The Experience: Build It. Own It.

Agency 332

Adobe

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Executive Summary

Adobe is disrupting advertising technology with its innovative, cloud-based software solution for digital advertising, audience management, and analytics. Adobe's perception as a trustworthy industry leader has not yet extended to Adobe Experience Cloud for Advertising. Adobe must connect the dots between their brand and the advertising industry in order to meet their goal of increasing advertising business by 25 percent from new business targets by September 2021.

Adobe equips brands to construct unique experiences for every customer. This integrated marketing campaign will generate market awareness of Adobe Experience Cloud for Advertising through effective use of immersive three-dimensional experiences that leave business targets wanting more from Adobe. The message is simple: "The Experience: Build it. Own it."

The "Experience: Build it. Own it." campaign communicates the unique selling points of Adobe Experience Cloud for Advertising by emphasizing the product vision: to empower brands to deliver connected advertising experiences; the tools: various demand–side platforms and powerful audience management and analytics platforms; and data-use: client information will always be proprietary.

By breaking the marketing strategy into four phases while targeting Adobe's audience with personalized content, this campaign will:

2%

Raise unaided awareness of Adobe's adtech leadership position with AECA with Adobe's target audience

TOP 3

For share of voice for earned media

50,000

Visits to Adobe.com and Advertising Cloud

10,000

New decision–maker and practitioner contacts from enterprise accounts with ad spend of over $1 million per year

Research

Objectives

Agency 332's goal was to understand the target audience's perception of Adobe Experience Cloud for Advertising and the adtech industry as a whole. In order to take a data-driven approach with this awareness campaign, Agency 332 aimed to:

1. **Understand** the awareness level of business targets

2. **Gauge** the target audience's attitude toward adtech

3. **Measure** knowledge levels toward adtech

4. **Discover** B2B marketing best practices

5. **Understand** what sets Adobe apart from adtech competition

Methodology

Primary

Agency 332 interviewed multiple executives and decision makers to get into the minds of Adobe's personas. An in-depth survey was sent out to multiple target audience members for additional clarity about the subjects of research.

Secondary

Agency 332 performed secondary research online to better understand Adobe's identity, perspectives about Adobe and adtech, the adtech industry, habits and trends of Adobe's target personas, marketing events, and B2B advertising tactics.

Survey respondents from

21 Different Industries

33%

7%

17%

10%

13%

20%

0-5   6-10   11-15   16-20   21-25   >25

Years of experience in the industry?
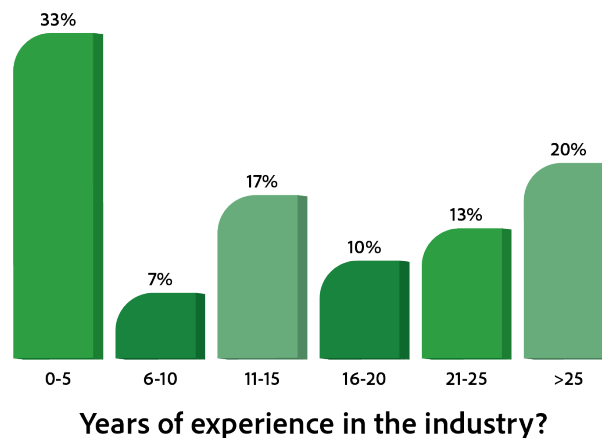
Are you familiar with the ad tech industry?

● **No** 57%   ● **Yes** 43%

"

If Adobe could show the benefits and ROI to Marketing, Sales, IT, other impacted departments, and company leadership as well as to the company's bottom line, and if Adobe takes on a partnership role from purchase, through implementation/setup, and in ongoing use, that would really set their product apart from others.

