together**” campaign creates awareness and builds identity for the launch of Adobe’s brand extension – the Adobe Experience Cloud for Advertising. Testimonials by peer professional colleagues, as endorsers and storytellers, uniquely position the brand as the only end-to-end, integrated adtech solution that provides the ultimate consumer experience.

Through real-life stories of achievement and success told by the “Hero Leaders” -- to the target audience— the Adobe Experience Cloud for Advertising enables advertising’s strivers, winners, and innovators to have confidence that everything works **better** with the Adobe Experience Cloud for Advertising. The power of **together**.



Media Strategy



The qualitative and quantitative research indicates “Hero Leaders” are heavy consumers of the following media:

- Advertising trade publications
- Technology publications (Wired, Fast Company)
- Major national business dailies (NYT, WSJ)
- And, of course, social media

Adobe’s four key objectives are fulfilled through direct response marketing in all media where responses are calculated as customer engagement and return-on-investment building a marketable database. Media activation is integrated and the direct response advertising through paid, earned, and owned channels can have a media reach achieve 923 million impressions with an average CPM of \$44.

Print

The print brand awareness “Power” campaign will launch in September 2021, in major advertising trade publications. All print ads have a call-to-action to visit the Adobe website designed to build the database and provide the consumer with an exceptional experience for further brand engagement.



PLAN
better.
with Adobe Experience Cloud
for Advertising

Sarah [media planner]

Imagine if you were able to get twice as much done with the same amount of effort or less? Sarah uses Adobe Experience Cloud for Advertising to build unique audience profiles from her data to help her define the most valuable segments to target across all channels, saving her time and money. Sarah doesn't have to imagine.


The power of together.
To discover the power of together, visit <https://www.adobe.com/advertising/adobe-advertising-cloud.html>



CREATE
better.
with Adobe Experience Cloud
for Advertising

Lucas [creative director]

Lucas used to have too many deadlines and too little time. The Experience Cloud for Advertising allows him to easily delegate tasks to his marketing team. Such as simple changes to personalize copy or images by audience segment. Now Lucas has time to focus on the next big creative project.


The power of together.
To discover the power of together, visit <https://www.adobe.com/advertising/adobe-advertising-cloud.html>



MANAGE
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Joe [account manager]

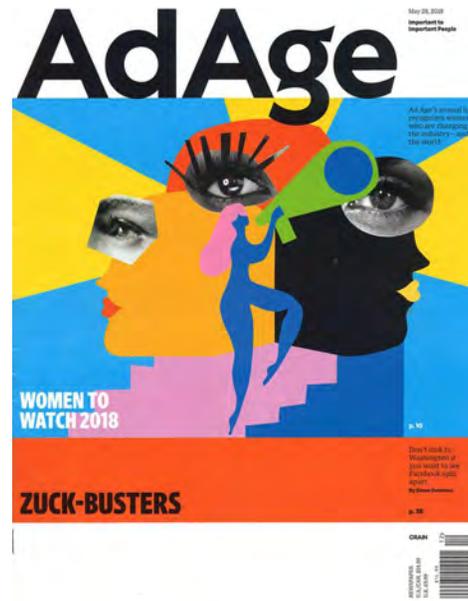
Joe knows success requires sacrifice. Long hours, weekend coffee shop meetings, phone calls during family time. The Experience Cloud for Advertising, one end-to-end solution, seamlessly integrates all of our advertising tools so that your team can work more efficiently. Giving Joe more time for Joe.


The power of together.
To discover the power of together, visit <https://www.adobe.com/advertising/adobe-advertising-cloud.html>

Earned Media

Strategically placed earned media in reputable publications such as Wired, Fast Company, Adage, and The New York Times will bring the target audience and the Adobe Experience Cloud for Advertising together.

This strategy capitalizes on the fact that “Hero Leaders” seek to stay updated on industry trends using these publications. Headlines and leads will be pitched to these publications with zero cost. The strategy includes one placement per major publication each month for twelve months.



