RE-DEFINING AD-TECH.

team 376.

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WE'RE
RE-DEFINING ADVERTISING TECHNOLOGY

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It's time for a change. In an industry where walled gardens are a barrier against trust, and monopolies compromise the safety and privacy of their users, we are the empathic partners in advertising.

With a budget of $4 million, we are working to raise awareness of the Adobe Experience Cloud by 2%, and to boost business 25% by September 2021.

The Ask:
To build awareness for the seemingly new-to-the-game Adobe advertising stack by 2%

AND to grow business by 25% by September 2021.

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.

WHAT DO THEY CURRENTLY THINK OF 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.

AU DIEN CE

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 and also like case studies to explain into. to people outside the media business.

They want something to help them increase their standing as industry thought leaders.

INFLUENCERS

Manager of Digital 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 to their bosses/clients. They're willing to brave a learning curve if it means attaining more accurate figures.

They appreciate competitive platform comparisons from a reputable third party, and the ability to test out the platform before buying it.
Future-minded, they seek something that will help to refine the results of their ad campaigns.

THE ADOBE ADVANTAGE

CATEGORY +
PRODUCT
COMPETITION

Adobe Advantage: The advantages of Adobe comes from the independent and sophisticated nature of the software. Adobe has a learning curve but its results and recommendations are super to the competition for companies with the experience to resources to learn the software.

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CATEGORY:

With all the options for ad tech, it can be hard to analyze what will best a businesses needs.

Ad tech simplifies the media selling and buying process in order to reach their audiences. Right now, many companies struggle to find a platform that can do everything

they need in one place so they end up purchasing many different suites to satisfy their needs.

KEY CHALLENGES:

Adobe offers independent and fully integrated services to improve big companies advertising and media but many people are unaware that Adobe is in the ad tech game because of the familiarity of the creative suites.

INDUSTRY OUTLOOK:

Technology is evolving at such an exponential rate that agencies and media companies fear they will not be able to keep up.

HOW WE'RE RE-IMAGINING THE AD-TECH EXPERIENCE

ADOBE'S CHALLENGE:

Our research shows that companies are using multiple ad tech companies that will compromise trust and efficiency to communicate with consumers.

Adobe is not one of the companies that they think of when searching for an ad tech provider.

INDUSTRY PROBLEM #1

Many times, companies find themselves scrambling to find accurate, actionable data. Competing ad tech platforms have a reputation of skewing numbers and controlling views in favor of their own media channels.

SOLUTION #1

Adobe does not own any media properties that they monetize from. Adobe has transparent metrics, an ad fraud prevention system and brand safety screenings.

INDUSTRY PROBLEM #2

CMOs are worried that the industry is changing so fast that they could be left behind when it comes to reaching their consumers in the right places at the right time, when compared to their competitors.

SOLUTION #2

Trend prediction and forecasting technology is at the forefront of the Adobe Experience Cloud, ensuring that advertisers are well ahead, knowing when and how they need to advertise in order to reach the target audience.

INDUSTRY PROBLEM #3

Professionals are using multiple, disconnected platforms to control their advertising--all of which may not be compatible with one another. Companies are often competing against themselves through the use of programmatic due to this. They struggle to retrieve accurate measurements and viewing reports, which sends them to spend excess money in order to reach their target markets.

SOLUTION #3

Adobe has the only independent ad platform that unifies and automates all media, screens, data and creativity at scale. They also offer a wide variety of interconnected features and solutions that allow projects to be integrated by a central unit. In having a singular platform, there is no risk of inconsistency or overlap.

