Be exceptional with

Adobe Stock

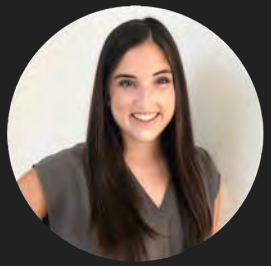
Final Creative Presentation

MEET THE TEAM

Emily Clarke

Elli Levi

Abby Kahn



Katherine Homer

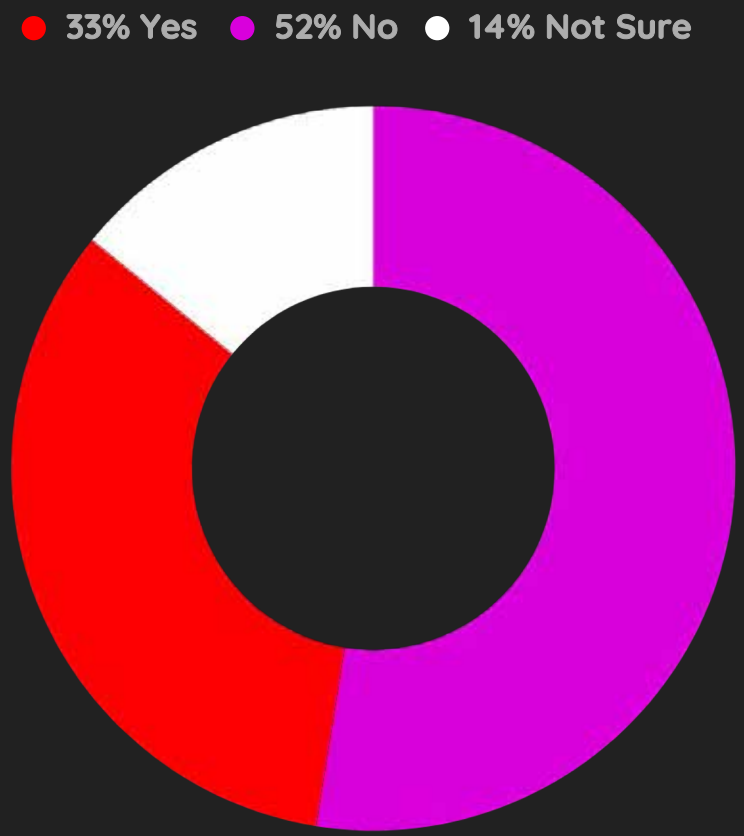
Noah Nash

OBJECTIVES

- Spread brand awareness of Adobe Stock to IU students
- Gain more product usage among IU campuses

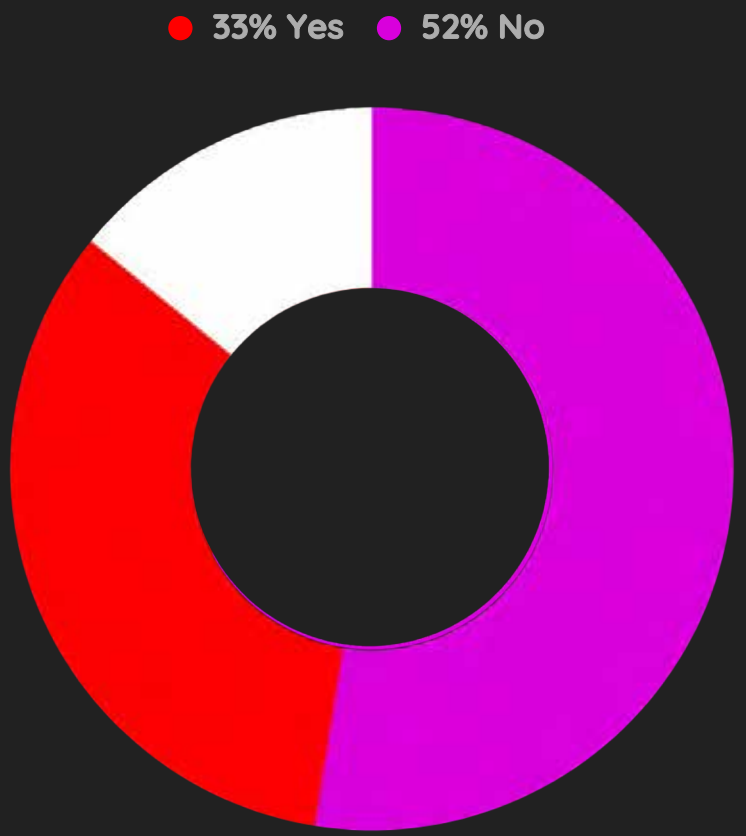
Consumer
Insights

Q: Have you ever used stock images?



