



Adobe

TEAM  
#980

**NSAC**  
NATIONAL  STUDENT  
ADVERTISING  
COMPETITION

# CONTENTS

|                                  |    |
|----------------------------------|----|
| Executive Summary                | 2  |
| Research Summary & Methodologies | 3  |
| Industry / Adtech & Competition  | 4  |
| Consumer Profile                 | 5  |
| Pain Points                      | 6  |
| Land of Missed Impressions       | 7  |
| Big Idea                         | 8  |
| Creative Strategy                | 9  |
| Media Plan                       | 10 |
| Tactics                          | 11 |
| Campaign Schedule & Budget       | 20 |
| Campaign Evaluation              | 21 |

## Executive Summary

Digital innovation is at Adobe's core. From design platforms that champion creativity to marketing solutions that drive analytics, Adobe has propelled the industry forward. Its latest endeavor? Adobe Experience Cloud for Advertising.

We were tasked with creating awareness for this new adtech solution, which combines Adobe's Advertising Cloud, Audience Manager and Analytics.

**Our goal is to reach advertisers with the message that when used together, this portfolio of integrated products can revolutionize digital advertising experiences.**

Our comprehensive research approach combined information from Adobe's case study with primary research that revealed the firsthand experiences of our target audience. Uncovering their adtech preferences, workday pain points and digital advertising experiences informed the insights that drive our campaign.

These insights allowed us to empathize with our target audience and understand the inconveniences they face in the current digital landscape.

**The solution is posed through a messaging strategy that positions Adobe Experience Cloud for Advertising as the gateway to connecting the perfect story to the perfect consumer.**

Our campaign introduces our target audience to a dramatized world where advertisements and consumers live in harmony. It is here that they can take advantage of Adobe's integrated platforms, allowing them to know their consumers better than they know themselves.

**The future of simpler, effective adtech is within reach.**

# Research Summary

Our campaign is built on a strategic foundation of primary and secondary research conducted to better understand Adobe, the product category and the modern consumer. A deep dive into the current digital landscape and adtech industry provided us with powerful insight into the current trends our target consumers are navigating. Adobe introduced us to four target personas in the case study: Compliance Evaluators, Practitioners, Decision Makers and Vision Leaders. With the help of this background information, we were able to focus our primary research on each persona. While the case study was an invaluable foundation for our research, we knew we had to speak to the target audience ourselves.



## WE CONDUCTED

# 19

## IN-DEPTH INTERVIEWS

WITH ADVERTISING LEADERS IN **7** DIFFERENT INDUSTRIES

### INCLUDING...

-  **FOOD & BEVERAGE**
-  **AUTOMOTIVE**
-  **TELECOMMUNICATION**
-  **HOSPITALITY & TOURISM**
-  **HIGHER EDUCATION**
-  **ADVERTISING**
-  **DIGITAL & TECH**

TO FURTHER OUR RESEARCH, WE COMPLETED

# 20

## OBSERVATIONAL STUDIES

### AT...

**15** AGENCIES

**5** BRANDS

# INDUSTRY



## Creativity & Data

As a brand, Adobe champions creativity. It also recognizes the imperative role that data and analytics play in successfully executing creative initiatives. Seamlessly adapting the key components of the Adobe brand to a rapidly changing technological environment presents an opportunity to set the standard for the future of advertising. Fostering data-driven creativity is necessary to break through the clutter and earn consumers' attention, engagement and loyalty.<sup>1</sup>



## Customer Experience

Consumers not only demand, but expect a seamless ad experience. The brands that can deliver it have a competitive advantage.<sup>2</sup> Adobe prides itself on ensuring consumers' needs and desires are met through their ad experiences, and it's crucial to use data and new technology to hyperpersonalize all branded messages.<sup>3</sup> Consumers are not afraid to cut ties with a brand that floods them with meaningless or irrelevant ads. In fact, they do it often.<sup>4</sup>

*While an unwanted or irrelevant impression may only cost one fifteenth of a cent, "with a million-dollar ad spend at \$3.00 CPM (cost per thousand impressions), you're serving 333 million impressions, and incurring a \$10K risk to your brand."*

**RYAN FLEISCH, HEAD OF PRODUCT MARKETING  
FOR ADVERTISING CLOUD AT ADOBE, FORBES.COM**



## Digital Transformation

Traditional media may never look the same.<sup>1</sup> Agencies and brands are looking to reform their business models to reflect fast-paced technology development that allows for consumer connections that go beyond transactions.<sup>5</sup> Our primary research revealed that digital practitioners feel outpaced by routine changes and struggle to feel truly confident navigating the ever-evolving digital landscape. Adobe recognizes the factors that hinder advertisers' ability to effectively reach their end consumers. As a result, Adobe strives to provide them with an integrated solution that targets consumers with personalized ads in an incredibly cluttered and complicated digital landscape.

# ADTECH

Today's digital world has altered consumption habits and transformed the user experience into an omnichannel, multidevice reality. Marketers must use digital solutions to craft personalized ad experiences that meet their target audience at every point of the consumer journey, cultivating relevant brand relationships. Adtech softwares provide a set of digital tools and solutions that agencies and companies use to create, execute and analyze their digital advertising initiatives.<sup>1</sup> In other words, they open the door for data-driven creativity — a practice crucial to staying on top of digital advancements.<sup>7</sup>

To be influential, modern creative executions need to be supported by data, analytics and insights to create the most personalized ad experiences. Adtech exists to aid that process and maximize campaign results.<sup>8</sup> However, many advertisers aren't totally satisfied with the functionality of their current programmatic software. Over half of our primary research participants expressed a negative attitude toward their current adtech solutions, but described the future of adtech as "inspiring" and "exciting."

*"Adtech is set to see 'exponential growth' through 2023." <sup>6</sup>*  
**DAVID RAND, CMO.ADOBE.COM**

## Competition

Unlike "walled garden" tech giants Google, Facebook and Amazon, Adobe uses third-party data from other sources, which enables advertisers to create the most complete story.<sup>9</sup> However, not all of our primary research participants recognized that Adobe was not a walled garden, providing an opportunity for Adobe to better communicate its data transparency as a differentiating factor.<sup>10</sup>

Smaller competitors like TradeDesk, MediaMath, Kenshoo and Marin are designed for one-dimensional needs such as DSP or search. Some digital media professionals are hesitant to house all of their data on a single multidimensional platform and prefer using these tailored softwares.<sup>10</sup>

### OPPORTUNITY

Adobe can use its established brand name in advertising to convey the benefit of using its seamless, integrated software that brings together data to tell the most complete story possible.

# Target Personas

Adobe's case study provided a solid foundation for understanding target personas, giving us the opportunity to construct the rest of the consumer profile through our primary research.

## Practitioner

A **Practitioner** uses adtech software at work every day, and they often test new programmatic software options. Practitioners are keenly aware of the damaging impact that bad adtech software can have on productivity and efficiency. The pain points they experience on a daily basis keep them from successfully delivering the desired results to their superiors and their clients.

## Decision Maker

The **Decision Maker**, or high-level management, is mostly concerned with their personal job performance. They strive to please their clients or meet company goals, and they know that to get favorable results they must create meaningful advertising experiences.

## Vision Leader

The **Vision Leader**, or C-level executive, is the most involved in discovering new solutions and technologies that drive their organization forward. They understand their business from the top down, identifying where the return on investment isn't adequate and working to implement the most cost-effective systems and processes possible. As a Vision Leader, it's imperative they are keenly aware of the frustrations and difficulties of the Practitioner and Decision Maker. Failing to address these issues keeps their business from achieving peak performance and leading the industry.

The strategic rationale for excluding the Compliance Evaluator is based on information found in Adobe's case study, our primary research and supplemental secondary research. The role of the Compliance Evaluator is primarily bound to the evaluate, buy and use stages, providing little benefit to an awareness campaign. While this individual's input is valuable to the Vision Leader, Decision Maker and Practitioner, they are not involved in the initial stages of new product discovery."

Wait, are we forgetting someone?