METHODS
RESEARCH

THE METHOD:
We conducted research on various competitors to see what features they lacked. After multiple interviews, and the release of a survey, we found that industry professionals wanted an ad tech company that could anticipate their needs, and capture actionable data all on an integrated platform.
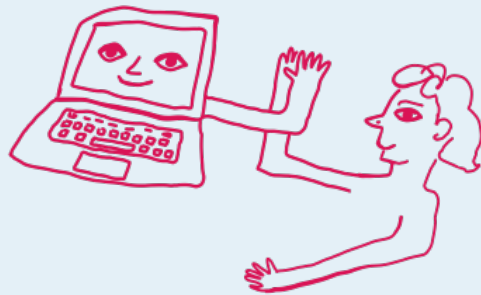
THE RESEARCH:
95% of professionals responded that they prefer to have actionable data at a higher cost to less robust analytics at a cheaper cost

PROFESSIONALS RANKED THE FOLLOWING FEATURES BY IMPORTANCE:

1. Real-time analytics/campaign data (40.7%)

2. Brand safety (25.4%)

3. One stop shop/fluidity of program (13.6%)

4. Protection from dark traffic, bots, inflated reports, etc. (10.2%)

5. Multivariate Targeting (6.8%)

6. Budget recommendations (3.4%)

TOP OF MIND AWARENESS FOR ADOBE ADVERTISING CLOUD

Our research shows that current top-of-mind awareness for Adobe Advertising Cloud is 1.45%.

✳

Competitive analysis Google is the prominent leader, currently boasting the highest level of awareness.

OBJECTIVE:

Increase awareness amongst marketing professionals of the Adobe Experience Cloud.

STRATEGY

TONE:

Clean, inspiring, and professional. We are masters of artful sophistication.

MESSAGE STRATEGY:

We want to transform the way that creators experience advertising technology.

CAMPAIGN INSIGHT:

Influencers and Decision Makers have settled on using a variety of ad tech providers that don't always hit the mark.

They are frustrated with fighting conflicts of interest, surface level analytics and walled gardens.

CREATIVE STRATEGY:

We are here to convince forward-thinking leaders to choose the Adobe Experience Cloud rather than Google and Amazon, because Adobe is independent, connected and keeps you on track with the fast-paced and ever-changing media landscape.

We offer creativity and freedom, without compromising trust. We anticipate your needs and offer actionable insight on industry trends.

We are a reliable partner, pushing our users toward improvement and moving with them in a cadence of growth in order to meet their goals.

THE BIG IDEA

THIS IS AD TECH DONE DIFFERENT.

Many ad-tech companies have been doing things the same way for so long that they've lost sight of the problems--but Adobe is combating the norm. Adobe connects creators to consumers while remaining media agnostic, meaning there's no conflict of interest that would risk your ad spend.

CMOs fear that things are moving so fast that they could be left behind compared to their competitors when it comes to AdTech. But Adobe looks to the future and ties it back to what your company is doing, allowing us to bridge the gap between where you are and where you need to be.

You can either use Adobe to solve all your problems in one place, or you can personalize the experience to get just what you're looking for. Whatever your business needs, the Adobe Experience Cloud for Advertising can help.

WE ARE HERE FOR YOU.

For the leaders and the innovators.

For the dedicated and the competitive.
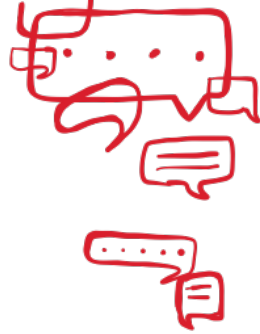
FOR THE INDEPENDENT, AND THE CONFIDENT.

For those ideas you work on all night.

AND THE PROBLEMS YOU FINALLY FOUND SOLUTIONS FOR.

CR EATI VE

MANIFESTO

FOR THE GOALS YOU MEET AND SURPASS.

For the connections you make,

AND THE MESSAGES YOU SPREAD.
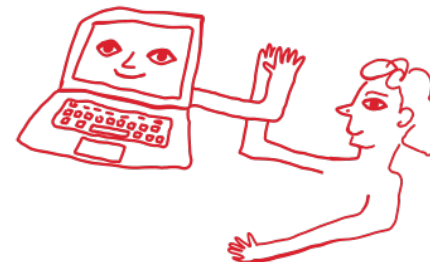
We see you, we hear you.