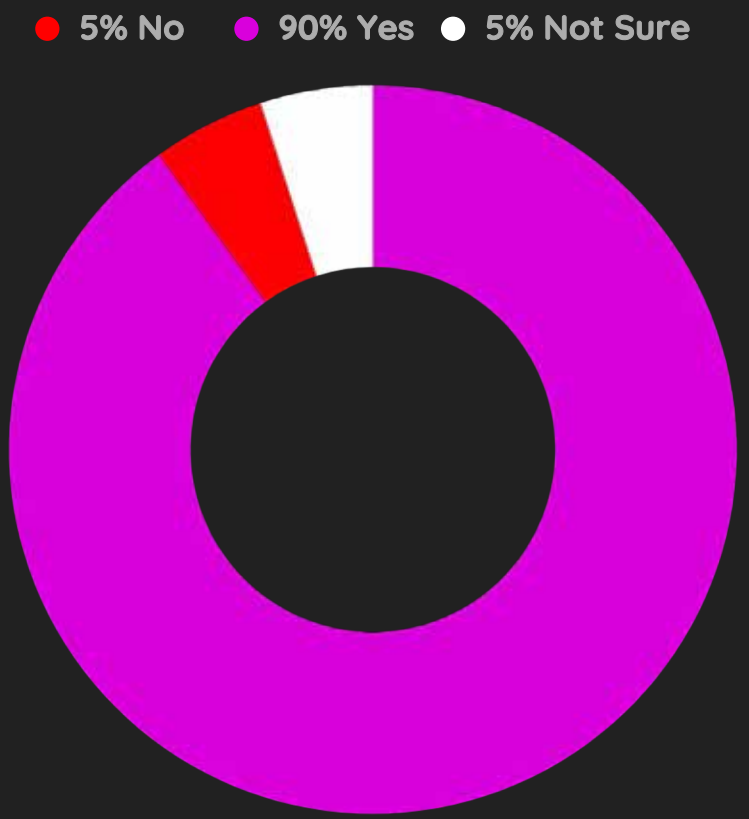
21 students, 8 schools

Q: Have you heard of Adobe Stock?



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

TONE

- Straight-forward
- Efficient
- Energetic
- Innovative

“Be exceptional with Adobe Stock”

Color Scheme

Knowledge Base

Knowledge Base Website

Print

Poster

DON'T GO
UNNOTICED.
Tired of being another faceless student?
Become exceptional on kb.iu.edu/adobe.
Ψ
St

Out Of Home

Poster at SRSC

Yard Sign

GLOW UP BEGINS HERE.
Be exceptional with Adobe Stock at IU.
Ψ
St

Billboard

Social

Instagram

UNIGNORABLE.

10:41
IUBLOOMINGTON
Posts
iubloomington
Indiana University
UNIGNORABLE.
Liked by adobestock and thousands of others
iubloomington Stand out more than an ostrich running down Kirkwood Ave. Be exceptional with Adobe Stock by clicking the link in bio. #adobestock #iu #exceptional #unignorable
View all 9 comments
3 days ago