# CONSUMER

## The ARCHITECHS

This brings us to our target consumer: **the ArchiTechs.**

Similar to a literal architect, ArchiTechs build custom experiences for consumers — but in an ever-changing digital sphere. Their tools are adtech, and they're building paths to perfectly placed ads. ArchiTechs are advertisers at large enterprise companies exceeding \$1 billion in annual revenue. The human truth we discovered through our primary research is that the worth of their work is determined by the success of their campaigns, and they feel personally responsible for delivering satisfactory results. They're currently overwhelmed by the breadth of available consumer data and placement possibilities. Struggling to keep up with evolving technology, they worry about meeting client deliverables or company expectations.<sup>10</sup>

### CONSUMER INSIGHT

*"Working on a media team provides a constant challenge to keep up with a digital landscape that changes every week. Add in the complex ways people consume media and how fleeting their attention is, and it's easy to see why my job feels overwhelming at times. There's nothing worse than being in a meeting with a client and having to answer for why we missed a media placement. We missed it because we didn't see that small window of opportunity to connect with our consumer. We didn't piece together some key data points because we were working with a variety of different platforms."*

In a perfect world, ArchiTechs would be able to satisfy their goals by targeting the right consumers at the right times with the right ads, but often this scenario feels just out of reach.

# POP-UP PAIN POINTS

Our primary research revealed discrepancies between the job titles and daily roles among the three ArchiTech personas. The result? **A complicated, divergent consumer journey.** The daily stressors of the Practitioner and Decision Maker ultimately affect the business decisions of the Vision Leader as they work together to reach their target audiences.

The Vision Leader has immense pressure to create a cutting-edge, forward-thinking brand, which trickles down to all employees who have their hands on the adtech and eyes on the data to deliver results that exceed the KPIs.

What all ArchiTechs have in common, and what drives our campaign, is recognizing the pain points that popped up and interrupt their workday. An understanding of the distraction, disdain and difficulties associated with their pain points is critical to connecting to ArchiTechs' needs as consumers of adtech. **Through this approach, we empower ArchiTechs to take charge of their consumer journey like never before.**

#1

## The (Ad)Technology Evolution

*"All the competition [in adtech] keeps you on your toes. There's all of these acquisitions, mergers and tech stacks, so it's an arms race. Everything is always changing, which is why it's exciting. There's not a month when a new product doesn't come out. There's a lot to stay on top of."*

- AGENCY STRATEGY DIRECTOR

Learning the technical language that comes with using new adtech is a full-time job in an industry that is constantly changing. Just when ArchiTechs feel like they've finally grasped the current technology, a new innovation disrupts the digital sphere, sending them back to the drawing board. In a world of complicated options, ArchiTechs wants to be at the forefront of knowing their consumer, not deciphering jargon-filled literature promoting the "next best thing."

#2

## SYSTEM ERROR

*"Once on every campaign, we're surprised by something we weren't fully aware of that we thought we were covering. That's because we didn't understand the adtech."*

- AGENCY ASSOCIATE MEDIA DIRECTOR

Our primary research supports that there is no "one size fits all" approach to managing the different software needs of a campaign, and many companies rely on more than one to get what they feel is the whole consumer picture. Existing adtech lacks integration, data is siloed and oftentimes platforms cannot communicate with one another in a common language. Jumping across multiple softwares is intimidating and time consuming, and there's no guarantee ArchiTechs will have access to all of the data they need.

#3

## COMMUNICATION IS KEY

Whether it's between client and agency, account and creative, or within a team, communication is crucial. Without it, ArchiTechs feel stuck in a whirlwind of confusing clutter. That confusion is amplified by conflicting work styles and the looming anticipation of a campaign's success — or lack thereof.

*"I'd say the other challenge for me is not only having clients and internal teams but maintaining relationships with vendors and being in regular communication with them. Anytime there's a change in media, I end up having to contact like 10 people. Thorough communication has to be done quickly. Making sure those relationships are strong enough to withstand bumps along the way [is important]."*

- AGENCY VP OF MEDIA STRATEGY

#4

## The Modern Currency

Data is the currency of modern advertising. Without the correct data from the right target audience, campaigns are destined to fail. ArchiTechs feel personally responsible for the success of campaigns. Using inaccurate or incomplete data is a fatal mistake, slow poison from the development stage to final launch. Navigating and analyzing piecemeal data is a massive undertaking, and using it to interact with the consumer straddles the line of creepy and engaging. However, when it's done right, it has a powerful impact on the end consumer.

*"In the future, we'll be expected to constantly tweak campaigns based on performance: target dollars, spend and ROI. Tracking will be required. People know that you can get the numbers, so they're expecting that. They want to be able to see what exactly causes someone to make the movement or take the action."*

- DIRECTOR OF MARKETING IN HIGHER EDUCATION

# STRATEGY



## LAND OF MISSED IMPRESSIONS

There are two radically different worlds when it comes to advertising: one filled with ad blocking and video skips, and another overflowing with powerful, relevant storytelling. Our campaign aims to raise awareness for Adobe Experience Cloud for Advertising by pushing ArchiTechs to consider whether their current adtech is opening the door to the future of advertising — or leaving them behind.

Impressions matter. Seriously, 38% of consumers will cut ties with a brand that serves them an impersonal ad.<sup>4</sup> ArchiTechs understand the personal hell that is the **"Land of Missed Impressions."** Let us tell you the story of Gary the Consumer and Jane the ArchiTech.

Meet Gary. He recently went vegan. His grocery cart staples are black bean burgers and oat milk, and he spends his weeknights browsing the web for dairy-free recipes. While he's committed to this new lifestyle, he's still taunted by delicious memories of backyard barbecues and cheesy fries.

Enter: Jane. She's an ArchiTech. She works long days analyzing consumers with the help of several adtech programs. Oftentimes, Jane feels overwhelmed. There are too many programs that perform a multitude of tasks, all of which she is expected to understand. At the end of the day, Jane's job is to know consumers like Gary better than they know themselves.

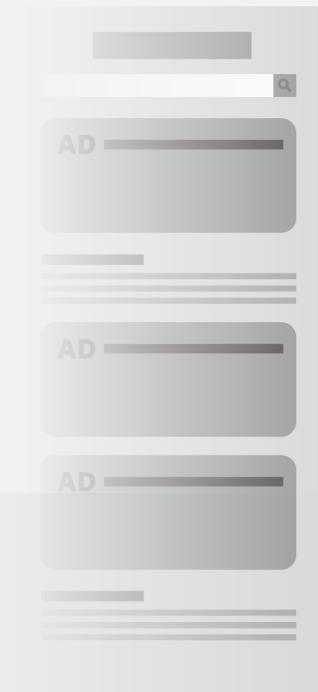
This brings us to last Tuesday.

In a tragic moment of weakness after a hopeless first date, Gary opens his laptop and orders a juicy quarter-pounder to fill the void. He cries into the greasy wrapper while Jane's software quickly gathers data about his purchasing behavior.

Jane then floods Gary with ads for meaty, juicy Thataburgers. He can't escape the memory of that guilt-ridden burger (or his date's foul manners). If Jane had used a bundled adtech program, she would have known that Gary is vegan 99.9% of the time.

After too many mocking ads from Thataburger, Gary vows to never eat there again despite their array of vegan options. Even worse, Jane just earned a one-way ticket to the Land of Missed Impressions.

***The moral of the story: A missed impression is at best ignored, and at worst burns bridges between consumers and brands.***



# BIG IDEA

ArchiTechs are stuck in the dreary grayscale of the Land of Missed Impressions without realizing a better reality awaits.

## Enter the Digital Dreamscape.

It's not a land. It's not a place. It's a feeling.

It's when the barista knows your coffee order the moment you walk in the door. Or when every song on your recommended playlist perfectly reflects your mood. It's the unexpected gift from a friend that makes you feel completely understood.

It's time this feeling was introduced to the digital advertising world.

What if banner ads were the first to let you know about a new band that you were bound to fall in love with? Or if a sponsored social media post on your feed suggested the perfect shoes to match the dress you've been eyeing? What if ArchiTechs created a space where brands are welcomed guests and consumers feel like brands get them? Like, really get them.

This feeling is within reach when all programmatic tools live under one roof.

With Adobe Experience Cloud for Advertising, ArchiTechs have the power to **Build the Dreamscape.**





# THE *Creative Strategy* BUILDING BLOCKS

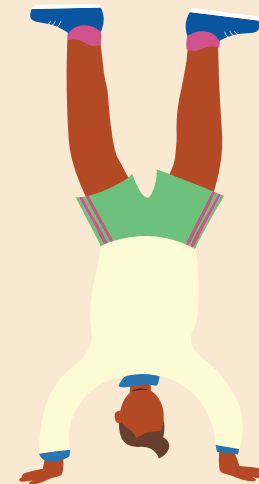
Our campaign's creative strategy aligns with Adobe's bold personality while personalizing and simplifying the immense complexity of programmatic adtech.