"

Survey Respondent

02

SWOT

Strengths
- Independent, transparent, and omnichannel
- Buy-what-you-need structure
- Integration between creative and advertising software
- Clients own their data
- Commitment to client success

Weakness
- Not top of mind in the adtech industry
- Perceived as only a creative brand
- Inconsistent messaging about advertising solution

Opportunities
- Increased demand from companies for adtech solutions
- Growth in number of firms handling their own advertising programs
- Increased demand for more data-secure programs

Threats
- Comfort level of the market with Amazon, Facebook, and Google
- High market saturation
- Personas misunderstand adtech

50% Yes

33% No

17% Unsure
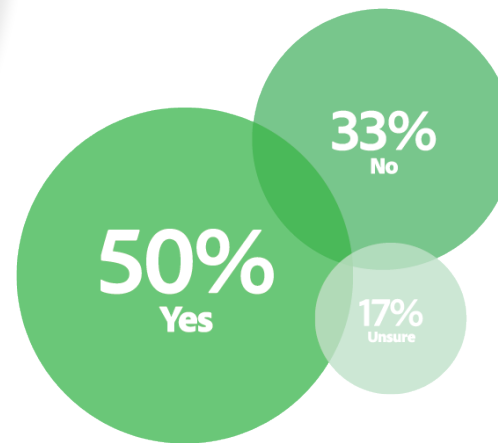
Do you feel your company uses ad tech programs successfully?

Are you familiar with Adobe's Experience Manager?

No   Somewhat   Yes

What factors contribute to the decision to purchase any kind of new software for your company?

The need — **83%**

Internal process — **80%**

Integration with existing software — **60%**

These are the brands mentioned, in order of familarity, when asked about adtech.

1. Google
2. Other
3. Adobe
4. Facebook
5. LinkedIn
6. Hubspot
7. Amazon
8. Marketo
9. Salesforce

73%

of people go seek out new software solutions from Recommendations

Experience building is the most important part of business.

With Adobe Experience Cloud for Advertising, brands can forge experiences founded on dimensional data. Adobe is an independent adtech provider committed to transparency and brand empowerment so brands can truly own their experiences. Using Adobe Experience Cloud for Advertising to assemble the building blocks of advertising, brands can bridge the gap between their marketing teams and customers.

THE EXPERIENCE: BUILD IT. OWN IT.

Adobe's powerful program integrations make experience building possible for brands

Adobe equips teams to develop effective ad experiences with powerful advertising tools and genuine support

Adobe empowers clients to make campaigns their own, and client data is always proprietary

Abstract Shapes

In this multidimensional, interactive campaign, Adobe uses an abstract style to represent the diverse workforces and to be inclusive of any background. The shapes represent building blocks of business that are powered by the Adobe Experience Cloud for Advertising.
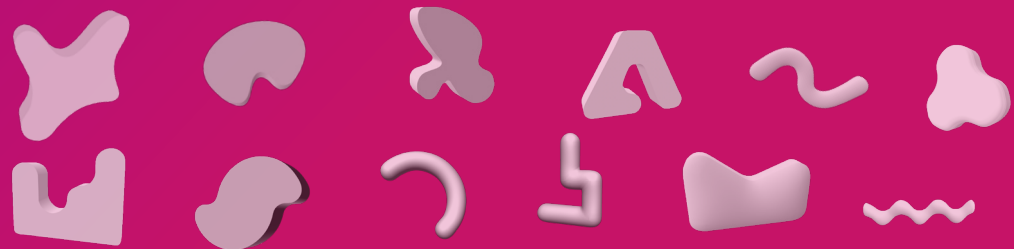
Target Audience

Vision Leader

C-Suite

Educated through word-of-mouth, emails, articles, webinars, and podcasts

"I've been burned in the past, so the fact that I'd be able to walk away with my own data is empowering."
Survey Respondent

Decision Maker

Upper-level management

Educated through articles, webinars, trade shows/conferences, emails, LinkedIn and Google Searches

"Break through the confusing clutter of this industry and make it simple for me to understand ... show me the benefits of how the software will really help my business."
Survey Respondent

Evaluator/Practitioner

True users of the software

Educated through demos, trials, and tutorials shown on webinars, at conferences, and on Adobe's website

"There's nothing more powerful than a great product demo. When done correctly, a demo allows the customer to see and feel how things will be better if they buy, and worse—if they don't."
Survey Respondent

Four Phase Strategy

The Adobe Experience Cloud for Advertising "Experience: Build it. Own it" campaign will move through four phases. The goal of the phases is to highlight each of the key benefits of Adobe Experience Cloud for Advertising using personalized messaging for the target personas. This campaign kicks off by building anticipation and aims to generate an earned media boom at the start of the campaign, starting personas on their Adobe–awareness journey. Utilizing industry influences alongside other advertising will continue generating media that drives viewers to the website for exclusive content and Adobe Summit offers. **Phase I will target all personas, while Phases II–IV prioritize specific personas in order to most effectively deliver the message of that phase.**