Social

Facebook, LinkedIn, and Twitter are the most frequently visited platforms among “Hero Leaders.” Facebook and LinkedIn will promote the new “Adobe Experience Webinar Series.” Hosted by advertising professionals, the webinars demonstrate how to integrate the Adobe Experience Cloud for Advertising for **better** performance.

Ninety percent of Facebook users also use LinkedIn, so the events will be cross-promoted for heightened exposure. Twitter and Instagram will showcase campaign visuals to raise awareness for the Adobe Experience Cloud for Advertising while reflecting Adobe’s tone and personality. All social media posts will encourage direct response, providing further development of the marketable database.



Native Advertising

A sponsored, native advertisement, “The Power of **Together**,” will be placed in the digital version of The New York Times at the launch of the campaign. The advertisement for the Adobe Experience Cloud for Advertising will be embedded in editorial content presenting an animation of the brand’s unique features and benefits.

Monday, March 9, 2020

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

Stocks Plunge, Rattled by Oil Market and Coronavirus

S&P 500 2,830.68 -4.77%	Dow 24,601.57 -4.88%	Nasdaq 8,209.24 -4.27%
Oil (W.T.I.) 33.91 -17.85%	FTSE (Britain) 6,032.45 -5.66%	Nikkei (Japan) 19,698.76 -5.07%

Coronavirus Live Updates: Governments Clamp Down but Virus Still Spreads
Italy's Prime Minister said his country was facing a national emergency, while China touted its distribution of international aid.

The New York Federal Reserve moved to keep money markets calm amid the turmoil.

U.S. Health Experts Seek Stricter Measures
With more than 500 cases in almost three dozen states, officials worry that containment efforts aren't enough.

Thousands of New York Students Face Shuttered Schools
Several colleges in the New York area and Scarsdale public schools have closed.

Adobe Experience Cloud for Advertising

In the era of big data, targeted digital advertising, decision-makers, and leaders in the industry at the forefront of ad tech software are upgrading their entire ad tech toolbox in maximizing advertising effectiveness and efficiency. The advertising and media industries have long sought ways to improve their performance through new and innovative software technology. Now they are seeking to onboard new platforms designed to seamlessly integrate each function of digital, programmatic advertising.

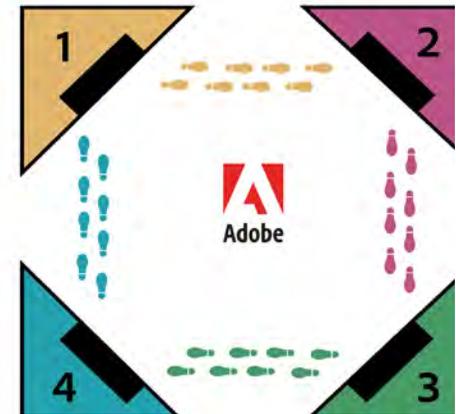
Productivity and efficiency have skyrocketed as well as KPIs and engagement levels with the targeted consumer as the industry is rapidly adopting a new software package from Adobe, the Experience Cloud For Advertising. Taking a deeper look into what the Experience Cloud For Advertising does and how it works begins with examining how the platform works using AI to combine Adobe's main silos, the Advertising Cloud and the Analytics Cloud.

The Advertising Cloud is responsible for housing the search, DSP, and TV ad tech as well as the entire creative suite. The Advertising Cloud is responsible for housing the search, DSP, and TV ad tech as well as the entire creative suite. The Analytics Cloud contains the analytics and audience manager programs. For ease of understanding a platform with so many different parts, we can split the platform into three main categories: analytics, audience, and creative.

Experiential

The Adobe Experience Cloud for Advertising will be presented at three major AdTech trade shows: Ad Week in New York, Programmatic IO in San Francisco, and the Adobe Summit in Las Vegas. With an immersive product demonstration, the target audience will grow their network and **better** their productivity, **together**. The demonstration will feature how a small business - in this case, a lemonade stand - can grow by working **together** with the Adobe Experience Cloud for Advertising. There will be four "stations" placed on the corners of a popup house, presenting the four stages of business growth.