With an objective of increasing awareness, our creative approach and content can focus on piquing interest, not driving sales. Unburdened from the need to explain the technical aspects of the software gives our campaign the freedom to be creative, visual and playful.

## ● Concept

### ● Land of Missed Impressions

Ads in the Land of Missed Impressions are stylized to look like generic web browsers floating through an abyss of misplaced ads. This drab reality is a stark contrast to the dynamic Dreamscape, reinforcing why keeping all of their adtech products under one roof helps ArchiTechs create enriching ad experiences.



## THE DIGITAL

# DREAMSCAPE

## ● Tone

The tone can be summarized in two words: conversational and empowering. It speaks from a place of understanding, while not shying away from some witty humor.

## ● Illustration

Portraying Adobe Experience Cloud for Advertising as vibrant and illustrative is a fresh way to envision what this algorithmic product achieves within the tech industry. The visuals of the Digital Dreamscape will stand out against the sea of ultradigital, futuristic campaigns often associated with technology.

## ● Dreamscape

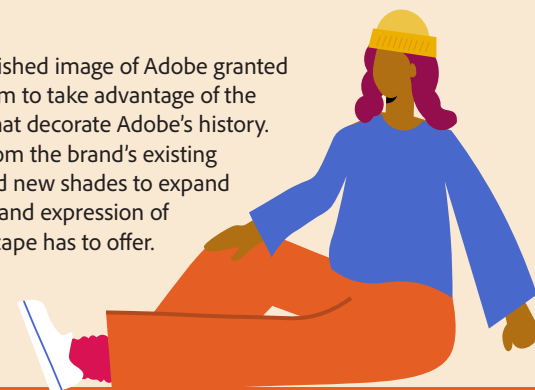
Let's be honest — consumers' advertising realities can be a cluttered, irrelevant mess. With Adobe's solution, this mess can be transformed into something meaningful. The Dreamscape is a digital space that exudes possibility. The cityscapes boast lively hues and layers of perspective to show how consumers and personalized ads live together harmoniously. Although a plethora of ads remain in the Dreamscape, each is purposeful. The integrated structure of the monochromatic cityscapes reflect the seamless bundle of Experience Cloud for Advertising.

## ● Color

The strong, established image of Adobe granted us creative freedom to take advantage of the rich jewel tones that decorate Adobe's history. Using swatches from the brand's existing palette, we created new shades to expand on both the color and expression of what the Dreamscape has to offer.

## ● Characters

In the Dreamscape, our lively, unconventional characters symbolize the uniqueness of consumers and the challenges ArchiTechs face when advertising to them. The Dreamscape message we're sending to ArchiTechs: With Experience Cloud for Advertising, you'll know your consumers better than they know themselves.



# MEDIA PLAN

## MEDIA PLAN

Our awareness campaign will roll out in three phases. Phase 1 will introduce ArchiTechs to Adobe's adtech solution, Adobe Experience Cloud for Advertising. Phase 2 will continue the conversation about the product by appearing in ArchiTechs' daily lives through a variety of digital touchpoints. Finally, Phase 3 will solidify the product as a groundbreaking solution to programmatic adtech and encourage ArchiTechs to consider the product as they evaluate the effectiveness of their adtech software. By the end of the campaign, at least 7% of ArchiTechs will recognize Adobe as an adtech stack provider without prompting.

### Objectives From Case Study

- Raise unaided awareness of Adobe's adtech leadership position with Experience Cloud for Advertising with our target audience by 2 percentage points.
- Be the No. 1 independent adtech solution provider; right now, Adobe is No. 3 after Google and Amazon walled gardens.
- Be in the top three for share of voice for earned media.
- Drive 50,000 visits to Adobe.com and Advertising Cloud at this site: <https://www.adobe.com/advertising/adobe-advertising-cloud.html>.
- Increase advertiser persona contact growth in marketable database for target accounts.
  - Do this by capturing 10,000 new Decision Maker and Practitioner contacts from enterprise accounts with ad spend of over \$1 million per year.

### Media Vehicles

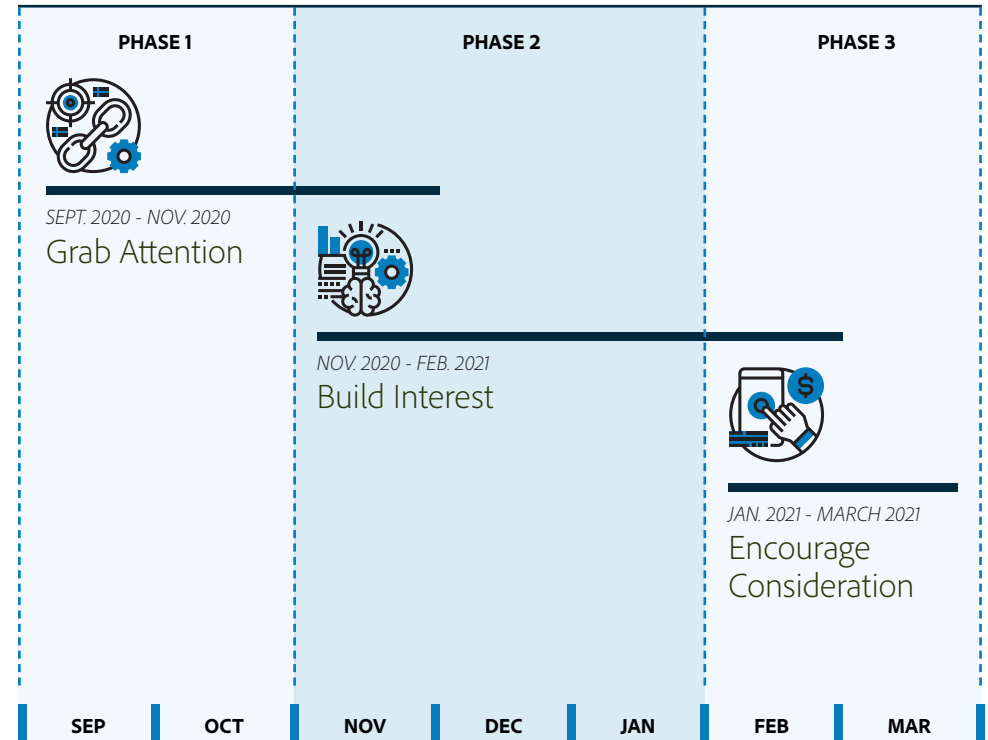
- Out of Home
- Social Media
- Online / Banner
- Paid Search
- Experiential
- Email
- Public Relations
- Audio Streaming
- Product Landing Page
- Video Pre-Roll

### KPI Key Performance Indicators

Campaign performance indicated by:

- Industry contacts
- Social shares and engagements
- Earned industry media coverage
- Impressions
- Website traffic
- Increased unaided awareness

### Media Phases



# Experiential Dream Cube



## The Blueprints

The Dream Cube will be present at the kickoff of the campaign at the October Adobe Max conference in Los Angeles and the Ad Week event in New York. As the introduction to the Digital Dreamscape, this experiential execution will provide a sensory, immersive experience where ArchiTechs discover firsthand what a personalized ad experience looks and feels like.

Four users will enter a room with four blank walls, each connected to a corresponding iPad. A voiceover will instruct them to choose from an array of lifestyle categories pertaining to their interests, hobbies, eating preferences and more. As they pick and choose things they enjoy — ranging from rock climbing to oil painting to Italian cuisine — perfectly-tailored advertisements will gradually appear on their Dreamscape wall. Colorful metropolises will project in front of them as users indicate their passions on their iPad. ArchiTechs will observe how their choices are reflected in the buildings and ad content within their stylized cityscape, as well as how different their Dreamscape is from those around them.

The Dream Cube experience is an interactive, creative way to introduce ArchiTechs to the potential of Adobe Experience Cloud for Advertising. It emphasizes the power of using data to build personalized Digital Dreamscapes for their own consumers.

## Foundational Thinking

In-person marketing is the most effective tactic in the B2B sector, and our primary research revealed an affinity for in-person engagement in adtech marketing.<sup>10</sup> Studies have shown experiential advertising leaves a lasting positive perception of a brand for over three-quarters of consumers.<sup>12</sup> Our Experiential Dream Cube acts as a simulation. By creating ideal worlds for each individual ArchiTech, we dramatize how using Adobe Experience Cloud for Advertising can help ArchiTechs create similar on-point advertising experiences for their target consumers.

