

# COMPLETE CONNECTION



**NSAC**  
NATIONAL AF STUDENT  
ADVERTISING  
COMPETITION

**Adobe**  
Experience Cloud  
for Advertising

**TEAM**  
**869**

# OUR CHARGE

Advertising is all about connection: connecting creativity with commerce, consumers with organizations, ideas to reality. The move from traditional advertising to digital promised marketers a panacea: true insight, direct, immediate, actionable data, and an accurate return on advertising investment. Instead, the reality has become a tangled web of differing metrics, a proliferation of providers with varying capabilities, and a fragmented digital landscape.

Enter Adobe, industry leader for design software and a trusted solution provider. With expertise in cloud-based software solutions, Adobe is positioned to solve the fragmented and frustrating digital advertising experience.

Our B2B campaign, Complete Connection, builds upon Adobe's reputation for empowering creativity and extends it to the adtech market. Adobe Experience Cloud finally delivers on the promise and potential of digital advertising, providing a customizable end-to-end omnichannel advertising solution. The campaign targets are advertisers and marketers who want to connect their teams, their customer data, their campaigns, and their metrics. We'll show our target audiences how Adobe Experience Cloud offers complete connection.

By the end of our campaign, we'll generate at least 10k leads and 50k website visits, building awareness of and excitement for Adobe Experience Cloud for Advertising .

## CONTENTS

- 2** COMPETITION SPECTRUM
- 4** AUDIENCE PERSONAS
- 7** STRATEGY
- 9** CREATIVE EXECUTION
- 17** TIMELINE & BUDGET
- 19** IMPRESSIONS
- 20** CAMPAIGN EVALUATION

# COMPETITION SPECTRUM

## Amazon

Emergent e-commerce powerhouse: Major growth in both sponsored and demand-side ad placement across platforms outside of Amazon; remains a walled garden without end-to-end solutions

## Google

Massive, but flawed: global users total over 2.5 billion; walled-garden, restricted to Facebook users with limited organic awareness beyond the platform

## Facebook

Dominant, but limited: dominates industry via Google Ad Network and Google Analytics; no creative campaign capabilities; no end-to-end solutions; proprietary audience data

The AdTech landscape is dominated by large companies, but is cluttered with over 3,000 smaller companies offering a range of features and capabilities.

## THE BENEFITS OF EXPERIENCE CLOUD FOR ADVERTISING

Simplicity Creativity Flexibility Connectivity

# INSIGHTS

When it comes to brand value and product selection, our target market values trustworthy and honest companies. So, what do advertisers want from their adtech? **Control and Connection.**

- **High brand awareness.** 96% of the respondents are aware of Adobe as an Adtech company.
- **Large untapped market.** Half of the respondents currently use adtech software. The remaining half represents an important opportunity for new customers.
- **Affinity for B2B and experiential tactics.** 84% of the respondents found that conventions are the best place to learn about new industry trends. This presents a significant opportunity for Adobe to introduce a novel end-to-end solution.

"We find there is often a gap between what you're sold and what you actually get."

-Content Marketing Manager

"It's important to our customers that we implement best practices for data and analytics, with consumer privacy at top-of-mind." -Brand Manager

"I want adtech that simplifies daily tasks to save me time."

- Digital Marketing and SEO Manager

"I want an integrated view of multiple campaigns that allows me to generate more accurate ROAI." -Brand Manager

3

Concept Tests

4

Focus Groups

6

In-Depth Interviews

50+

Survey Respondents

100+

Secondary Sources

# SPOTLIGHT ON THE TARGET AUDIENCE



**INNOVATIVE  
EXECUTIVE**



- C-Level
- Triggers/oversees purchases
- Needs ROI on new adtech solution
- Future-oriented, forward-thinking
- Motivated to be a good steward of the organization; big-picture thinker
- Age- 45+, graduate degree



**ALL-STAR  
STRATEGIST**



- High-level management, VP or director
- Strategic decision maker
- Evaluates costs and approves purchases
- Needs AdTech that will produce marketing ROI and insights that will drive sales
- Age- 30-45, bachelor's degree +



**EAGER END  
USERS**



- Works in a wide variety of industries and roles in marketing, IT, advertising
- Hands-on user of software and platforms
- Needs solutions that improve day-to-day capabilities; cares about features and their immediate benefits
- Age- 22-35, bachelor's degree +

# OPPORTUNITIES TO CONNECT

Throughout a typical workday, the Complete Connection campaign offers multiple touch-points to build awareness of Experience Cloud for Advertising among our target audiences.



Arrives at office, preps for day's meetings, reviews sales figures.



Lunch with regional business council.



6:00 am

Coffee & email. Reviews a "Connect with Adobe" customer testimonial.

7:30 am

Meets with CIO and COO to discuss enterprise software solutions. Tasks team with needs analysis and vendor review.

9:00 am

12:00 pm

Mail arrives on desk, including promotional kit from Adobe. Reviews and passes Adobe Summit invitation on to VP.

2:00 pm

4:00 pm

Leaves for the airport to go on a business trip. Walks through Connect with Adobe arches on the way to the gate. Uses the Adobe charging station.