AND WE ARE FOR YOU.

WE ARE ADOBE. AN AD TECH DONE DIFFERENT.

CREATIVE EXECUTIONS

Promotional video made for social media use.

These Don't Have to be Mutually Exclusive.

Ethics | Profitability

Ad Tech Done Different — Adobe

Monopolies compromise your trust.
We're right there with you.

Adobe
Ad Tech Done Different.

Monopolies compromise your trust.
We're right there with you.

Adobe
Ad Tech Done Different.

CREATIVE EXECUTIONS
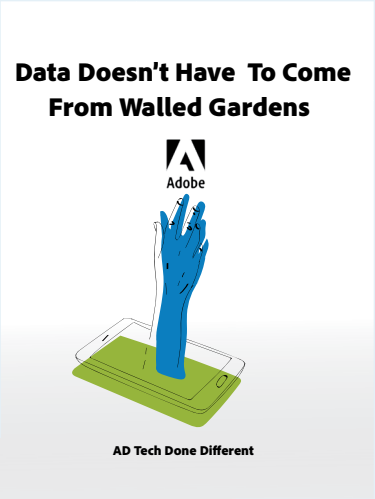
DIGITAL ACTIVATION

LinkedIn_

LinkedIn is the host of over 630 million professionals with 97% of B2B Marketers, rating higher than other social media platforms within our audience, the influencers and CMOs. We will execute personalized ads that have higher click-through rates with an optional link to the Adobe website that will increase our number of expected visits to our website.

Twitter_

Twitter is ideal for not only its low CPM, but also for our influencers since 40% of the users are primarily millennials with a college degree, and typically make more money than the average person. Our engaging video ads will also include an optional link to our website.

Bing_

Bing has a strong reach into these working white collar professionals' searches. Overall, Bing reaches an audience that is: Slightly more mature, averaging 45 years old (vs the US average of 38), more educated, with 50% having some college degree, and 17% with an advanced degree. Their audience is more affluent, with a third having a household income over $100k, and an average Bing searcher spending 35%

more when shopping online than through Google. They are also more likely to be married (46%) and have children at home (30%).

Videos_

More than 70% of online video viewers are likely to make a purchase after watching a product video, which is why we have decided to include video content of our product on all social media platforms to engage consumers with gripping creative information.
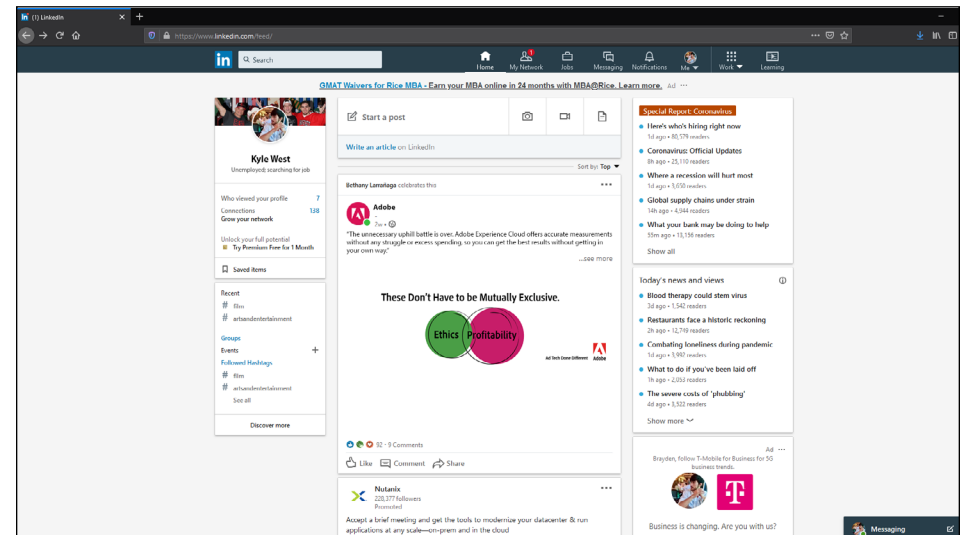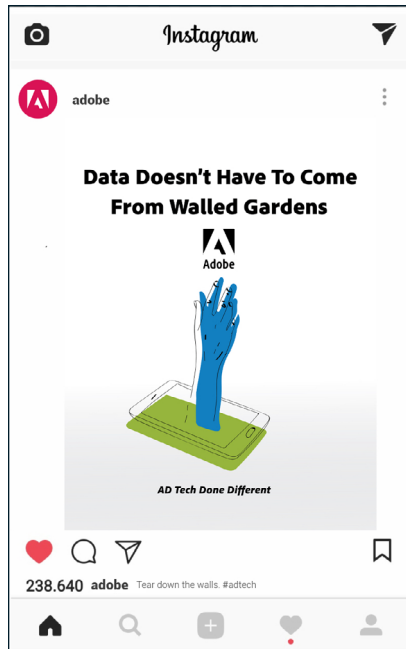
EXPERIENTIAL +
AMBIENT BRAND
ACTIVATION