Upon leaving the Dream Cube, participants will be encouraged to share their Digital Dreamscape on social media with the campaign hashtag #BuildTheDreamscape. ArchiTechs who attend the Dream Cube will provide their contact information when they log onto their iPad and will be added to our mailing list for the email marketing campaign (see page 14).

### KPI

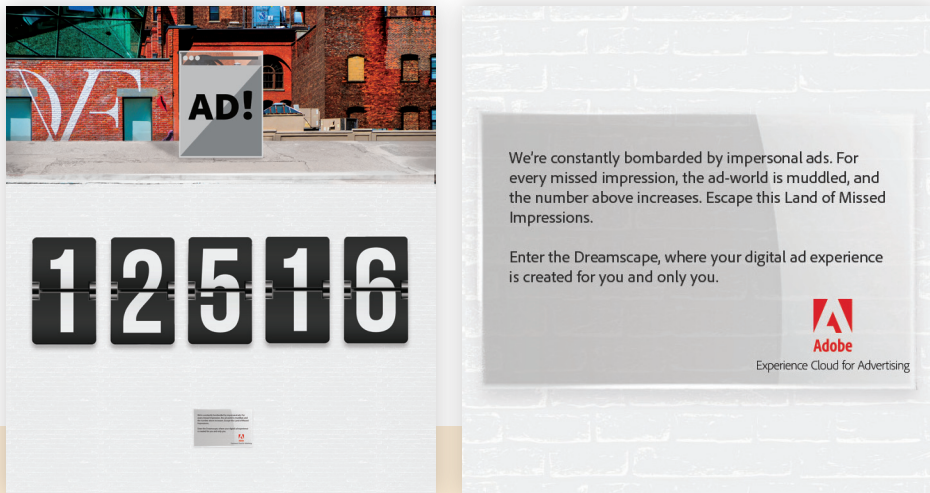
- Industry contacts
- Social shares
- Earned industry media coverage



# Missed Impressions Counter

## The Blueprints

In the initial phase of our campaign, we will place an unconventional out-of-home (OOH) display in New York's and San Francisco's business districts to introduce and dramatize the looming presence of the Land of Missed Impressions. A grayscale, unimpressible ad will be placed on an exterior wall in busy streets of our target cities. Below it, a large 3-D "Missed Impressions Counter" will steadily increase, symbolizing the amount of missed ad impressions that are occurring every moment in the digital advertising world. With each increase, the sound of the number flipping will echo loudly. The copy on a plaque placed at eye level will emphasize that Adobe Experience Cloud for Advertising helps decrease the counter's number of missed opportunities or impressions. The Missed Impressions Counter serves as a guerilla marketing tactic that will generate earned media for Experience Cloud for Advertising.



# Augmented Reality Billboard

## The Blueprints

In the last phase of our campaign, we will use a second OOH placement to reinforce the Digital Dreamscape reality introduced by our other tactics. These digital billboards will be placed a few stories above busy street corners, with cameras trained to the sidewalk below. As viewers pass by the area, they will see themselves in real time on the digital billboard. Using AR technology, every 20 seconds the street view will change on the billboard, transforming into the colorful visuals of our campaign's Digital Dreamscape. The tactic serves as a reminder of how vibrant the ad world can be when ArchiTechs have a precise understanding of consumers.



## Foundational Thinking

Our secondary research showed that OOH ads are critical campaign components. Per ad dollar spent, OOH delivers more online activity (including search and social media activations) in comparison to television, print and radio.<sup>13</sup> The digital aspect of both our executions also was strategic. Digital out-of-home (DOOH) ads are twice as likely to be seen and are nearly 2.5 times more impactful than static OOH ads.<sup>14</sup> As brands recognized the value of these extensions, media spending on DOOH placements rose by 4.5% to \$8 billion in the fourth quarter of 2018. A competitor analysis shows this growth was fueled in part by increased OOH ad spends from Adobe's chief technology competitors.<sup>15</sup>

Our placements maximize our OOH budget by focusing on the coastal business districts of New York City and San Francisco where a significant number of enterprise companies are headquartered. To create buzz around this campaign, our OOH is located in areas where it will be seen by people beyond our business audience — allowing ArchiTechs and everyday consumers alike to recognize the benefits of Experience Cloud for Advertising.

- KPI** Impressions
- Social shares
- Earned industry media coverage

# Video Pre-Roll



## The Blueprints

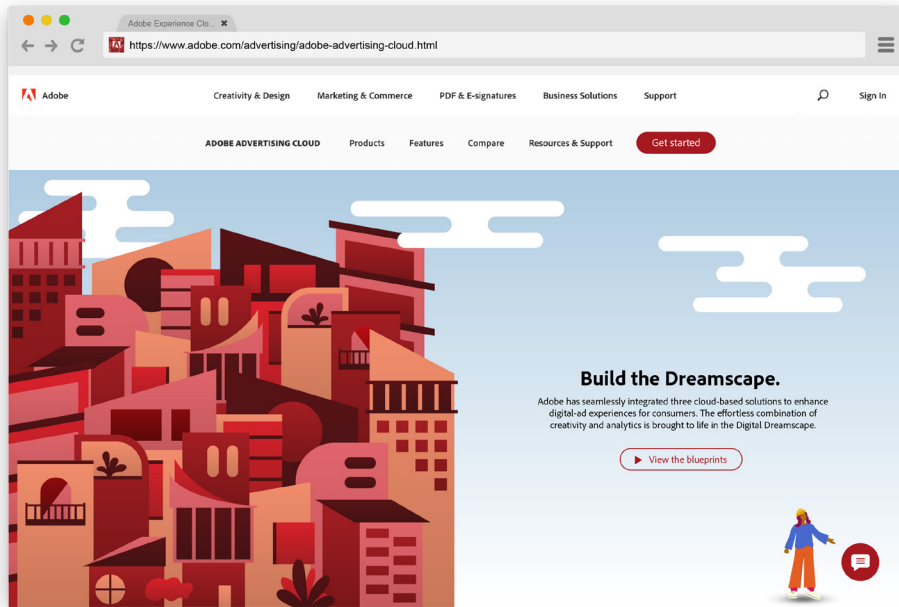
The sights and sounds of video provide the ideal opportunity for contrasting the dismal, dull Land of Missed Impressions with the vibrancy of Adobe's Digital Dreamscape. This 15-second video pre-roll shows a consumer actively avoiding ads — a reality advertisers face way too often. The voiceover's tone is sympathetic, relating to the problem and offering a solution. The goal is to pique curiosity so ArchiTechs will want to learn more about the tools available to build a personalized Digital Dreamscape for their consumers.

## Foundational Thinking

According to the provided Adobe webinars, video executions are especially effective for an awareness campaign.<sup>16</sup> With 2 billion monthly users, YouTube presents the optimal opportunity to reach a large number of our most coveted consumers.<sup>17</sup> As our adtech gathers information based on search histories, we will programmatically place our ads before the videos our ArchiTechs already enjoy watching.



**KPI** Drive website traffic to landing page



### Build the Dreamscape.

Adobe has seamlessly integrated three cloud-based solutions to enhance digital-ad experiences for consumers. The effortless combination of creativity and analytics is brought to life in the Digital Dreamscape.

► [View the blueprints](#)

## Website (Landing Page)

### The Blueprints

The purpose of all campaign touchpoints is to drive traffic to the current product landing page, which serves as an entry point for consumers who want more information about Adobe Experience Cloud for Advertising. To be consistent with our campaign, the design and tone of the current landing page will be updated to incorporate the Digital Dreamscape imagery and language. The current product tour will be available on the redesigned landing page to provide information about the adtech bundle, and a chat box remains readily available for users who may have questions.

### Foundational Thinking

The landing page reflects the Digital Dreamscape imagery and language, ensuring campaign consistency as our tactics prompt ArchiTechs to visit the Adobe site for more information. The strategic decision was made to keep two key content components: the product tour and the chat box. Our primary research revealed that ArchiTechs want to experience software hands-on in the evaluation stage of the buying journey. Interested consumers are more likely to purchase if they've been given the chance to see how products work from a first-person perspective.<sup>10</sup> Our primary research also uncovered that our audience views Adobe's customer service as difficult to access and less than reliable. When redesigning the landing page, we determined it was essential to focus on this customer service aspect. The redesign features a Dreamscape character gesturing toward the chat box to inform consumers that Adobe is readily available to walk them through components and functions of the new adtech.