6:30 am  
Morning run, listens to podcast. Sponsors include Adobe Experience Cloud for Advertising.



7:30 am  
Coffee & email. Notes "Connect with Adobe" email in inbox.

Arrives at office, preps for Marketing team meeting.



8:15 am  
Marketing team meeting; topic is need for improved collaboration and campaign tools to support regional

9:00 am



12:00 pm  
Grabs lunch downtown. Notices Adobe Connect sign & kiosk, reviews information and posts a picture of the sign to Instagram.

2:00 pm



Status update meeting with CMO; receives Adobe Summit invitation with discount code.



3:00 pm  
Visits Adobe website to learn more about conference & Experience Cloud.



7:30 am  
Coffee & commute. Reads AdWeek on mobile phone while riding metro. Sees Adobe Experience Cloud for Advertising banner ad.



8:30 am  
Arrives at work, checks email, preps for Marketing team meeting. Sees Connect With Adobe email.



9:00 am  
Marketing team meeting; Shares challenges working with regional division on content development and creative execution.

1:00 pm



Lunch at desk. Reads news and updates online; checks Twitter. A Tweet from Adobe leads to a webinar about Experience Cloud. Forwards link to boss.



6:00 pm  
Leaves office to meet friends for drinks in business district. Takes a group selfie with the Connect sign and posts to social.

# BEST OF B2B

Our target audience is busy and inundated with vendor requests, proposals and emails. And because many of them work in marketing or advertising, they're a discerning audience. It takes insight, timing, and novelty to get their attention, and real solutions to keep it.

Our tactics are designed to meet these busy professionals where they are, grab their attention and earn their trust. The Complete Connection campaign uses the best of B2B marketing to give them memorable experiences.



Airport installations will reach our audience when they travel for work or pleasure, inviting them to literally connect with Adobe.



Roadshow pop-up displays in business districts across the country will reach customers who may not be able to attend the Adobe Summit, generating buzz and new leads.



Direct mail promo kits will demonstrate how Experience Cloud helps them put all the pieces together, generate new leads, and boost Adobe Summit registrations.