Instagram

LOOKS MATTER.
Ψ
St

10:41
IUBLOOMINGTON
Posts
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Indiana University
LOOKS MATTER.
Ψ
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Liked by adobestock and thousands of others
iubloomington Stand out more than a dog covered in tattoos and piercings. Be exceptional with Adobe Stock by clicking the link in bio. #adobestock #iu #exceptional #unignorable
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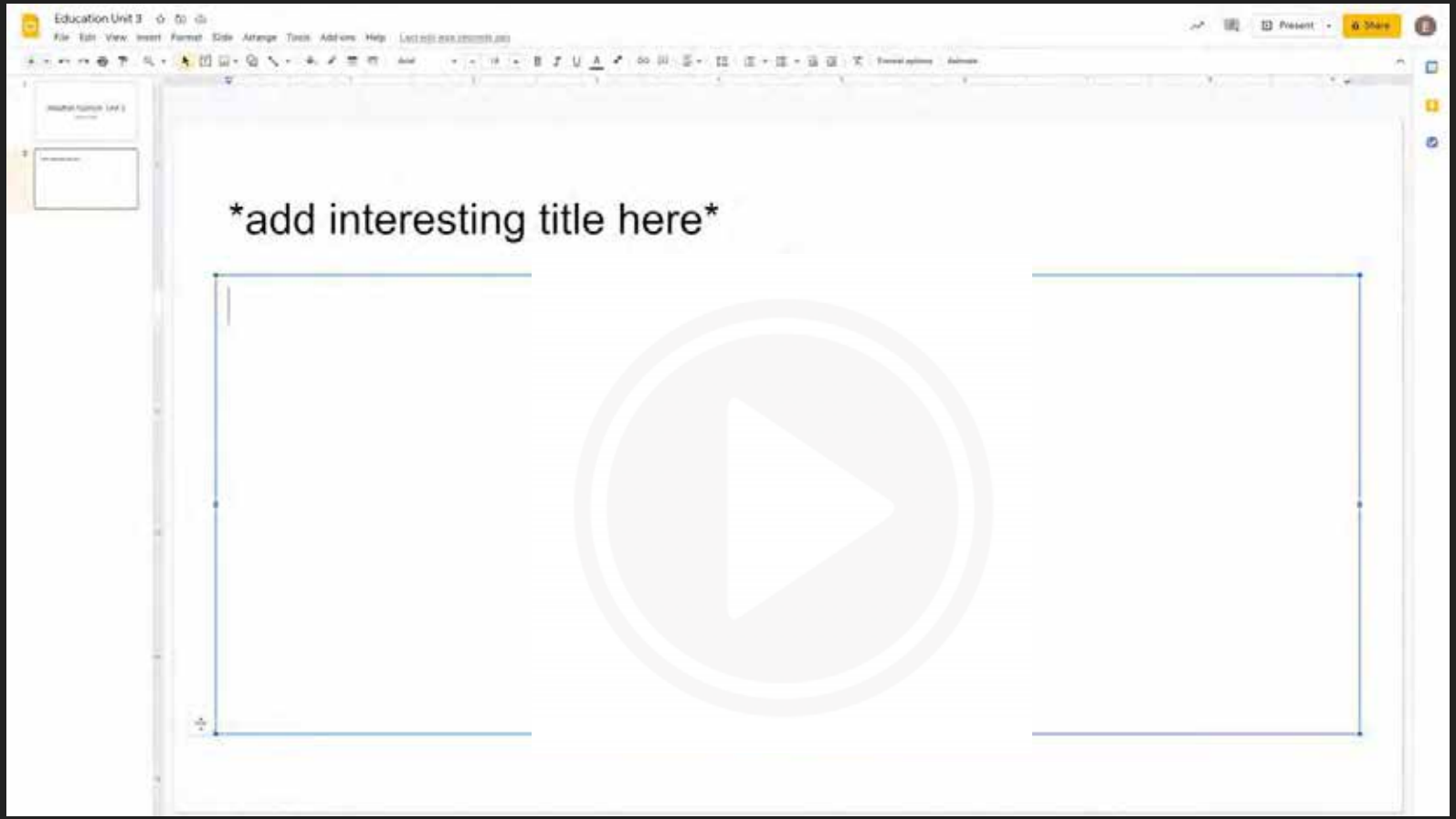
Web