EXPERIENTIAL:
Events_

Events will allow a face-to-face interaction with our potential clients. Our set up will enable us to show the true potential, transparency, and experience that is Adobe Experience Cloud.

The events that have been selected are a result of research done by strategy and media. Our target market profiles will be present at all of these events. 73% of business owners say that

events are better than other tactics for customer engagement, and 85% believe engagement at events is an important way to accelerate the buying journey.
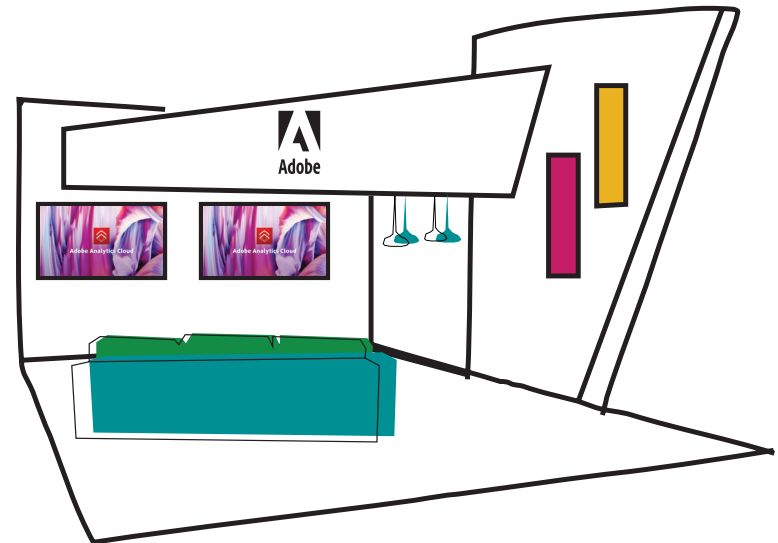
PROMOTIONAL BRAND ACTIVATION
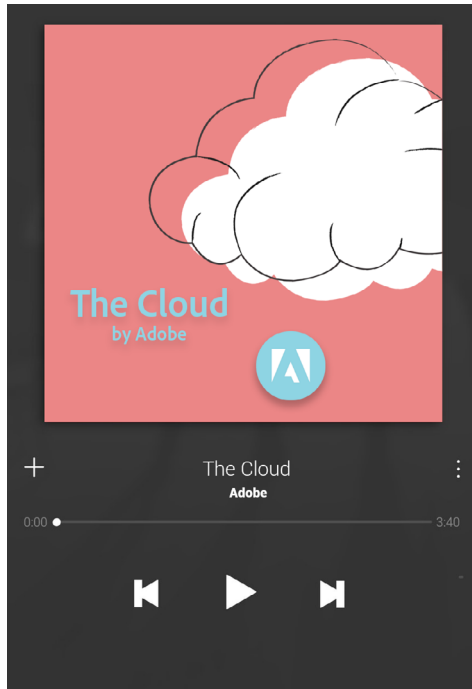
PODCASTS: Professionals are listening to podcasts because it is very accessible and can be enjoyed on the go, even in a fast place lifestyle. This will allow us to target specific podcasts built for marketing professionals, specifically ones that give CMOs and influencers great trends and analytics about the marketplace in general.