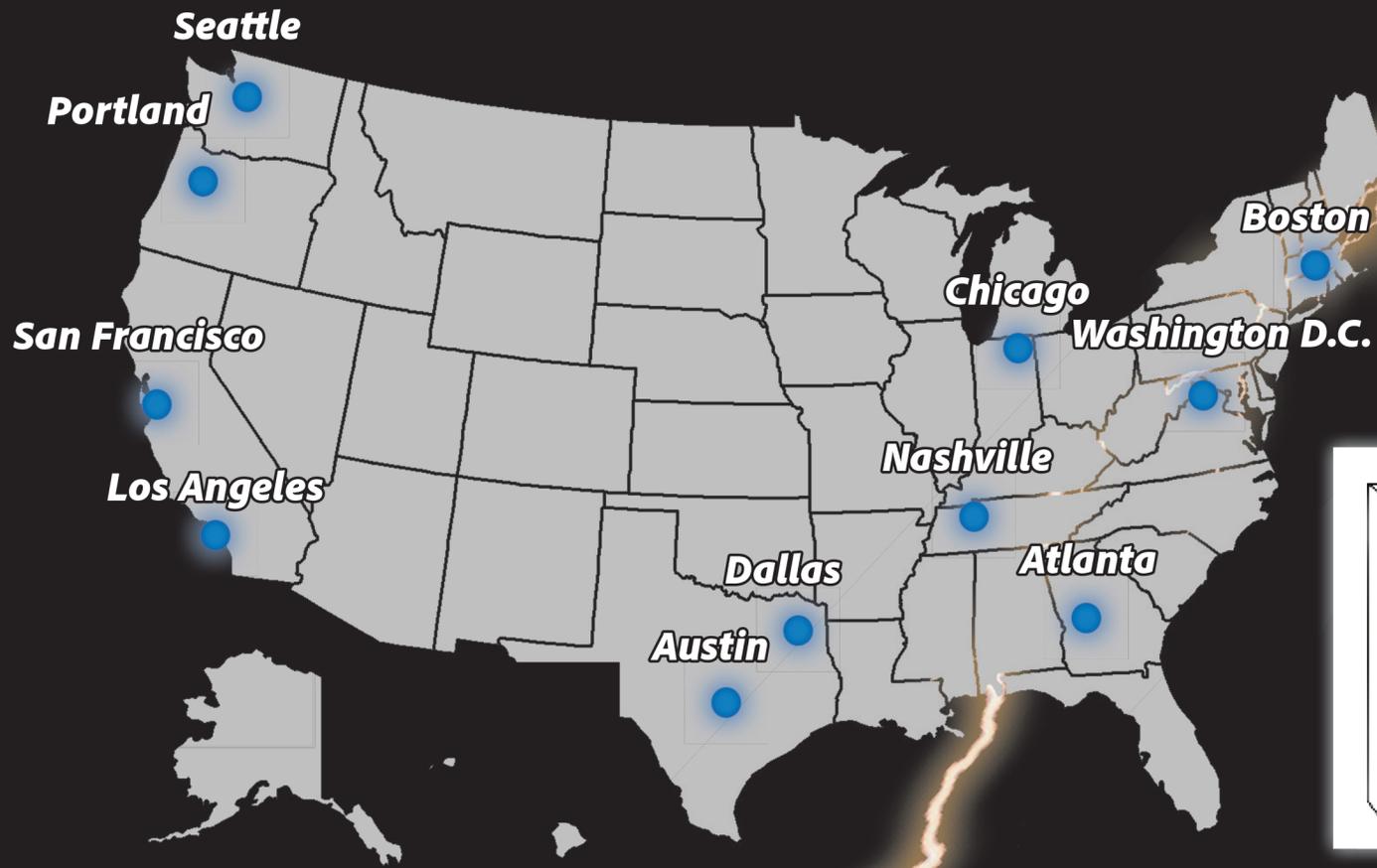


Email is an effective, low-cost way to reach C-suite decision-makers as well as practitioners with valuable, timely content.



Event activations at NY Advertising Week, the Dallas Digital Summit, and the Adobe Summit will delight prospective customers and demonstrate the unique benefits of Experience Cloud in an immersive experience.

# CONNECTING ACROSS THE COUNTRY



During the seven months of the campaign, we will connect with professionals in key business districts across the country, bringing Adobe Experience Cloud for Advertising to them with illuminated displays and informational kiosks to capture leads.

# CONNECTING THROUGH CREATIVITY

Brilliant advertising experiences connect brands to audiences in memorable ways. However, with thousands of different interests, passions, and personalities, creating and curating exceptional experiences for each customer is a daunting task. Adobe Experience Cloud for Advertising offers new opportunities for seamless connections and more meaningful customer relationships.

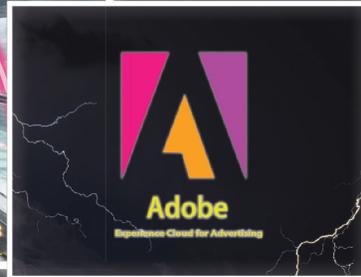
Since 1982, Adobe has been a leader in software that empowers creativity. With the expansion into adtech, Adobe is poised to revolutionize the advertising industry with an omnichannel, end-to-end, platform agnostic solution.

The Complete Connection campaign focuses on connecting pieces of the advertising process to create an integrated experience.

- Prospective customers are invited to connect quite literally with the brand through interactive experiences during key touch-points, adding a tangible, tactile element to an intangible product.
- References to Adobe's brand assets (i.e. Spark), puzzle pieces that must work together to complete a picture, and the electric excitement of the creative process are found throughout the campaign.
- The campaign features jewel tones, illuminated in neon signs, to represent the exciting possibilities of Experience Cloud, while also acting as an homage to Adobe's creative origins.
- Many creative pieces include transparent features to emphasize the transparency and clarity of Adobe software

The Complete Connection campaign will ignite enthusiasm for Experience Cloud and demonstrate how customers can reach their goals and exceed expectations by partnering with Adobe. The Complete Connection campaign will appeal to the target audience because it meets their most important need - showcasing the value that Adobe Experience Cloud for Advertising can offer businesses.

# AIRPORT CONNECTIONS

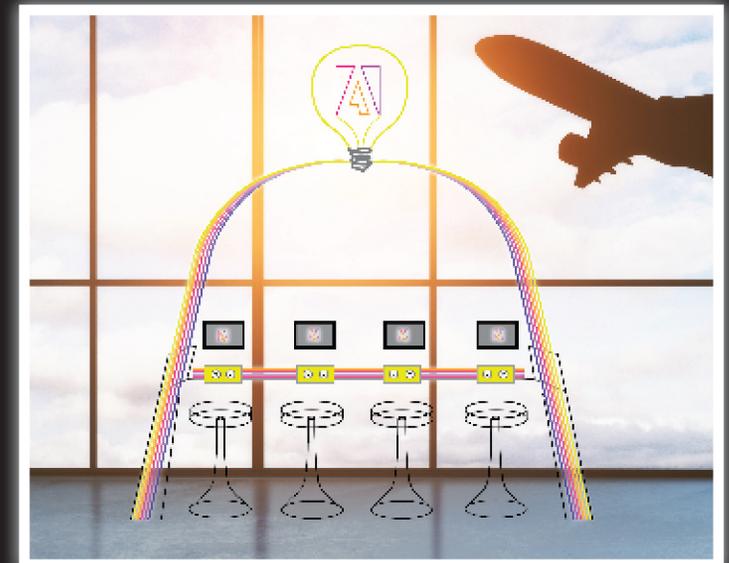


## Moving Walkway 'Wired'

In order to spark an interest amongst the masses, we plan to place sculpture installations in major airports to spread a buzz and awareness about Adobe Experience Cloud for Advertising. At the entrance and exit of the moving walkway, we will place digitally animated mats that have an electric current surround the Adobe logo, with the product name below. The installations will include walkway arches that take the shape of electrical cords. These cords will light up with a neon glow as passengers walk underneath each archway and will take on the appropriate color palette that has been chosen for this campaign. At the end of the walkway there will be a lightbulb that will be lit up with the word connect as they walk through the last arch. We picture these being placed over the moving walkways in airports and expect that they will draw attention and that organic advertising will come into play as a result.