The last two phases will feature industry-specific, personalized, empowering advertisements and conference sponsorships in order to more specifically communicate the benefits of the product to profitable, $1M+ target personas and encourage campaign interactions. **Primary industry target markets include the top ad-spend industries in the U.S.[40]:**
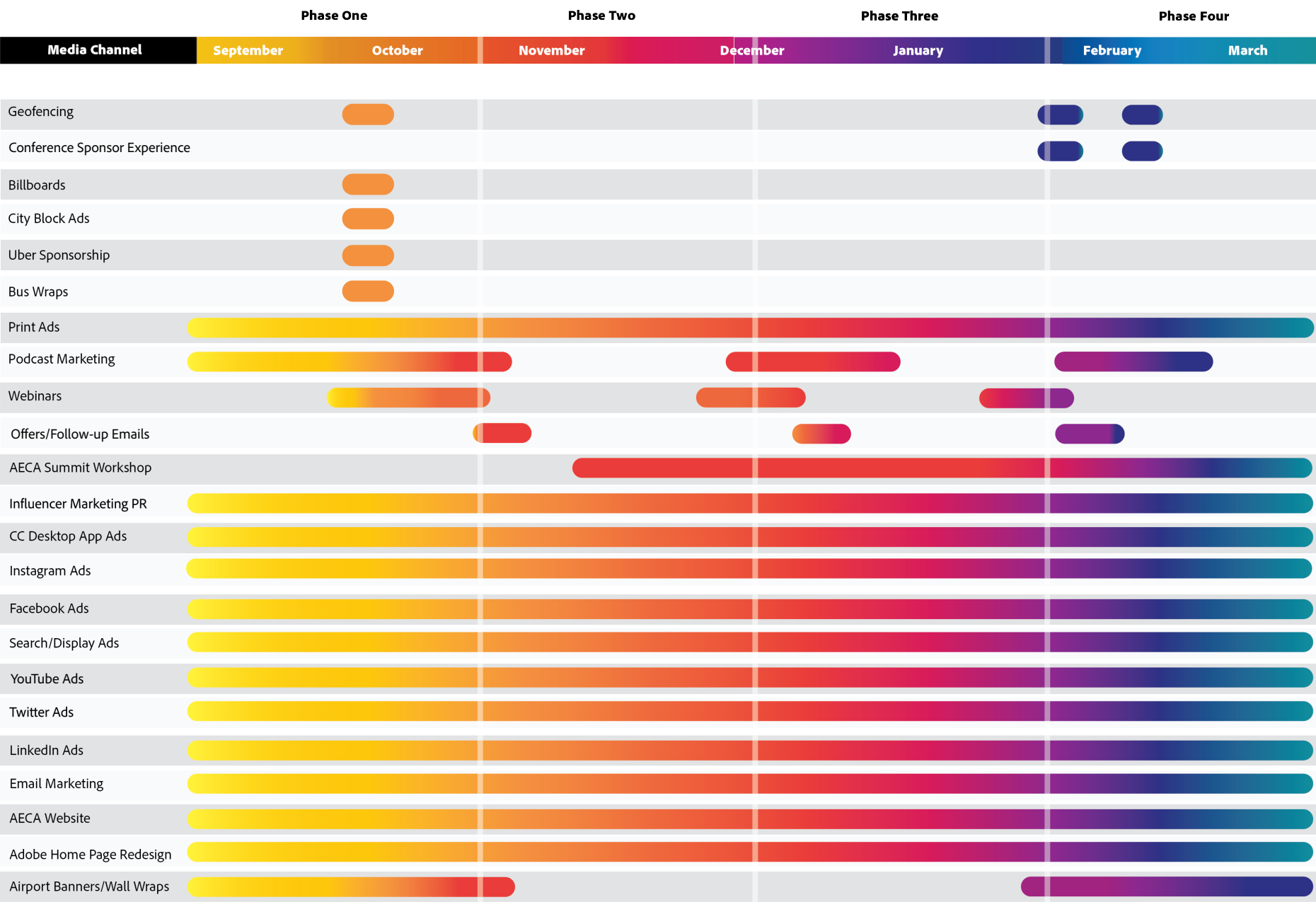
>   Retail
>   Entertainment
>   Automotive
>   Financial services

Each phase will end with an exclusive content offer featuring brand advocates who have successfully used Adobe Experience Cloud for Advertising and messaging that aligns with the goal of the current phase. **Goals: generate leads and encourage viewers to continue interacting within the next phase.**

The final push of the campaign will feature each of the brand advocates who supported Adobe throughout the campaign with an exclusive Adobe Summit Q&A breakfast focusing on Adobe Experience Cloud for Advertising, as well as other fun and informative experiences.