**KPI** Industry contacts

# Emails

## The Blueprints

Emails are a consistent part of every ArchiTech's workday, which is something we plan to leverage as we introduce them to Adobe's adtech offering. Our campaign emails are anything but mundane. They grab ArchiTechs' attention through clever subject lines and engaging narratives about the Digital Dreamscape, contrasting it with the troublesome Land of Missed Impressions.

A series of emails will be sent to Adobe contacts in three phases. In each phase, readers will be prompted by an animated campaign character to click a call-to-action button that will send them to the Adobe Experience Cloud for Advertising landing page, where the Digital Dreamscape comes to life.

## Foundational Thinking

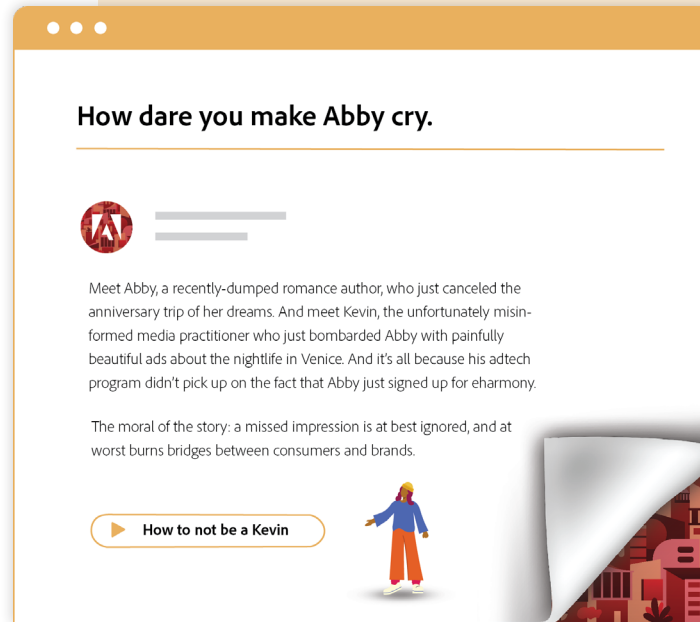
Email is the third most trusted source of information in B2B advertising.<sup>18</sup> For every \$1 spent on email marketing, there is an ROI of \$42.<sup>19</sup> Video content in an email can increase click-through rates by 300%.<sup>20</sup> In our primary research survey, our target audience said they are more likely to engage with emails that include rich media.<sup>10</sup> The approach to our email campaign is to influence consumer action and increase open rates.

**The first email phase** will serve as an introduction to the Land of Missed Impressions and will last three weeks, with two emails sent per week. Using a captivating subject line to pull readers in, each email will use a narrative style with powerful storylines to warn readers of the dangers of misinformed targeting.

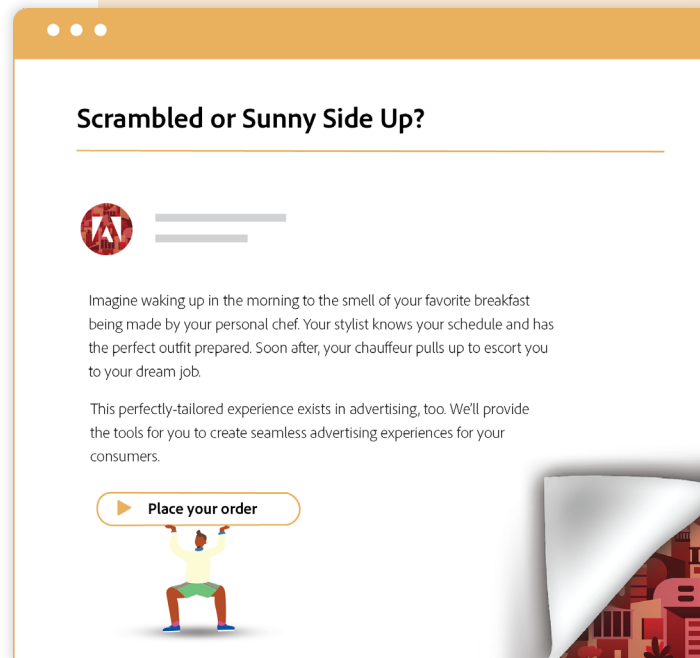
**The second phase** of emails will offer the first glimpse into the Digital Dreamscape. For two months, the emails will introduce ArchiTechs to the rewarding feeling of building ideal ad experiences for their consumers. A gripping subject line will encourage recipients to open the email and further engage with our campaign message.

**Emails in the final phase** will be short, to the point and will last for three months. They will act as a simple call to action for ArchiTechs, prompting them to explore Experience Cloud for Advertising so they can begin to **Build the Dreamscape**.

**KPI** Drive website traffic to landing page



EMAIL PHASE #1 EXAMPLE



EMAIL PHASE #2 EXAMPLE



# Banner Advertisements

See  
Media  
File #3  
and #4

## The Blueprints

Using programmatic adtech to target our audience online, display banner ads will serve as a touchpoint reminder of the campaign. Fifty percent of our online ad budget will go toward targeting sites that host industry-specific content, such as MediaPost, BIA, Ad Age, Adweek, Sprout Social and The Drum. The remaining half of our online ad budget will be programmatically optimized through Google Ads and Microsoft Advertising to continue reaching our ArchiTechs while they are online. By using three different sizes, we ensure our content is reactive to both mobile and desktop consumer experiences. Multiple executions, similar to the examples presented here, would be created and used throughout the campaign.

**KPI** Drive website traffic to landing page



### Mobile Leaderboard Banner Ads

Through their vivid typography, the leaderboard banner ads serve as a viewer's "window" into the Dreamscape. The corner of the banner ad will peel back when viewers hover their cursor over the content, revealing the Dreamscape.

## Foundational Thinking

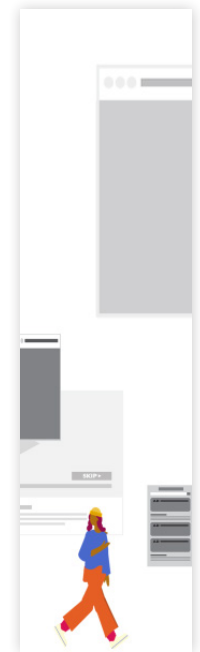
Display banner ads, with consistent campaign messaging and imagery, will serve as frequent reminders of the campaign to increase brand awareness of the product and drive traffic to the landing page. Among the media practitioners we interviewed, Adobe is a well-known brand with solid, established name recognition, which means ArchiTechs should be more inclined to notice and pay attention to Adobe banner ads they encounter on industry sites.

*In our primary research, ArchiTechs explained that they notice banner ads in industry articles and on platforms they use regularly.<sup>10</sup>*



### Medium Rectangle Banner Ads

In the medium rectangle banner ad, viewers will see animations of the monotonous, cluttered and overwhelming ads in the Land of Missed Impressions. Animation will change the screen and bring the character into the Digital Dreamscape — free of impersonal ads.



### Skyscraper Banner Ads

Our Skyscraper banner ad simulates the feeling of being stuck in the Land of Missed Impressions, which is dramatized by an animated character being bombarded by irrelevant ads that annoy her rather than serve her.

# Thought Leadership Articles

## The Blueprints

Thought leaders are informed, respected communicators for specific target audiences. They offer expertise that has a strong pull on working professionals and consumers.<sup>21</sup> Using Thought Leadership Articles positions Adobe as a trusted source of information, allowing the company to market the benefits of its product to consumers in an authentic, respected space. The articles will address a wide variety of trending topics in the industry, from insights about how data-driven creativity is changing the future of advertising to how data siloing is impacting bottom lines. Adobe will release biweekly articles on CMO.com, a trusted digitally-focused Adobe publication that hosts content focused on thought leadership, industry insights and other relevant information for business leaders. During weeks when thought leadership articles aren't published, previous articles will be repurposed for Adobe's branded blog and promoted through email marketing.

### Is Your Adtech Stack Holding Your Company Back?

*5 ways to prepare your business for the future of advertising.*

### How to Segment Your Audiences to Drive Ad Engagement

*Connecting the right ad to the right consumer.*

### How Data-Driven Creativity is Transforming Advertising

*The ad industry is changing — is your business keeping up?*

## Foundational Thinking

Research suggests that B2B decision makers, like Vision Leaders, turn to thought leadership to strengthen their companies' reputations or as a resource for sound business advice.<sup>22</sup> In fact, 61% of executives are willing to pay more to work with brands who have a clear, concise thought leadership platform. This tactic provides an ideal way to engage the "top dogs" among our ArchiTechs.<sup>22</sup> As a result of promoting these articles, Adobe's SEO positioning will be enhanced.