## Charging Station + Kiosks

In addition to the bold, electric walkways, there will also be charging stations placed around the airports in a similar design to the arches, to portray continuity in the airport takeover and ignite curiosity in its audience. The charging stations will take the appearance of clear table top bars, with matching bar stools, and outlets for charging opportunities. Inside the translucent, plexiglass bar will be the same neon colored wires that will continue into a single arch on top. The arch will have a lightbulb at the top that will "surge" with light each time that someone plugs into an outlet. In addition to these features, there will be kiosks that will contain information about the product and collect leads. In order to play games on the kiosk a passenger will have to enter their name, email, and industry. If they are not currently employed then they will have the option to choose a "N/A" option or "Student" option.



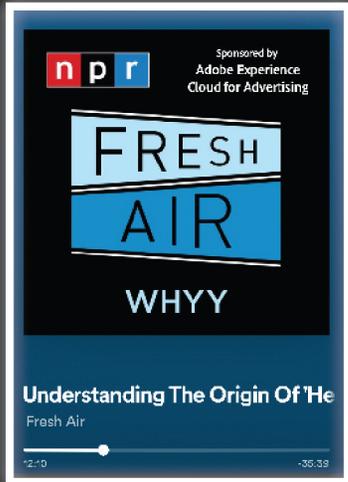
# BRIGHT SPOTS



To build awareness for Adobe Experience Cloud for Advertising, we will be placing “bright spots” in major business districts across the United States. The bright spots are neon signs placed on transparent displays. The phrase “connect” conveys the essence of the campaign and the product. The letters will alternate lighting up, eventually all lighting up at the same time to produce a complete connection. The transparent display symbolizes the transparency and insight that Adobe Experience Cloud for Advertising’s media performance offers consumers.

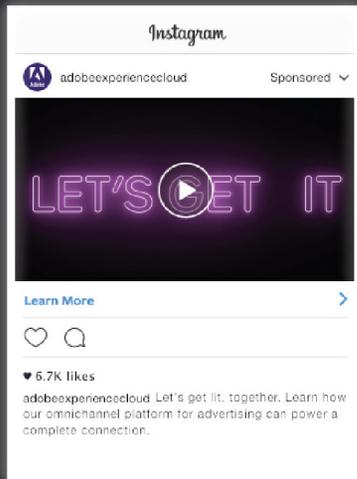
This experiential tactic allows consumers to interact with Adobe Experience Cloud for Advertising without a tangible product. By placing these bright spots in busy business districts, we can reach all three of our target audience personas on their commute to and from the office, on their lunch breaks, and even through their office windows. The bold, bright signs will catch their attention and generate buzz about the product. When the sign sparks their interest, they can read and learn about the product on the tablet housed on the kiosk next to the sign. The QR code and link to a landing page for gathering lead information will also be on the tablet.

# CONNECT WITH ADOBE ONLINE



## Podcast Sponsorship

In an effort to interact with our target personas during their leisure time, Adobe Experience Cloud will sponsor popular podcasts. This tactic will add Adobe to the consumer's consideration set when thinking about ad tech and marketing solutions.



## Social Media

Throughout the entirety of our campaign, Adobe will post short videos designed to capture the attention of our audience aimlessly scrolling through their social media. These double-meaning messages will attract attention and build product recognition on Instagram, Facebook, and Twitter.

Adobe Experience Cloud for Advertising

NEVER  
BURN OUT

## Digital Pre-Roll Ads

Targeted pre-roll ads on YouTube will show the electric connectivity of the campaign. Seemingly negative messages like "burn out" will be transformed into call-to-action messages like "never burn out" promoting Adobe Experience Cloud for Advertising. Pre-roll ads will be targeted towards our personas as well as those looking for general Adobe content.



## Interactive Landing Page

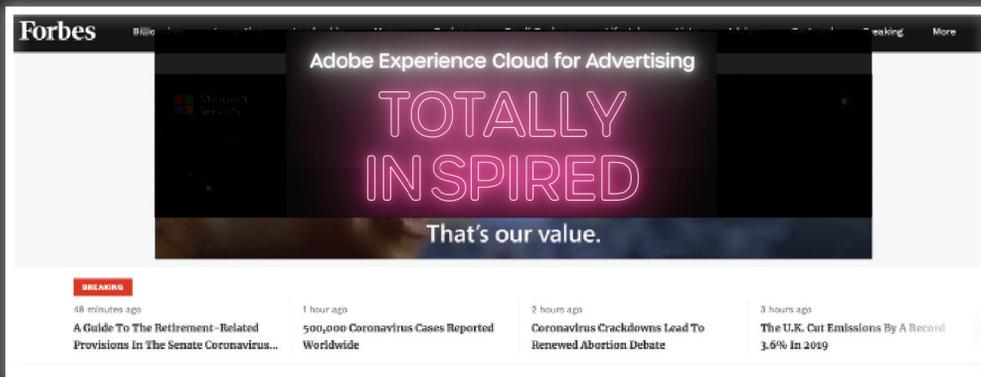
After completing the puzzle sent to C-Suite executives, individuals can scan a custom code to learn more about Adobe Experience Cloud for Advertising. This guided website walks them through the benefits and uses of each product and the power of them together. They also provide their information to gain a lead.