The point of the display is to demonstrate the functionality of Omnichannel Advertising, Brand Safety & Media Quality, Independence & Transparency, and Creative Management. By using a clichéd, simple business, there are unique opportunities to achieve earned media through the concept and the visual of a lemonade stand combined with the most advanced technology in advertising. At the same time, attendees will have the opportunity to work with the technology hands-on with the assistance of Adobe Experience technology experts.



Out-of-Home

Strategic messaging placed on electronics screens, billboards, and transit stations surrounding the hotel and conference center of trade shows will increase attention and awareness among the target audience with integrated media messaging.



Paid Sponsorship

A series of eight monthly Adobe Experience Cloud for Advertising podcasts entitled “Hero Leaders” will focus on the technological development, demand, and use of the only fully integrated, end-to-end adtech solution. Listeners will register when accessing the Podcast to gain premium content driving traffic to its website and building the database. Podcasts are promoted through social media posts.

“The Power of Together”
10 second lead-in and close
Adweek Podcast

This Adweek podcast is brought to you by the Adobe Experience Cloud for Advertising, the seamless end-to-end management solution to enhance consumer experiences.

PBS Sponsorship Video
The David Rubenstein Show: Peer to Peer Conversations



Adobe Summit 2021: Hero Leader Awards

At the Adobe Summit 2021, five “Hero Leaders” under 30 years old, working in the advertising industry will be awarded \$10,000 grants recognizing their contribution to a creative project that enhanced the ultimate consumer engagement using the Adobe Experience Cloud for Advertising. The Adobe Experience Cloud for Advertising Hero Leader Awards will empower talented up-and-coming advertising professionals to spend a year focusing on a creative project and sharing their experience with the creative community. The grant program will be promoted in advance of the Adobe Summit 2021 through social media, podcasts, and Adobe webinars. Winners will be announced and recognized at the conclusion of the Summit. In addition, winners will become the “Hero Leaders” in the new “The Power of **Together**” advertising campaign.