The Monitor

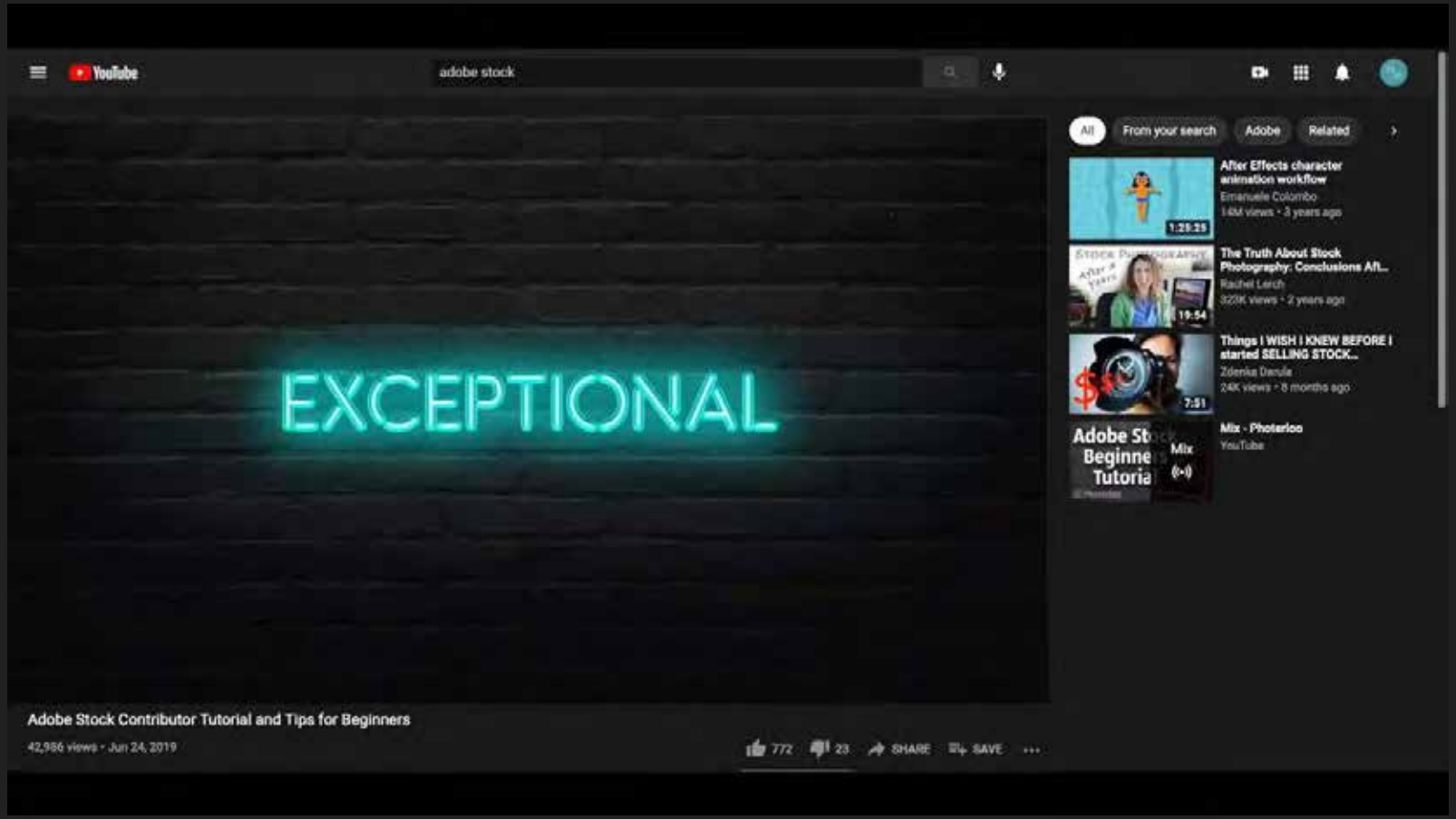
UITS
Monitor
View this email in a browser
ALWAYS BE THE
CENTER OF ATTENTION.
Be exceptional with Adobe Stock at IU.
St
Take advantage of Adobe Stock at IU
Learn how to license over 200 million high quality images, illustrations and vectors.
MacBook Pro