# CONNECT WITH ADOBE AT WORK



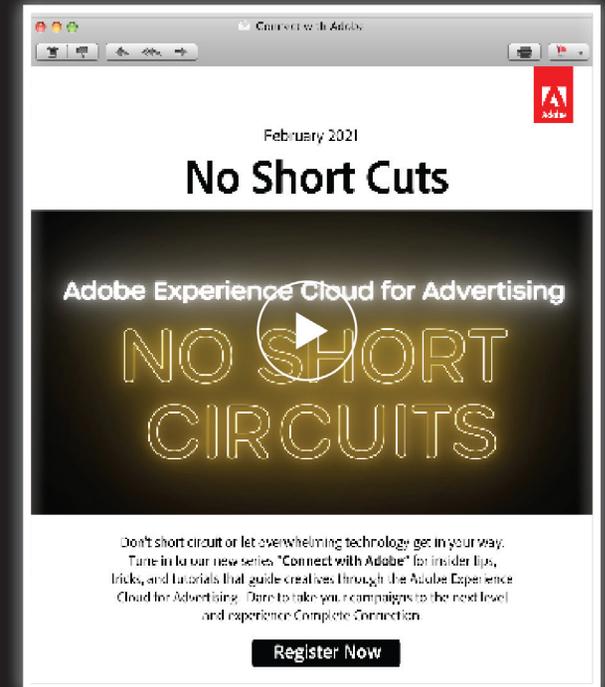
## Neon Desk Sign

After entering their personal information on the landing page to generate a lead, individuals will be entered in a drawing to win a “Connect” sign to display on their desks. This serves as a reminder of the brand while connecting them to the electric and bright feel of Adobe’s campaign.



## Banner Ads

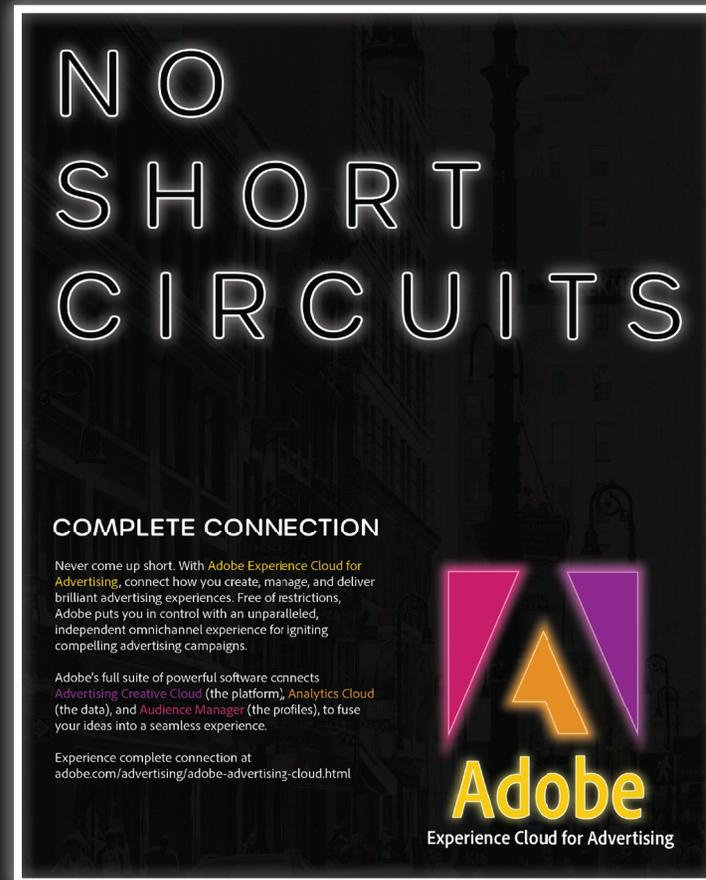
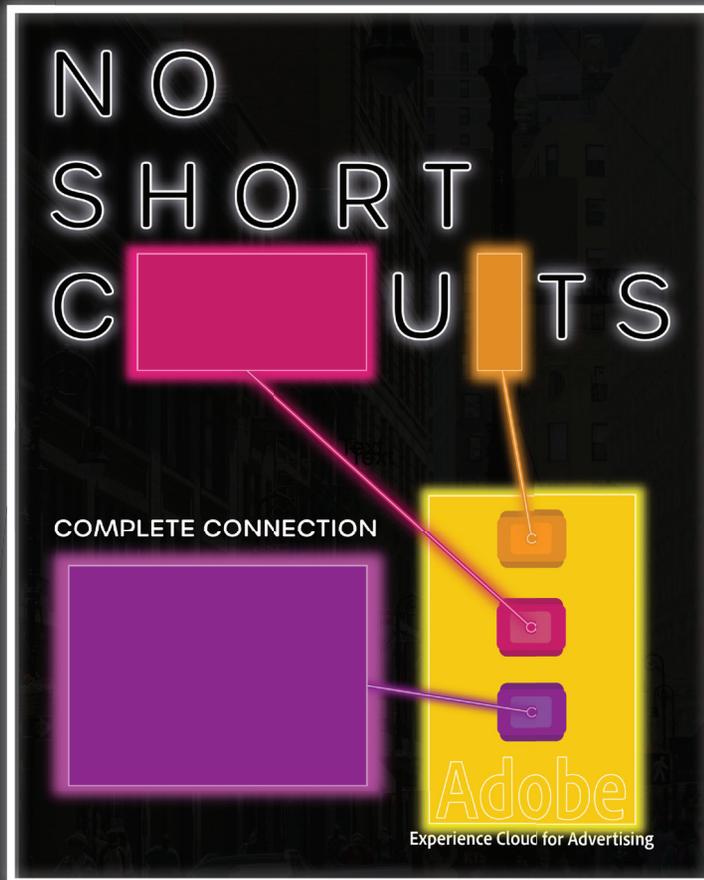
Bundled with the print package, Adobe will advertise on well-respected industry sites, like Forbes. Animated double-meaning advertisements placed at the top of the website will show the bright and powerful impact of Adobe Experience Cloud. The message “all in” reveals to read “totally inspired.”