55.6% of podcast listeners said they purchased an item after hearing it advertised on a podcast. Advertisements will be run on the following

podcasts: Advertising is Dead, Adexchanger, Salad: The Advertising Podcast, NPR: TED Radio Hour, and The School of Greatness. All of these podcasts are leading in their industry in terms of listeners and followers.

INFLUENCERS:

INSTAGRAM INFLUENCERS:

1. Valerie Joy- Valerie is a Digital Media Operator who has worked with SaaS and programmatic advertising. She is a self proclaimed nerd who leverages technology to turn stories into data and data into stories.

2. Sara Dietchy- Sara Dietchy has over 535,000 youtube subscriptions, and over 100k instagram followers. She is constantly using the #adtech and is always on the lookout for the latest Media trends. She has also partnered with Intel, AT&T, Visa, Squarespace, and Best Buy to help market their products.

LEADING INDUSTRY INFLUENCERS:

1. Anjali Patel- Anjali Patel is the 2019 Media Planner of the year. When she isn't winning awards she is hard at work breaking ground on what is possible with Media Planning at Wieden and Kennedy. She is forward thinking and is always one step ahead of competitors.

2. Jason Harris- Jason is the founder and CEO of Mekanism Inc., which is a full service ad agency. He thoroughly believes that "the harder you hustle-the luckier you get." Jason has spoken at Adweek and given tremendous advice to industry professionals.

3. Annie Fittipaldi- Annie is an Ironman competitor, master swimmer, and Media Planner! Everything she does, she does it with the will and determination of a 3 mile swim, a 26 mile run, and a 112 mile bike ride.

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MEDIA MIX

MEDIA STRATEGY

Optimizing different media vehicles that build awareness for Adobe Experience Cloud and specifically target our primary audience of Influencers and CMOs.

OUT OF HOME:

71% of Americans consciously look at billboard messages while driving. Billboards are a way of reaching and raising awareness to our audience during their daily commute in all our targeted DMAs. Compared to

other marketing methods, billboards tend to have the highest number of views and impressions with the average American spending 20 hours each week in the car traveling over 200 miles, and 37% report looking at an outdoor ad each or most of the time they pass one,

and 58% learned about an event or restaurant they later attended.

Subways_

Over seven million people ride the subways in all of our targeted DMAs combined, including our targeted influencers. During Adobe Summit, Programmatic I/o, and Adweek, more of our audience from different cities are expected to ride the subways to and from the targeted events, and will be reminded of Adobe Experience Cloud for Advertising throughout their commute.

TRADITIONAL MEDIA

Magazine is our primary form of print advertising, and between 2017 and 2018, 62 percent of magazine ads located in the third quarter of the book led people to

take action relating to the advertisement. Ad Age and Adweek have been chosen to highlight the advertising side of the Adobe Experience Cloud. The issues include MarTech Issue, Programmatic, and CMO.

GROSS IMPRESSIONS:
257,864,290

MEDIA MIX BUDGET:
95%
- OOH (8%)
- SOCIAL MEDIA (25%)
- MAGAZINE (20%)
- EVENTS (27%)
- PODCASTS (5%)

OBJECTIVES

-Build an effective business-to-business media plan that will raise awareness for the Adobe Experience adtech stack.