Video Content

Website/ email



YouTube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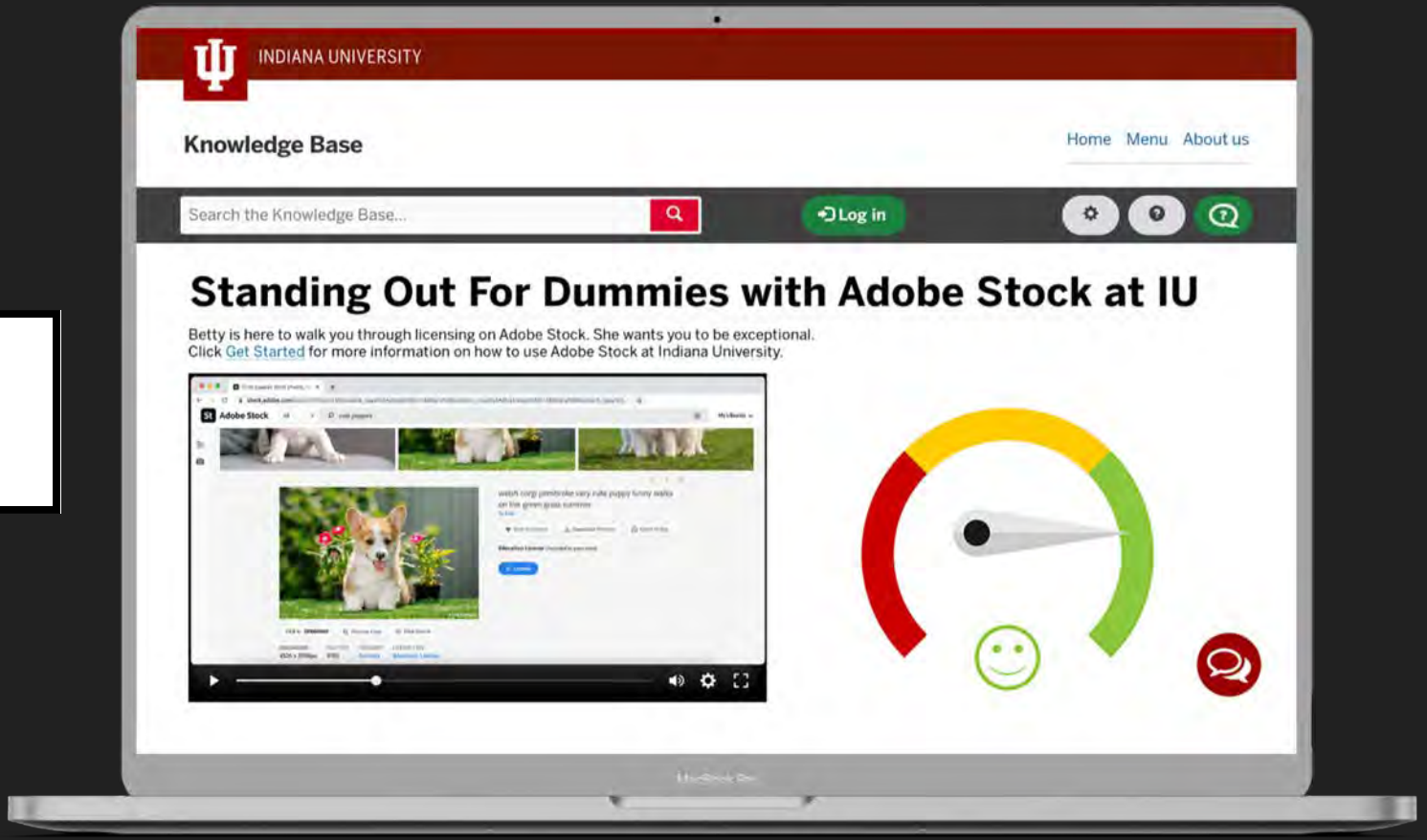
772
23
SHARE
SAVE