## Email Marketing

Email marketing provides an opportunity for Adobe to successfully reach clients because our target personas are plugged in to email all day.. If email marketing is not eye-catching or interesting, the email will quickly be moved to the trash folder. However, Adobe will continue to use the neon light messages for consistency and to grab attention through animated neon elements.

# CONNECT WITH ADOBE PHYSICALLY



## Print Ad

The concept of our 2-page print ad plays on the idea of connectivity. The clear page (left) flips over onto the traditional print page (right) to connect the three tools that comprise the Adobe Experience Cloud for Advertising. Our 2-page print ad is incomplete without the pages working together, just as the software components of the Experience Cloud for Advertising work together to form a complete advertising experience. The clear overlay page also reinforces the recurring theme of transparency present throughout our campaign.

Our print ad will be published in industry publications such as Forbes, Business Insider, and Ad Age.

# EVENT BOOST

## Direct Mail Kit

As Adobe Experience Cloud for Advertising connects all parts of a campaign, our Adobe direct mail tactic will allow potential clients to put together a puzzle inspired by the software within Experience Cloud for Advertising. This simple yet intriguing hands-on experience will allow potential clients to interact with the intangible service.



The cube will come in a transparent box and each face of the container will have an informational card to give further details on Experience Cloud for Advertising. Also included will be a code for a custom landing page that will collect leads. Those who do provide lead information will be sent a gift as a token of Adobe's enthusiasm for future business.

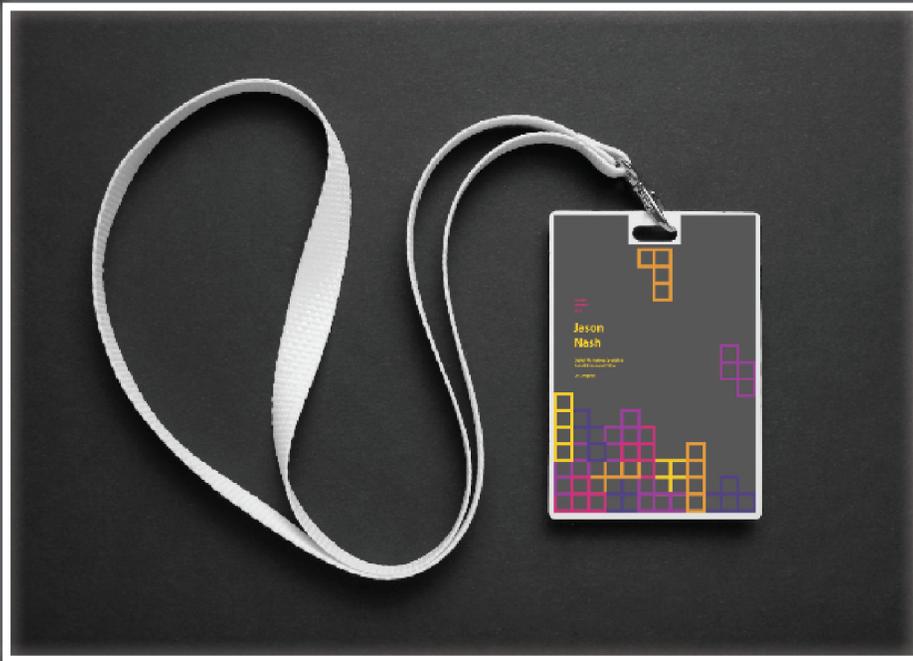


## 2021 Summit Invitation

Adobe Summit invitations will be sent to current and prospective clients. The acrylic invitation with tetromino geometric shapes pulls directly from the direct mail kit. The themes of connectivity and transparency are important features for Experience Cloud for Advertising and should be highlighted at the Summit and in other promotional materials.