**KPI** Drive website traffic to landing page  
Social shares



## The Blueprints

Our Spotify ads will target the 147 million Spotify listeners who do not pay for ad-free listening.<sup>24</sup> Using Spotify and audio programmatic solutions, we'll target our audience when they're listening to content they've purposely chosen and prefer, work-related or otherwise. Since Spotify's programming allows us to target listeners by age, gender, location, platform and interests, we'll know the people listening to our ads are ArchiTechs. With a humorous and sympathetic tone, the narrator of our sample audio ad puts herself in ArchiTechs' shoes and directly addresses their advertising struggles. Our message will be visually reinforced by an illustrative banner ad that once clicked takes viewers to the landing page.

## Foundational Thinking

Our observational studies revealed that wearing headphones in the workplace is accepted and even "the norm" for advertisers. Nearly one-half of respondents of a Fast Company survey claimed they listen to headphones for the entire workday, with 94% of respondents saying they listen to music while working.<sup>25</sup> Podcasts are also gaining traction in the audio world. According to a 2018 report, 34% of Americans ages 24-54 listen to podcasts monthly. This provides another avenue to reach ArchiTechs with our campaign message.<sup>26</sup>

**KPI** Drive website traffic to landing page

## Paid Search

## The Blueprints

When internet users search keywords like Adobe, analytics, media, Audience Manager, data, demand side platform (DSP) or customer experience management (CXM), Adobe will appear in the top search results, driving traffic to the website to reach our overall goal of 50,000 clicks. Using a search engine like Google will allow us to reach a large audience to increase our impact, whereas using Bing will allow us to target more precisely based on specific companies and individual job titles.<sup>27</sup> These platforms will aid in optimizing our budget throughout the campaign to deliver the best possible results.

## Foundational Thinking

Through paid search, our goal is to outrank competitors, appearing at the top of the search page and driving more clicks to the website. Search ads have the potential to increase brand awareness by 80%, making them one of the most effective ways to market B2B products.

**KPI** Drive website traffic to landing page

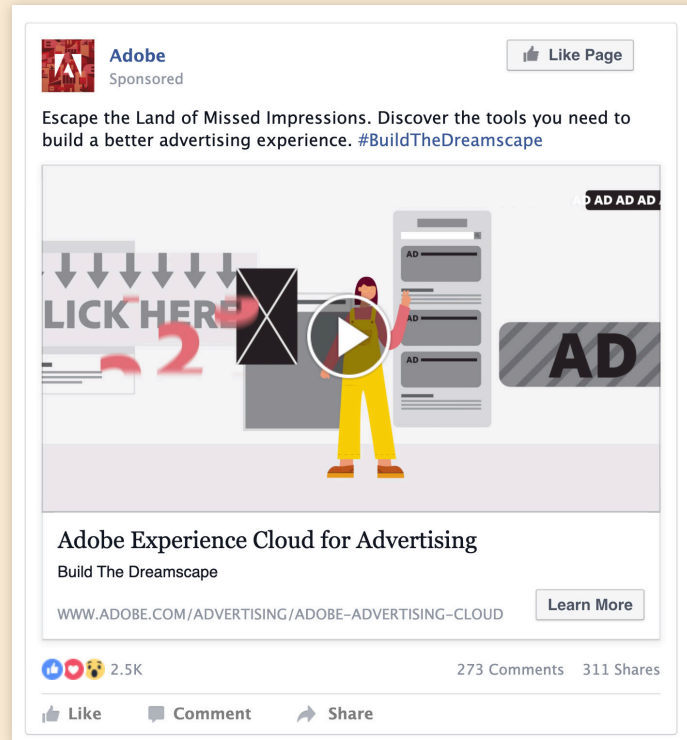


# Social Media

## The Blueprints

In our hyperdigitalized world, ArchiTechs are no different than a typical consumer, who spends an average of over two hours daily on social media platforms.<sup>28</sup> Our strategy uses a variety of platforms to communicate our brand as the independent leader in adtech.

- KPI** Encourage social engagements
- Drive website traffic to landing page

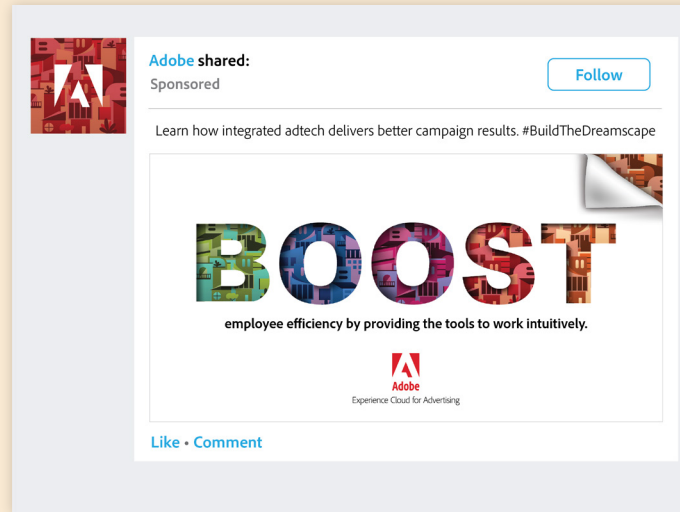


### Facebook

On Facebook, promoted content will target specific audiences through geofenced locations, demographics and interests. These paid ads will effectively grab the attention of our target market by using enticing visuals and straight-forward language. Adobe's owned Facebook page also will share Adobe blog posts and other thought leadership articles.

## Foundational Thinking

While our social tactics will pulse through the first two phases of the campaign, a majority of the media budget will be allocated to the final phase. By programmatically targeting ArchiTechs during their workdays, we will ensure we accurately reach those who work in cities with large, enterprise companies.

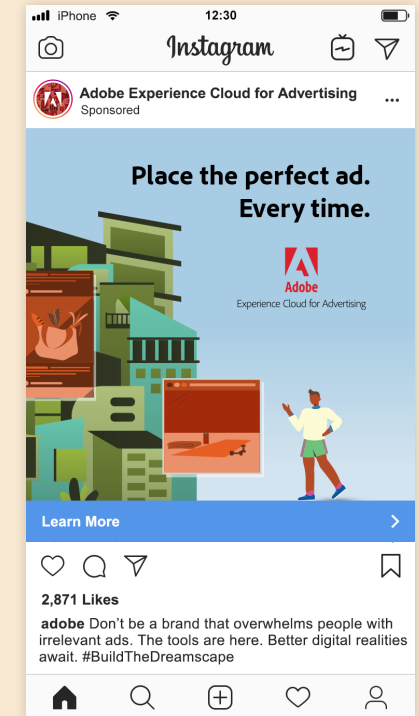


### LinkedIn

For many marketers, LinkedIn is seen as the most effective B2B social media platform.<sup>29</sup> LinkedIn reaches our audience in an intentional manner because of the platform's ability to target by job title. The "Boost" typography sponsored post (above) specifically targets Vision Leaders. The copy is meant to empower them to make the business decisions that will propel their company into the future of advertising.

### Twitter

Rebranding the existing Twitter page will support our campaign, and promoted tweets will drive consumers to the product website. Twitter gives users the opportunity to engage with the Adobe brand in candid conversations. As part of our refresh, we will adapt to the Twitter community by using light-hearted, humorous language, while still raising awareness for the product.



### Instagram

Since Instagram is mostly a visual platform, the Dreamscape imagery will fit seamlessly with the illustrative content users have come to expect. Our posts will use the eye-catching visuals from our campaign, including pre-roll, banner ads and our augmented reality filter for Instagram (see page 18). Punchy captions will capture the attention of ArchiTechs, many of whom scroll through Instagram throughout their work days.

# Public Relations Boxes

## The Blueprints

Promotional boxes filled with branded gifts that are both practical and shareworthy will offer ArchiTechs tangible representations of the Digital Dreamscape. We will send three types of promotional boxes over the course of the campaign to make ArchiTechs feel understood — just as Adobe Experience Cloud for Advertising helps them understand their consumers.

## Foundational Thinking

Prior case studies indicate that when direct mail is used to reach B2B consumers, response rates have a positive return on investment.<sup>30</sup> These PR boxes will reach a wider audience through shares on social media and through the incorporation of our Instagram AR filter. In 2019, one billion people used AR on Facebook and Instagram.<sup>31</sup> The use of AR emphasizes the experiential aspect for consumers and in turn, gives Adobe online social traction.