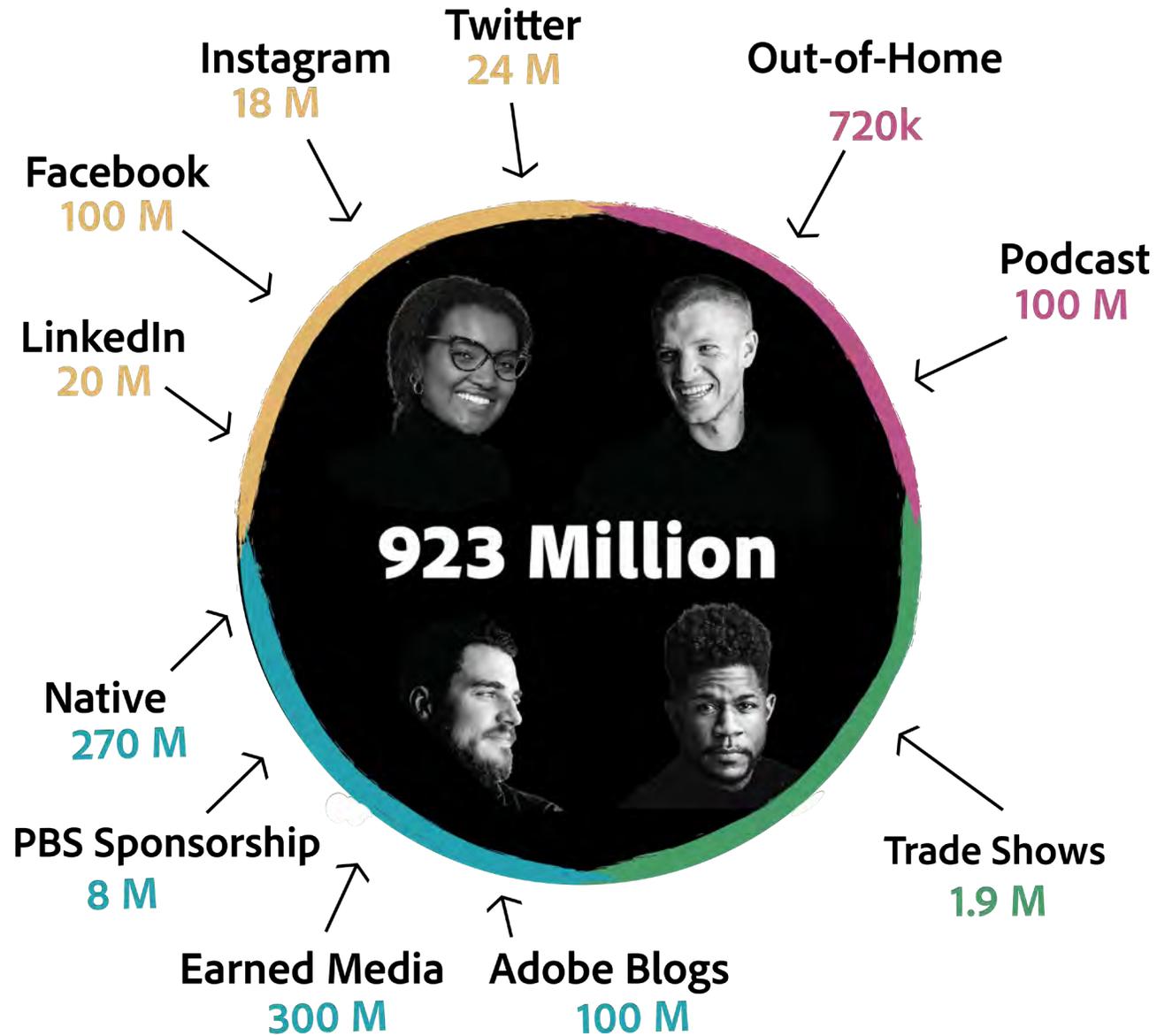


The Adobe Experience Cloud for Advertising Hero Leader Awards

Media Plan

Category	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	Budget Costs
Social Media								
Instagram		█		█		█		\$21,000
Facebook	█	█	█		█		█	\$200,000
Webinars		█	█	█	█	█	█	\$3,000
Twitter		█		█	█	█	█	\$35,000
LinkedIn	█		█		█	█	█	\$20,000
Traditional								
New York Times	█							\$600,000
Trade Publications		█	█	█	█	█	█	\$2,600,000
Out of Home								
Trade Shows	█	█					█	\$4,950
City Advertising	█	█				█	█	\$151,800
Partnerships								
AdWeek Podcasts	█	█	█				█	\$90,000
PBS Sponsorship			█	█		█		\$20,000
AdTech Blog	█	█	█	█	█	█	█	\$100,000
Total Media Cost								
Contingency Dollars								\$134,250
Campaign Evaluation								\$20,000
Total Costs								\$4,000,000

Impressions



KPIs/Metrics

1. A 25% increase in business growth for the Adobe Experience Cloud for Advertising through the conclusion of the campaign in September 2021.
2. A 2% increase is achieved in unaided brand awareness from 5% to 7% as measured by a comparable benchmark survey conducted at the conclusion of the campaign.
3. Increase of 25% of measurable earned media share-of-voice.
4. Organic online searches increase by 25% for key terms related to the Adobe Experience Cloud for Advertising, validating increased awareness of the brand as an adtech solution.
5. Unique website visitors increase with 50,000 plus clicks engaging with the Adobe Experience for Advertising.
6. A database of 10,000 new leads generated from direct response advertising.

“The power of together” campaign successfully builds brand awareness and delivers a 25% increase in business growth and a 25% share-of voice in measurable earned media. A 2% increase in unaided brand awareness is achieved, and an addressable database is built with 10,000 new leads. Unique website visits exceed 50,000 during the campaign.

Integrated media messaging engages the target audience with brand advertising in major trade publications. Social media promotes owned content of blogs and webinars. The Adobe Summit and trade shows interactive display booths demonstrate brand benefits, while the company recognizes and awards exceptionally creative adopters and practitioners. The results of the campaign are successfully achieved within the prescribed budget of \$4.0 million.