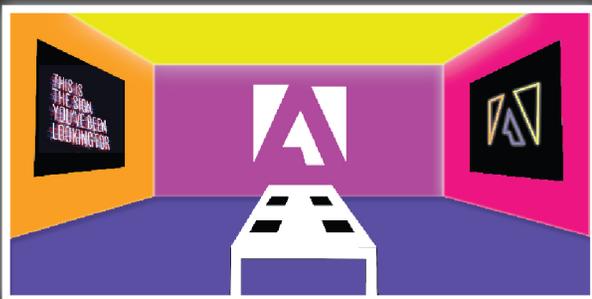
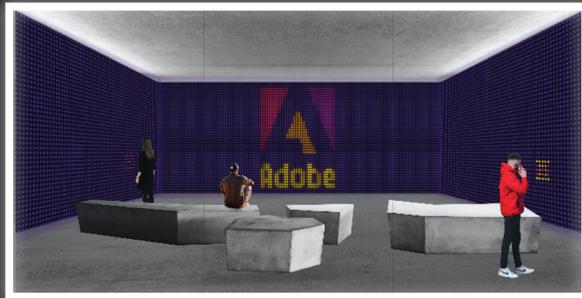


# PRODUCT SPOTLIGHT



Since the Adobe Summit is the most highlighted event during the campaign cycle, we want to shock our audience and spark inspiration within them. We plan to execute this by igniting a memorable experience that both highlights Adobe Experience Cloud for Advertising and entertains the attendees. This entertainment will come in the form of a 3-room whimsical experience where the attendees will dance the day away in a silent disco, indulge in their creative side with lite-brite inspired art, and capture their energy in a neon jungle. To partake in this experience each attendee will swipe their badge to enter, which will collect lead information and offer a custom Summit experience.

