Be exceptional with Adobe Stock

Final Creative Presentation
MEET THE TEAM

Emily Clarke
Elli Levi
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OBJECTIVES

1. Spread brand awareness of Adobe Stock to IU students
2. Gain more product usage among IU campuses
Q: Have you ever used stock images?

- 33% Yes
- 52% No
- 14% Not Sure

21 students, 8 schools
Q: Have you heard of Adobe Stock?

33% Yes  52% No

21 students, 8 schools
Q: If you could access higher quality images and assets, would you?

21 students, 8 schools
KEY INSIGHTS

Students want higher quality images

Confusion surrounding the Creative Cloud

Students don’t know about Adobe Stock
CONSUMER PROFILE

Keya Shah - Sophomore
School of Public Health Student

● Both in class and career path, being efficient is just as important as being unique

● Most importantly, she wants to stand out in all aspects of life

● Yearns to be exceptional, but hasn’t found the tools to do so without adding more stress
OUR STRATEGY

“Adobe Stock’s range of high-quality images, illustrations, and vectors makes it easy for you to create exceptional content.”
SUPPORT

01 Adobe Stock is always changing to stay one step ahead of innovation

02 Effortlessly license original art produced by a diverse range of artists

03 Easily search through 200 million stock assets using Sensei AI technology
“Be exceptional with Adobe Stock”
Color Scheme
Knowledge Base
About Adobe Stock at IU

On this page:
- Tutorials (Standing Out For Dummies)
- Overview
- Key features
- Get started
- Learn more

Standing Out For Dummies: Choose your Adobe Stock tutorial

Roast me.  Don't waste my time.  I'm fragile.
DON’T GO UNNOTICED.

Tired of being another faceless student?
Become exceptional on kb.iu.edu/adobe.
Out Of Home
GLOW UP BEGINS HERE.

Be exceptional with Adobe Stock at IU.
Yard Sign

GLOW UP BEGINS HERE.

Be exceptional with Adobe Stock at IU.
MADE YOU LOOK.

Be exceptional with Adobe Stock at IU.
Web
ALWAYS BE THE CENTER OF ATTENTION.

Be exceptional with Adobe Stock at IU.

Take advantage of Adobe Stock at IU

Learn how to license over 200 million high quality images, illustrations and vectors.
Video Content
*add interesting title here*
Radio
"Describe" on Local IU Radio Station
Standing Out For Dummies with Adobe Stock at IU

Betty is here to walk you through licensing on Adobe Stock. She wants you to be exceptional. Click Get Started for more information on how to use Adobe Stock at Indiana University.
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Ally values time just as busy as you are, so she won’t waste your time. Click Get Started for more information on how to use Adobe Stock at Indiana University.
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Turn back now if you can’t take 30 seconds of heat. Jackie isn’t holding back. Click Get Started for more information on how to use Adobe Stock at Indiana University.
Support Media
Photo Booth around campus and town
Disposable Camera and Instagram Account
Digital Monitor

LOOKS MATTER.

Look exceptional with Adobe Stock at IU. Learn more at kb.iu.edu/adobe.
Freshman Orientation
JUST NAPPED.
I DON’T CARE.
FRIDAY VIBES
ON MONDAY.
LOOKS MATTER.
UNIGNORABLE.
THAT WAS EASY.
BE EXCEPTIONAL.
STICK ON & STAND OUT.
ADOBE STOCK
INDIANA UNIVERSITY
BE EXCEPTIONAL.
Questions?