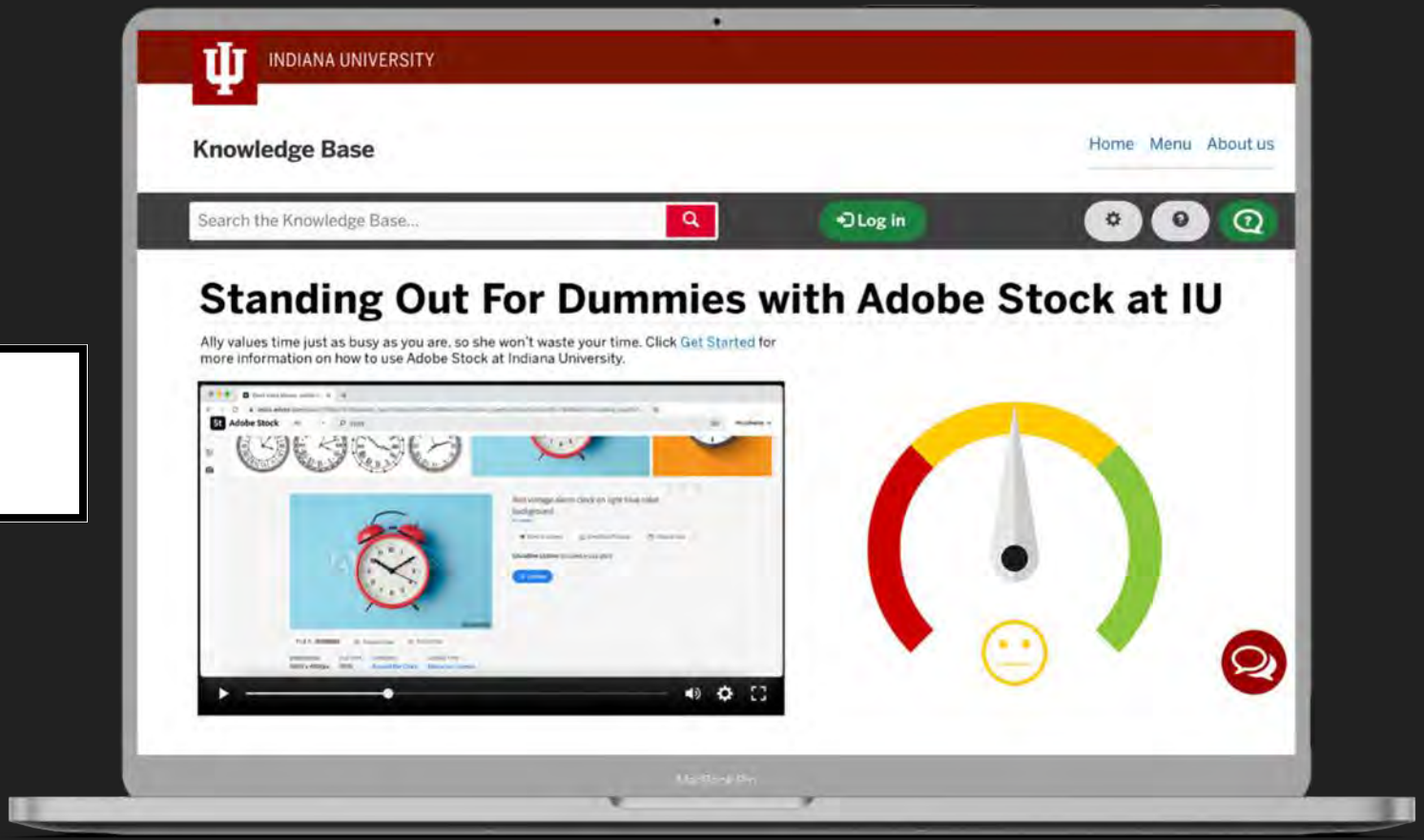
Radio

”Describe” on Local IU Radio Station

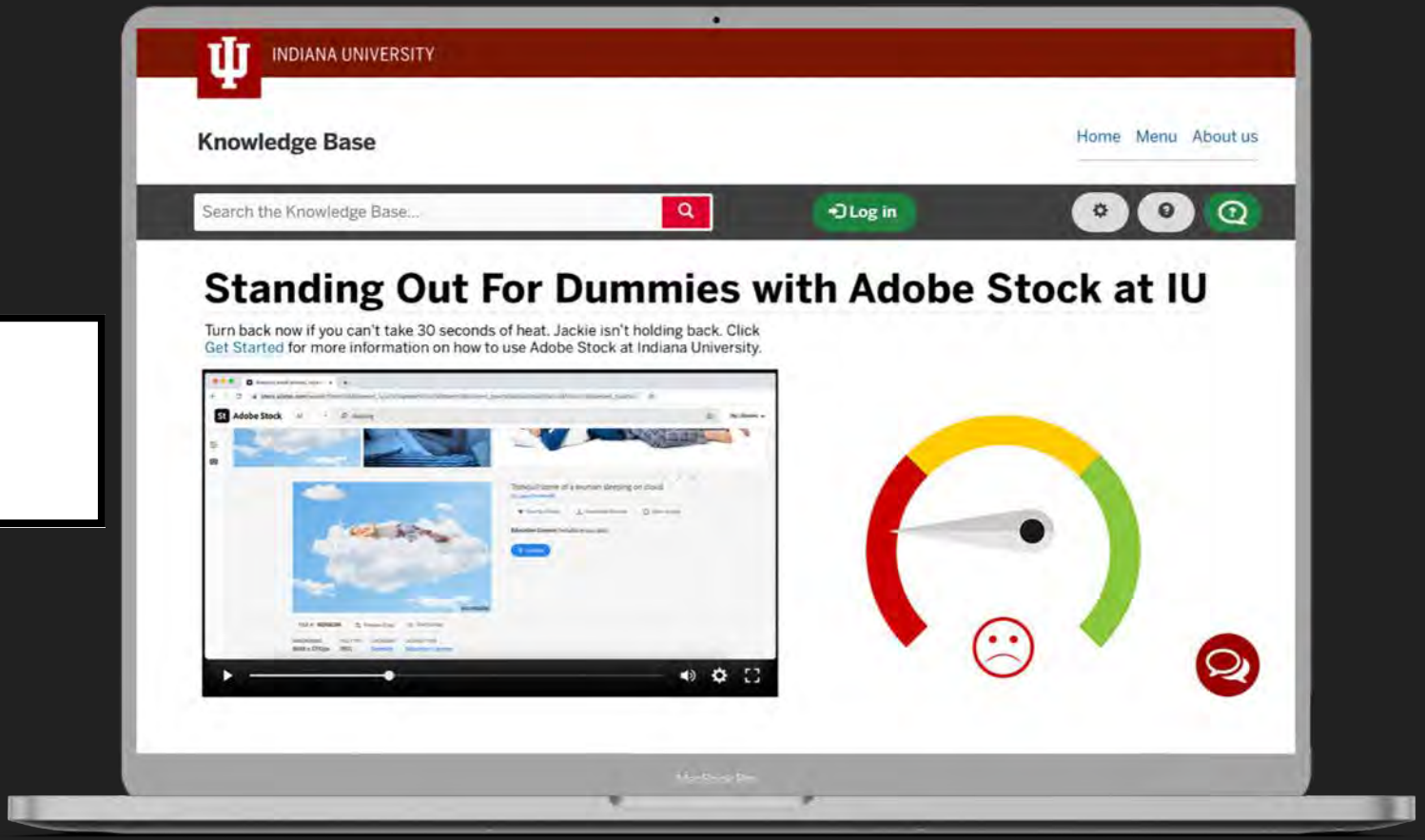
Knowledge Base Website



Knowledge Base Website



Knowledge Base Website



Support Media

Photo Booth around campus and town

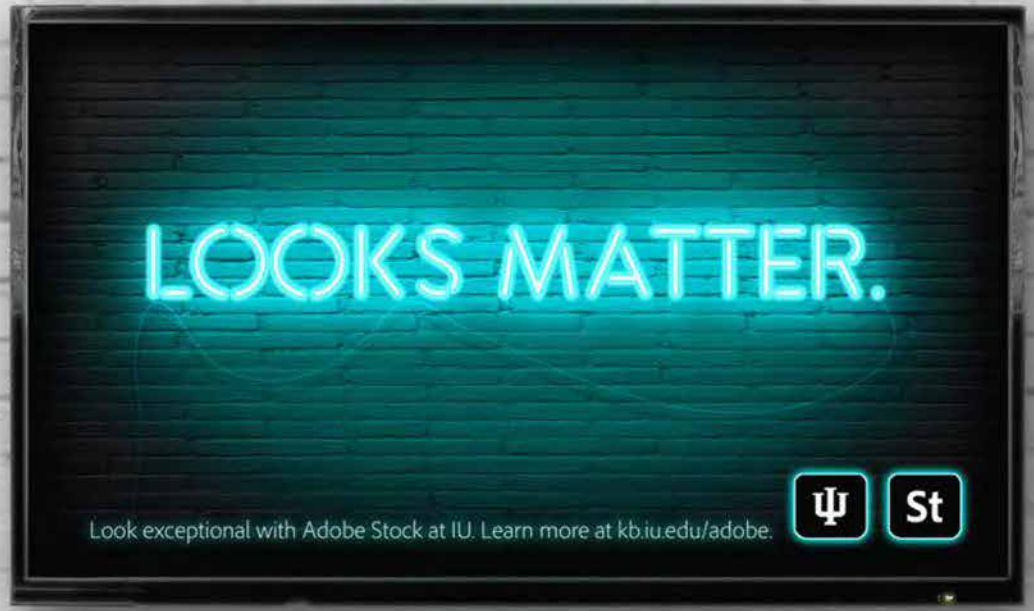
Disposable Camera and Instagram Account

QR Code

QR Code

QR Code Website

Digital Monitor



Freshman Orientation

FYE

FYE

JUST NAPPED.
I DON'T CARE.
FRIDAY VIBES ON MONDAY.
LOOKS MATTER.
UNIGNORABLE.
THAT WAS EASY.
BE EXCEPTIONAL.
ADOBE STOCK
INDIANA UNIVERSITY
STICK ON & STAND OUT.

BE EXCEPTIONAL.
BE EXCEPTIONAL.

Questions?