

**Who Are We:** Adobe's latest product, the Experience Cloud for Advertising, is an ad tech solution that assists companies in reaching their audiences. The ad stack features, such as actionable, sophisticated analytics and programmatic abilities work together to provide companies with an integrated and intuitive platform for their advertising needs.

**Positioning statement:** To forward-thinking leaders of the corporate world, we're at the vanguard of the reimagination of advertising. Adobe Experience Cloud for Advertising is the solution-ready ad tech partner that strategizes based on current industry trends, empowering brands with transparency and integrity. We're reimagining the ad tech experience and anticipating brands' needs before they have them.

**Why are we advertising?:** To build awareness for the seemingly new-to-the-game Adobe advertising stack by 2% and to grow business by 25% by September 2021. Adobe's top-of-mind awareness of those surveyed was 1.5%\*. Aided awareness was 44%\*.

**The Problem?:** The current ad tech model has been a walled garden which compromises the trust of the consumers and the efficiency of advertisers. Professionals explained that they are unnecessarily competing with themselves for ad space within their sectors and are struggling to precisely define their audiences in a programmatic world.

**Who are we talking to?:**

- **Decision Makers:**
  - *CMO, VP, Marketing Directors*Trusted upper-level managers who give the final "okay." They seek efficiency and effectiveness in planning and analyzing their digital media (ex: ROI), and value a trustworthy partner that will ignite growth for their company. They appreciate when complex information is simplified into a down-to-earth, conversational voice. We want them to relax knowing that Adobe will make their day-to-day easier, and get excited knowing that Adobe can help them to increase their standing as an industry leader.
- **Influencers:**
  - *Manager of Digital Media/Media, Media Planner/Buyer, Paid Social/Search Marketing Manager*People look to them for product recommendations and feedback. These are marketers and advertisers looking for tools that can help them tell a story with the data. They're willing to brave a learning curve if it means attaining more accurate figures. We want to assure these individuals that this will improve their day-to-day by taking care of the tedious tasks so that they can focus on the bigger picture. Future-minded, they seek something that will help to refine the results of their ad campaigns.

**What do we know about them?:** These are sophisticated professionals, seeking to optimize their media traffic and ROI. Marketers and advertisers value a system that will offer exactly what they need when they need it. They need a reliable program that will offer accurate, secure, transparent, and innovative ad creation and buying. Of those surveyed, 85%\* admitted they were willing to pay a higher price for premium, actionable data.

**What do they currently think about us?:** We are "one of many" cloud resources in the game. They use programs such as Google, Amazon, Mediamath, Freewheel, Sizmek, Exchanges and Trade Desk. They believe we are "kind of expensive" and that our "reporting isn't as easy as it should be." Current users give us credit for our conscientiousness and agility.

**What do we want them to believe?:** Adobe is continuously transforming to meet the needs of media decision makers to *transform* their advertising experience. We are the "go-to" and first resort for advertising needs.

**SMIT:** Redefining the ad tech experience.