-Ensure 50,000 website visits.

-Choose a variety of media vehicles that best showcase the compelling creative.

-Justify each media vehicle with hard data to ensure that our primary audience is being effectively reached.

CITIES

- New York City
- Los Angeles
- Chicago
- Las Vegas
- Dallas
- Philadelphia
- Austin
- Cleveland

ADOBE AD TECH EVENT
CONSUMER JOURNEY

-Event
Laura has been assigned to go to Adweek in NY by her CMO and explore industry trends.

-Check in
She gets her room card from the front desk.
She goes to the elevator, the doors open up, and to her surprise the entire elevator has been customized to the Adobe Experience Cloud.

-To the Event
She takes the escalator to get to the event. She sees that the escalator has been customized with Adobe Experience Cloud as well.

-At the Event!
Once at the event, she finds the Adobe Experience Cloud booth to claim her swag bag. She claims her incentive, giving the Adobe Representative the opportunity to sit with her and have a discussion about her current adtech. After their discussion Laura has a photo opp on the Adobe Experience Cloud couches at the booth's seating area. She posts this on social media with #adobeadtech.

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Laura is an Influencer who lives in Philadelphia. She seeks to always stay ahead of trends in her industry. To do this she follows Instagram advertising personalities, she listens to advertising podcasts, reads advertising literature, and goes to industry leading events.

Laura lives in NY,

-Morning
Laura wakes up and checks her Twitter, then has a nice cup of coffee and a quick breakfast.

-Commute
On her way to work she notices billboards on the road. If however the roads are too busy she will take the transit systems, and see our bilboards.

-Lunch
On her way to lunch she checks her Linkedin and does some light reading with her favorite magazine, "Adweek."

-Homeward bound

After work she listens to her favorite podcasts, "Advertising is Dead" on her way home.

-Home
Once at home she'll settle down with a nice dinner. She'll then look at her instagram feed. Before bed she notices her favorite influencers talking about the latest adtech trends.

MEDIA JUSTIFICA-TIONS

SALES FUNNEL

Based on Industry conversion rates, and the size of our audience we have found that with our campaign we can foresee 200,760 unique visitors to the website. Resulting in projected generation of 5600 leads, and 141 potential new business. However the projected new business at a cross-road will vary based entirely on many in house sales tactics.

Value	Stage	Description
286,800	AUDIENCE	Raise awareness
200,760	ATTRACT	Drive traffic
80,304	INTERACT	Engage with the audience
5,600	CONVERT	Generate inquiries
141	CROSSROAD	Talk to and convince consumer to purchase
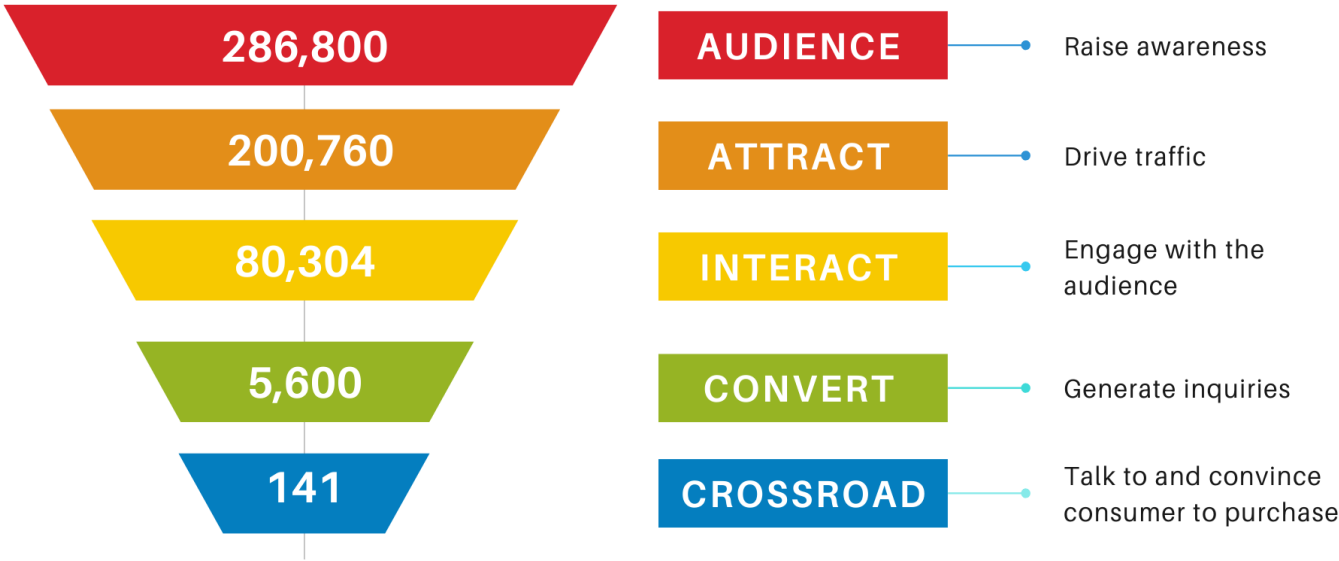
SOCIAL MEDIA CALENDAR