**KPI** Social shares



### Summit Box

The Summit Box (pictured) will be sent to the first 500 ArchiTechs who register for Adobe Summit. It will include the following three items.

- **An Adobe poker chip** acts as an invitation to the Dreamscape Lounge at Adobe Summit (page 19). Our poker chip design is a reflection of the Summit's location in Las Vegas. The "ticket" will build excitement for the finale of our campaign at the event.
- **A Drinkscape pint glass** will contain a recipe for one of the cocktails from the Drinkscape menu (page 19). The glasses serve as a visual reminder of the campaign, and the recipe works as a teaser for the Dreamscape Lounge.
- **A 3-D Adobe logo** will be transformed through an Instagram filter developed with AR technology. ArchiTechs will scan the QR code printed on top of the promotional box, which will lead them directly to our Dreamscape Instagram filter. With the filter, the Adobe logo comes to life with augmented colors and buildings, and ArchiTechs will watch the Digital Dreamscape appear. ArchiTechs can share it with their followers, creating social traction for Adobe and the hashtag #BuildTheDreamscape.

### Company Box

In mid-January, this 4-by-4 foot package will be sent to enterprise companies where ArchiTechs work. The enormity of the box represents the wasted space in the Land of Missed Impressions. Inside copy will motivate ArchiTechs to make better use of their online space with more precise ad placements. The companies will receive the following gifts:

- **A set of Drinkscape pint glasses** with Drinkscape recipes
- **A white 3-D Adobe logo**
- **A Dreamscape puzzle** that symbolizes the "building blocks" ArchiTechs would use when constructing a consumer's perfect advertising world. This will provide ArchiTechs with a break from their screens while they physically Build the Dreamscape.

### Influencer Box

This box will be sent to the 65 Adobe "2021 Summit Insiders." The Insiders are a diverse group of executives, industry experts, media correspondents, journalists and pioneers in tech.<sup>32</sup> Their role is to shape content and increase publicity around the campaign. These boxes will be sent at the end of November, to keep Adobe top-of-mind when media placements for our campaign are at their lightest. They will include:

- **An all-inclusive ticket** to the Adobe Summit
- **An Adobe poker chip invitation**
- **A 3-D Adobe logo**

# Adobe Summit

## The Blueprints

For the 2021 Adobe Summit, we will invite ArchiTechs to an exclusive Dreamscape Lounge as the final touchpoint to drive home our campaign message. The Summit registration form will prompt participants to indicate their job titles, allowing us to identify the first 500 ArchiTechs who register for the event. Using their address from the registration form, we'll send them our promotional Summit Box filled with branded content, including an invitation to the lounge (see page 18).

Upon entering the lounge, ArchiTechs will be immersed in a VIP Adobe experience that brings the Digital Dreamscape to life with vibrant colors and illustrations from the campaign. Lighting, seating and picturesque decor will provide the perfect setting for ArchiTechs to take photos to share on their social media. This atmosphere allows ArchiTechs to discuss their conference experience and sip on complimentary themed drinks found on the Drinkscape menu and crafted by Mixologist robots.

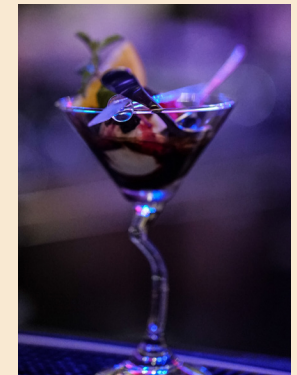
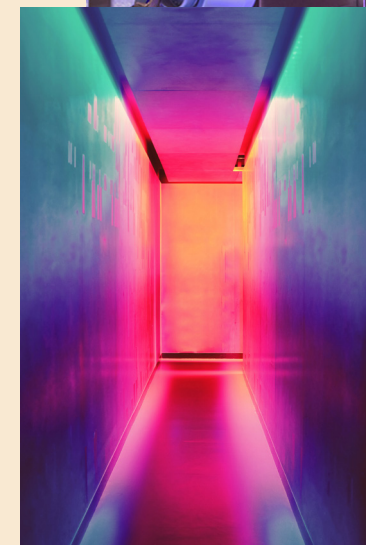
The Dreamscape Lounge will be exclusive to the 500 ArchiTechs on the invite list from 5 to 10 p.m. during the first four days of Adobe Summit. On the last day of the Summit, the Dreamscape Lounge will open up to all convention attendees from 5 to 10 p.m. The lounge will fit 300 people comfortably, and admission will be on a first-come, first-served basis.

## Foundational Thinking

The annual Adobe Summit champions the digital marketing industry and drew over 16,000 attendees in 2019, including many ArchiTechs. The Dreamscape Lounge serves as a final celebration of the campaign, where ArchiTechs can enjoy being "wined and dined" — something our primary research found they appreciated. This live event and experiential content will drive home brand awareness, and with 91% of attendees of branded events reacting favorably toward the brand, ArchiTechs are likely to leave with a positive feeling toward Adobe Experience Cloud for Advertising.<sup>33</sup>

### KPI

Social shares  
Earned industry media coverage



The Drinkscape Menu will include Adobe Experience Cloud for Advertising themed drinks, such as *The Bundled Bubbly* and *The Gin & Logic*.

# Campaign Schedule & Budget

Over the course of three phases, our tactics will grab ArchiTechs' attention, build their interest and encourage consideration for Adobe Experience Cloud for Advertising. Adobe's prominence in the digital sphere led us to strategically allot the majority of our campaign dollars to a variety of digital tactics, anticipating that they will generate the biggest return on investment.

|                                 |  | PHASE 1: Grab Attention                     |     |     | PHASE 2: Build Interest       |     | PHASE 3: Encourage Consideration |                         |            |                      |                       |                    |         |
|---------------------------------|--|---|-----|-----|-------------------------------|-----|----------------------------------|-------------------------|------------|----------------------|-----------------------|--------------------|---------|
|                                 |  | SEP   | OCT | NOV | DEC                           | JAN | FEB                              | MAR                     | INVESTMENT | IMPRESSIONS          | CPM                   |                    |         |
| <b>Evergreen</b>                |  |   |     |     |                               |     |                                  |                         |            |                      | <b>\$84,000</b>       | <b>16,353,250</b>  |         |
| <b>LANDING PAGE</b>             |  | Internal development                        |     |     |                               |     |                                  |                         |            |                      |                       | 3,536,250          |         |
| <b>THOUGHT LEADERSHIP</b>       |  |   |     |     |                               |     |                                  |                         |            |                      | \$84,000              | 12,817,000         | \$6.00  |
| <b>Experiential</b>             |  |   |     |     |                               |     |                                  |                         |            |                      | <b>\$1,420,930</b>    | <b>2,075,661</b>   |         |
| <b>CONFERENCES</b>              |  | \$80,245 <b>AD WEEK</b> <b>MAX</b> \$80,245 |     |     |                               |     |                                  | \$462,940 <b>SUMMIT</b> |            |                      | \$623,430             | 98,625             |         |
| <b>OUT-OF-HOME</b>              |  | <b>COUNTER BILLBOARD</b> \$656,500          |     |     | \$141,000 <b>AR BILLBOARD</b> |     |                                  |                         |            |                      | \$797,500             | 1,977,036          | \$403   |
| <b>Digital</b>                  |  |   |     |     |                               |     |                                  |                         |            |                      | <b>\$2,346,000</b>    | <b>720,428,359</b> |         |
| <b>(VIDEO PRE-ROLL) YOUTUBE</b> |  |   |     |     |                               |     |                                  |                         |            | \$60,000             | 3,120,000             | \$12.82            |         |
| <b>SPOTIFY</b>                  |  |   |     |     |                               |     |                                  |                         |            |                      | \$36,000              | 1,400,000          | \$42.85 |
| <b>EMAIL</b>                    |  |   |     |     |                               |     |                                  |                         |            | Internal development | 270,000               |                    |         |
| <b>SOCIAL MEDIA</b>             |  |   |     |     |                               |     |                                  |                         |            |                      |                       |                    |         |
| - Facebook                      |  |   |     |     |                               |     |                                  |                         |            | \$300,000            | 41,724,616            | \$7.19             |         |
| - LinkedIn                      |  |   |     |     |                               |     |                                  |                         |            | \$300,000            | 35,756,852            | \$8.39             |         |
| - Twitter                       |  |   |     |     |                               |     |                                  |                         |            | \$200,000            | 57,142,856            | \$5.00             |         |
| - Instagram                     |  |   |     |     |                               |     |                                  |                         |            | \$200,000            | 40,000,000            | \$3.50             |         |
| <b>DISPLAY</b>                  |  |   |     |     |                               |     |                                  |                         |            |                      |                       |                    |         |
| - Google Ads                    |  |   |     |     |                               |     |                                  |                         |            | \$187,500            | 125,000,000           | \$1.50             |         |
| - Bing Ads                      |  |   |     |     |                               |     |                                  |                         |            | \$62,500             | 40,584,415            | \$1.54             |         |
| - Publications                  |  |   |     |     |                               |     |                                  |                         |            |                      | \$250,000             | 2,380,952          | \$105   |
| <b>PAID SEARCH</b>              |  |   |     |     |                               |     |                                  |                         |            |                      |                       |                    |         |
| - Google Ads                    |  |   |     |     |                               |     |                                  |                         |            | \$500,000            | 347,222,222           | \$1.44             |         |
| - Bing Ads                      |  |   |     |     |                               |     |                                  |                         |            | \$250,000            | 25,826,446            | \$9.68             |         |
| <b>Public Relations</b>         |  |   |     |     |                               |     |                                  |                         |            |                      | <b>\$40,387</b>       | <b>13,875</b>      |         |
| <b>SUMMIT BOXES</b>             |  |   |     |     |                               |     |                                  |                         |            |                      | \$28,575              | 5,625              | \$5,080 |
| <b>INFLUENCER BOXES</b>         |  |   |     |     |                               |     |                                  |                         |            | \$3,419              | 3,250                 | \$1,052            |         |
| <b>COMPANY BOXES</b>            |  |   |     |     |                               |     |                                  |                         |            | \$8,393              | 5,000                 | \$1,679            |         |
| <b>TOTAL</b>                    |  |   |     |     |                               |     |                                  |                         |            |                      | <b>\$3,891,317.00</b> | <b>738,871,145</b> |         |