# EXPERIENCE ADOBE

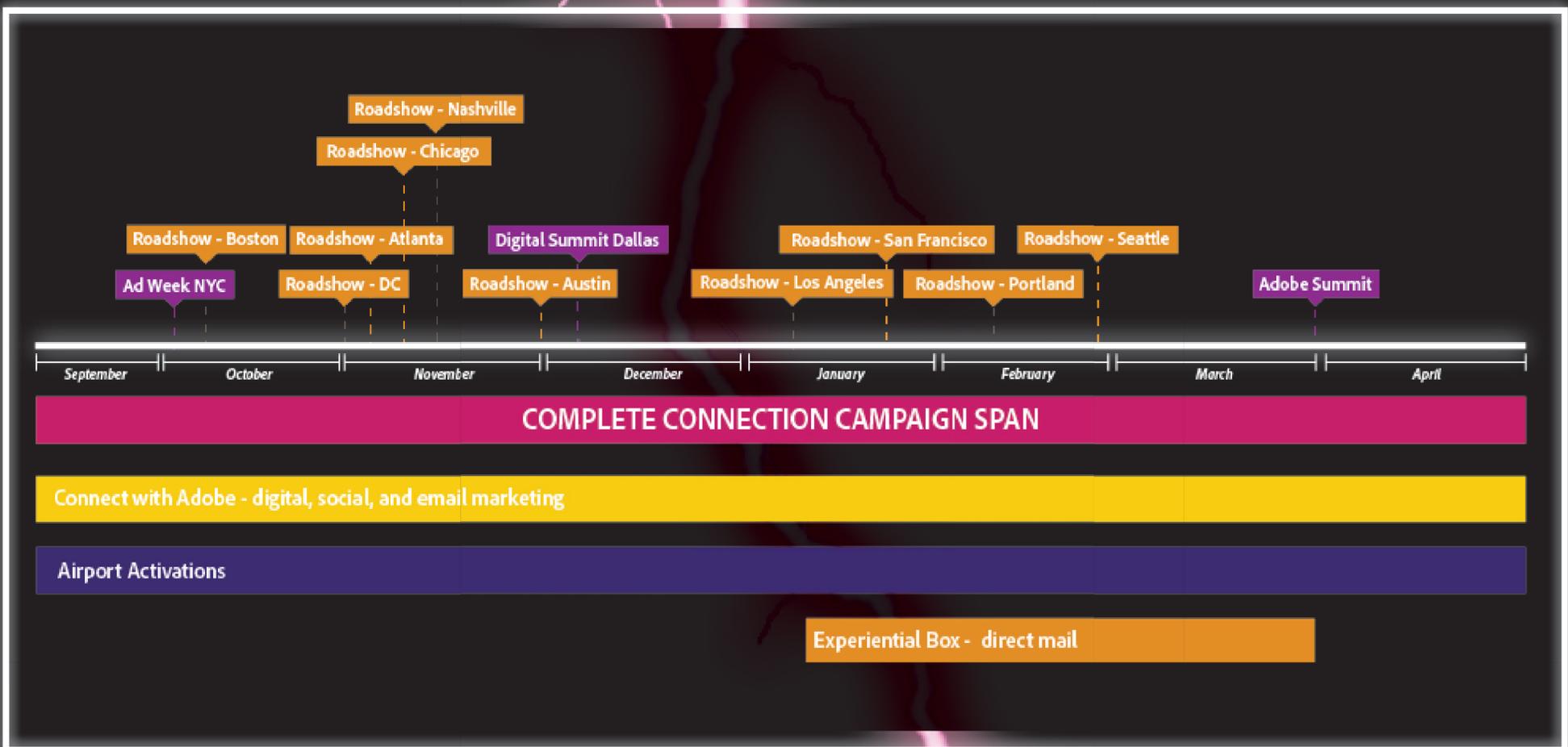


Before entering the Experience rooms, each guest will grab a headset to wear throughout the exhibit. When they enter the first room they will be greeted with music that matches the preferences collected from their badges. To go along with the music, the first room will be disco-themed. There will be a screen at the front of the room that will showcase video of the attendees dancing paired with a disco ball, and rainbow lit floors and walls to match with the Adobe color palette. This room is made to represent the product customization skills from Audience Manager that sets them apart from the rest of the competition.

After traveling through the rainbow wired arch leading into the next room, the guests will be greeted with nostalgia at the sight of the "Lite-Brite" inspired walls. Attendees will interact with the walls to create images of their own and let their creative juices flow. Guests can also sit and gaze at the artwork made by their fellow creators or just simply rest and mingle. This room is made to represent the Advertising Cloud Component of Adobe where transparency and independence set them apart from the competition.

The guests will pass through another rainbow archway to reach the final room where they will be immersed in a jungle-like experience. At the front of the room will be our campaign tagline "Complete Connection" in the form of a bold Neon sign. The rest of the room will be covered in greenery and synthetic plantlife along with an array of neon signs in the shapes of things that spark joy. While the guests are in this room a picture will be taken of them that will be displayed on a wall on the outside of the Experience Rooms that will be enticing people to come in. The pictures will end up forming a mosaic that will be in the shape of the Adobe logo. After they will exit into a final room where spokespeople will be waiting to deliver more information on the product, walk them through tutorials, and showcase its capabilities.

# CAMPAIGN TIMELINE



# MEDIA TIMELINE AND BUDGET

CATEGORY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	BUDGET
<b>AIRPORT ACTIVATIONS</b>									<b>\$1,874,000</b>
CHICAGO (ORD)									
NEW YORK (JFK)									
LOS ANGELES (LAX)									
REGIONAL(ATL)									
<b>EVENT BOOTHS</b>									<b>\$65,000</b>
NEW YORK AD WEEK									
DALLAS DIGITAL SUMMIT									
ADOBE SUMMIT									
<b>ROADSHOW</b>									<b>\$100,000</b>
BOSTON									
WASHINGTON D.C./REGIONAL									
CHICAGO/NASHVILLE									
AUSTIN									
LOS ANGELES/SAN FRANCISCO									
PORTLAND/SEATTLE									
<b>PRINT</b>									<b>\$532,000</b>
WIRED									
FORBES									
<b>DIGITAL BILLBOARDS</b>									<b>\$627,250</b>
WIRED/FORBES									
INC/AD WEEK									
<b>PODCAST SPONSORSHIP</b>									<b>\$127,500</b>
FRESH AIR (NPR)									
99% INVISIBLE									
<b>DIRECT MAIL</b>									<b>\$127,500</b>
<b>EMAIL MARKETING</b>									<b>\$6,000</b>
<b>SOCIAL</b>									<b>\$24,000</b>
<b>YOUTUBE PRE-ROLL</b>									<b>\$40,000</b>
<b>TOTAL</b>									<b>\$3,946,350</b>

# IMPRESSIONS

The goal of Complete Connection is to grow Adobe's advertising business by **25%** from new business targets across Adobe Experience Cloud for Advertising by September 2021 to keep up with market growth. The primary goal is to raise awareness of Adobe as the **leading independent adtech provider** with our target audience at companies and agencies spending \$1M+ annually on digital advertising.



Airports- 718,000,000



Event Activations- 150,000



Roadshow- 400,000



Digital Billboards- 94,185,286



Direct Mail- 5,100



Print- 9,000,000



Email- 1,000,000



Podcasts- 5,000,000



**827,740,386**



# CAMPAIGN EVALUATION

In a crowded, complex AdTech market, prospective customers value the very things Adobe Experience Cloud delivers:

**Simplicity. Creativity. Flexibility. Connectivity.**

While B2B campaigns are perceived to lack the glamour of B2C campaigns, the fundamentals always apply: share the product benefits, deliver real solutions, and delight the audience. Our campaign honors Adobe's brand reputation for excellence and extends it to a new market by emphasizing the connections that organizations can make internally and externally.

Using B2B best practices to generate awareness and spark interest in Experience Cloud for Advertising, the Complete Connection campaign reaches key decision-makers where they work, travel, and explore solutions to their business problems. Prospective customers are invited to connect with Adobe both virtually – via webinars, tutorials, and case studies in their inboxes – and literally – at airports, on their desks, and in person at event activations.

For a budget of \$4 million, the Complete Connection campaign delivers 827,740,386 impressions over seven months and generates more than 10,000 leads and 50,000 unique visits to Adobe's web site.