With all three of these platforms the Adobe Experience website will be linked or mentioned to achieve traffic deliverables.

TWITTER

Studies have shown that Twitter users are most active right before their work day begins. Sponsored Twitter posts will be placed in the morning between the times of 7 a.m.-9 a.m. Being able to be on our Target Audience's mind from the moment they leave the house for work is critical and Twitter will allow us to do just that.

LINKEDIN

Sponsored Linkedin posts will run throughout the year like Twitter. However with Linkedin we will invest more money during the fourth quarter. Companies consider making changes for the new year during this time, so being able to raise awareness and increase conversions via Linkedin will be a tremen-

dous benefit. Linkedin users are most active right before and during their lunch break. These sponsored posts will go live from 10am-1pm.

PODCASTS

We are running our ads through podcasts throughout the entire campaign duration and focusing more on a higher frequency during the third and fourth quarter. Our audience consumes podcasts at a higher level especially during their commutes. They listen to people that provide industry trends. Having these leaders discuss the Experience Cloud will provide our audience with constant education on the value and benefits of switching to Adobe.

$4,000,000 budget

- $540,000.00
- $1,000,000.00
- $800,000.00
- $1,660,000.00

■ OOH   ■ Digital   ■ Print   ■ Events
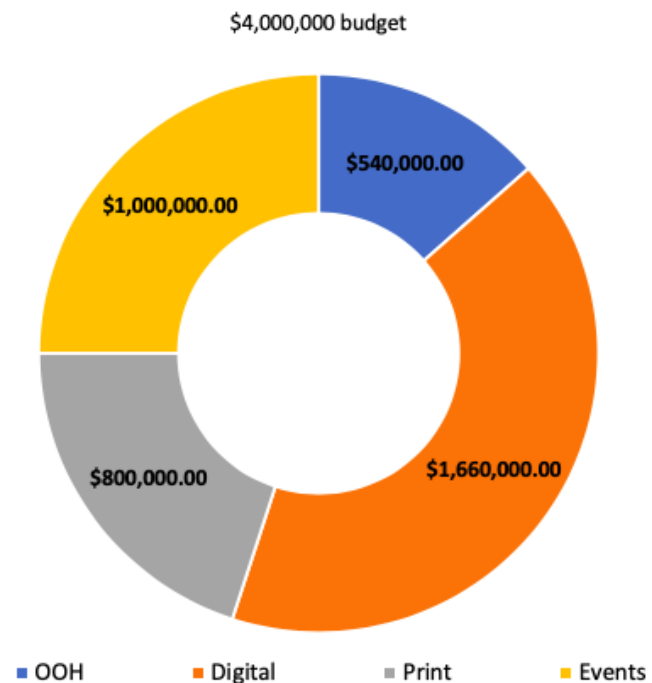
+ FLOWCHART