**HOLIDAY BREAK:** As we rely heavily on geotargeting, overspending during the holidays would result in many missed impressions. Instead, we allocated the money to the third phase, to ramp up spending as we near the finale of the campaign.

**CONTINGENCY BUDGET:** We allocated 2.7% (\$108,683) of our budget to contingency adjustments. Many platforms will optimize their budget automatically. Reserving extra money will allow us to adjust placements and invest more in higher-performing tactics.

**SOCIAL SPENDING:** For each phase, we will adjust the budget for each social platform, with the majority of our spending happening in the third phase. Facebook and LinkedIn will be prioritized for their precise targeting abilities and professional focus.

# CAMPAIGN EVALUATION



The measurement for success in an awareness campaign does not hinge upon sales. Rather, success in this campaign is defined by raising unaided awareness through the three phases of our media strategy. Our campaign combines digital and experiential touchpoints, offering a comprehensive and focused approach to creating awareness around the product and its benefits. Our digital-heavy tactics create an unusual evaluation opportunity: We can use the product we are advertising to actually measure the success of certain aspects of our campaign.

We will measure effectiveness through a variety of tools, including the built-in analytics tracker of each individual social platform and the Analytics Cloud capabilities within the Experience Cloud for Advertising. Analytics Cloud will aid us in tracking social engagement, website visits, industry media coverage and more. **The Adobe logo mark  in the listings below represents evaluation methods that will be measured using the Analytics Cloud.**

**Every tactic in this campaign functions to raise unaided awareness and generate impressions. In each tactic category, we've indicated measurement and evaluation strategies.** Additionally, the Campaign Schedule & Budget page references our estimated impressions for each tactic.

| OBJECTIVE | EVALUATION METHOD | EXPECTED RESULTS |
|-----------|-------------------|------------------|
|-----------|-------------------|------------------|


## Experiential **Dream Cube & Dreamscape Lounge**

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>Email capture for contacts from Dream Cubes</li> <li>Generate earned industry media coverage</li> <li>Encourage social media sharing</li> <li>Raise unaided awareness</li> </ul> | <ul style="list-style-type: none"> <li>Number of email addresses captured</li> <li>Measure mentions and sentiment </li> <li>Social listening </li> <li>Post-campaign survey</li> </ul> | <ul style="list-style-type: none"> <li>Estimated 5,000 emails captured from Dream Cubes</li> <li>7,150 event attendees at all three events</li> <li>3,950 social shares</li> <li>Raise unaided awareness by one-sixth of a percentage point</li> </ul> |
|---|--|--|


## Out-of-Home **Missed Impressions Counter & Augmented Reality Billboard**

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>Raise unaided awareness</li> <li>Encourage social media sharing</li> <li>Generate earned industry media coverage</li> </ul> | <ul style="list-style-type: none"> <li>Post-campaign survey</li> <li>Social listening </li> <li>Measure mentions and sentiment</li> </ul> | <ul style="list-style-type: none"> <li>Raise unaided awareness by one-sixth of a percentage point</li> </ul> |
|--|--|--|


## Email

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>Raise unaided awareness</li> <li>Drive visits to Adobe.com and the landing page</li> </ul> | <ul style="list-style-type: none"> <li>Post-campaign survey</li> <li>Number of website visits </li> </ul> | <ul style="list-style-type: none"> <li>Raise unaided awareness by one-sixth of a percentage point</li> <li>Drive 6,750 website visits</li> </ul> |
|---|--|--|

## Social **Facebook, LinkedIn, Twitter, Instagram, YouTube, Spotify**


- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>Raise unaided awareness</li> <li>Top three for share of voice for earned media</li> <li>Drive visits to Adobe.com and the landing page</li> </ul> | <ul style="list-style-type: none"> <li>Post-campaign survey</li> <li>Use platforms' built-in analytic trackers</li> <li>Number of website visits </li> </ul> | <ul style="list-style-type: none"> <li>Raise unaided awareness by one-half of a percentage point</li> <li>142,195 website visits</li> <li>84,735 social engagements on organic posts</li> </ul> |
|--|---|---|

## Banner Advertisements

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>Drive visits to Adobe.com and the landing page</li> <li>Raise unaided awareness</li> </ul> | <ul style="list-style-type: none"> <li>Number of website visits </li> <li>Post-campaign survey</li> </ul> | <ul style="list-style-type: none"> <li>83,983 website visits</li> <li>Raise unaided awareness by one-sixth of a percentage point</li> </ul> |
|---|--|---|

| OBJECTIVE | EVALUATION METHOD | EXPECTED RESULTS |
|-----------|-------------------|------------------|
|-----------|-------------------|------------------|

## Paid Search

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>Drive visits to Adobe.com and the landing page</li> <li>Raise unaided awareness</li> </ul> | <ul style="list-style-type: none"> <li>Number of website visits </li> <li>Post-campaign survey</li> </ul> | <ul style="list-style-type: none"> <li>407,737 website visits</li> <li>Raise unaided awareness by one-third of a percentage point</li> </ul> |
|---|--|--|

## Public Relations Boxes

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>Encourage social media sharing</li> <li>Raise unaided awareness</li> </ul> | <ul style="list-style-type: none"> <li>Measure filter and hashtag usage</li> <li>Post-campaign survey</li> </ul> | <ul style="list-style-type: none"> <li>1,550 social shares</li> <li>Raise unaided awareness by one-sixth of a percentage point</li> </ul> |
|---|--|---|

## Website (Landing Page)

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>Raise unaided awareness</li> <li>Email captures for contacts</li> </ul> | <ul style="list-style-type: none"> <li>Post-campaign survey</li> <li>Number of email addresses captured</li> </ul> | <ul style="list-style-type: none"> <li>Raise unaided awareness by one-sixth of a percentage point</li> <li>Gather 9,000 contacts</li> </ul> |
|--|--|---|

## Thought Leadership

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>Drive visits to Adobe.com and the landing page</li> <li>Encourage social media sharing</li> <li>Raise unaided awareness</li> </ul> | <ul style="list-style-type: none"> <li>Number of website visits </li> <li>Social listening </li> <li>Post-campaign survey</li> </ul> | <ul style="list-style-type: none"> <li>538 website visits</li> <li>6,725 social shares and engagements</li> <li>Raise unaided awareness by one-sixth of a percentage point</li> </ul> |
|---|--|---|

| RESULTS                       |                |                 |                   |
|-------------------------------|----------------|-----------------|-------------------|
| Total Results                 |                |                 |                   |
| 2%                            | 14,000         | 641,203         | 738,871,145       |
| increase in unaided awareness | email contacts | website visits. | total impressions |