Adobe Exp Cloud	2020-2021																													Cost	Impressions

	September				October			November				December				January				February				March					
STRATEGIES/TACTICS	7	14	21	28	5	12	19	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	Cost	Impressions
OOH																															
Billboard																														200000	75,000,000
Ambient/Experiential																														160,000	2,520,000
Subway																														180000	25,515,000
Digital																															
Linkedin																														320000	47,675,804
Influnecers																														100000	2,734,024
Twitter																														200000	61,162,079
Bing																														300000	30,991,735
Swag Bag																														120,000	250,000
Video/Production																														20000	
Preroll																														200000	4,255,319
NPR (TED Radio Hour) Podcast																														100,000	1,093,000
Podcast																														300000	6,000,000
Print																															
Ad Age																														400000	183729
Adweek																														400000	103600
Events																															
Adobe Summit																														200000	20,000
SXSW Austin																														200000	72,000
Adweek NY																														200000	110,000
Programmatic i/o NY																														200000	3,000
CES vegas																														200000	175000
																														4000000	257,864,290

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+ LINK TO MEDIA REFERENCES
(Click star icon to access document)

EVALUATION

KPI, AWARENESS, MISCONCEPTIONS

PROJECTIONS:
According to Adobe's previous sales on Adobes website the Experience Cloud has realized **25%** year-after-year growth. Since there has been no heavy advertising done for this product we can expect a minimum growth of **30%** for the next fiscal year.

PERCEPTIONS:
Current perception of Adobe Experience Cloud is limited. In unaided awareness there is a **16.4%** understanding that Adobe is an Adtech company. After the run of the 7 month campaign we expect **50%** of our targeted demographic to know that Adobe not only has a creative suite, but Adtech as well.

ANALYTICS & CAMPAIGN MEASUREMENTS:

SOCIAL MEDIA: All Social Media will be constantly assessed via each platform. Linkedin, Twitter.

MAGAZINE: Magazine circulation will be measured through the issue's sales. Readership will be assessed via survey

WEBSITE VISITS & QR: We will be able to analyze our traffic in real time through different Social Media platforms and SEO. In addition we will place various QR codes that will lead to a microsite/landing page. This page will only be available through the QR code allowing us clear insights.

PODCAST: We will receive the amount of listenership before, during, and after each podcast via the podcast broadcasting team.

KPI
Twitter CTR: 1.64% = 1,003,058 Unique Views
Linkedin CTR: 3% = 1,430,274 Unique Views
50,000 Unique visitors needed 200,760 Unique visitors expected
Bing CTR 3.53% 1,094,088 Unique Visits
Preroll CTR: 1% = 425,531 Visits
Influencer CTR : 2.55% 20280 Unique Visits
Media Remainder are Average CTR: 1% 1,011,256 Unique Visits
4,984,487 Gross Web Visits

CAUSE MARKETING STRATEGIES:

Advertising Mentorships with University Students:
Investing in the next generations is key to a successful future. Adobe will partner up with Universities to offer a Mentor Program to students studying Media and Marketing. With a lack of media programs, adobe could build relationships and train future professionals in their ad tech program that way they are aware of Adobe Experience Cloud once they graduate.

Agency of the Year:
Adobe will partner with one agency a year to help that agency with a specific pro-bono project. Adobe would execute the project's media plan on Adobe Experience Cloud for Advertising to show the agency how that plan was executed. After the actual execution on various media outlets through Adobe, the agency will also be able to see a sample of analytics, trend projections, etc. provided by Adobe to see how the campaign performed.
This will expose agencies to Adobe's product while at the same time helping agencies make a bigger impact with their pro-bono campaigns.