By simply communicating the key benefits of Adobe Experience Cloud for Advertising, business targets will be able to understand the product and feel empowered to build and own their company's connected advertising experiences. This integrated marketing strategy will effectively position Adobe as an adtech industry leader by generating earned media, raising awareness of Adobe's advertising offering, driving viewers to the website, and collecting their email addresses.

Marketing Timeline

Media Channel	Phase One		Phase Two		Phase Three	Phase Four	
	September	October	November	December	January	February	March
Geofencing		●				● ●	
Conference Sponsor Experience						● ●	
Billboards		●					
City Block Ads		●					
Uber Sponsorship		●					
Bus Wraps		●					
Print Ads	●	●	●	●	●	●	●
Podcast Marketing	●	●		●	●	●	
Webinars	●	●	●		●		
Offers/Follow-up Emails		●		●		●	
AECA Summit Workshop			●	●	●	●	●
Influencer Marketing PR	●	●	●	●	●	●	●
CC Desktop App Ads	●	●	●	●	●	●	●
Instagram Ads	●	●	●	●	●	●	●
Facebook Ads	●	●	●	●	●	●	●
Search/Display Ads	●	●	●	●	●	●	●
YouTube Ads	●	●	●	●	●	●	●
Twitter Ads	●	●	●	●	●	●	●
LinkedIn Ads	●	●	●	●	●	●	●
Email Marketing	●	●	●	●	●	●	●
AECA Website	●	●	●	●	●	●	●
Adobe Home Page Redesign	●	●	●	●	●	●	●
Airport Banners/Wall Wraps	●	●	●			●	●

Messaging Overview

"We've Been Building Something"

Phase I messaging intends to build anticipation for what appears to be a new Adobe product reveal but is actually a trustworthy advertising solution developed over the years. This will pique interest, act as an introductory stage for Adobe Experience Cloud for Advertising, and prepare the personas for a deeper dive into the software.

"The Experience"

Phase II messaging highlights the experience clients can have with Adobe: integration between creative, marketing, and advertising; internal connectivity; and support from Adobe. This phase also represents the experience that clients can give to their customers through omnichannel marketing.

"Build It"

Phase III industry-specific messaging educates on the benefits of Adobe Experience Cloud for Advertising while equipping business targets to build their connected advertising experiences. Phase III emphasizes programmatic advertising, growing customer databases, managing customer segments, and using it all to make data–driven marketing decisions.

"Own It"

Phase IV industry–specific messaging empowers all target personas to take control of their advertising with their own data and unbounded strategies. This phase discusses Adobe's commitment to transparency, its position as an independent adtech provider, and the freedom businesses have with Adobe's advertising solution.

Print
Newspaper Ads, Magazine Ads

Digital
PPC Search Ads, Twitter Ads, LinkedIn Ads & Content Sharing, Adobe Home Page, AECE Personalized Pages, Email Marketing, Podcasts, Youtube Ads, Webinars, Geofencing, Facebook Ads, Instagram Ads

Outside of Conference Marketing
Billboards, Uber Sponsorship, Shuttle/Bus Wraps, Airport Banner/Wall Ads

Conference Experience
VR Game, Adobe Fidget Toys, Furniture Installations

These icons will be used throughout the book to represent media channels, impressions and goals.   **I** *Impressions*   **G** *Goals*

Media Overview

The following media channels will be used consistently throughout the campaign.

PPC Search/Display Ads

This channel is budget-friendly and extremely effective since 65% of target personas who are shopping for adtech solutions interact with paid ads[101].

G *drive website traffic, reach main targets as well as additional IT target*

Print Ads

A mixture of full page, ½ page and ¼ page advertisements will feature testimonial content, ads, and brand ambassador content. A survey conducted by MarketingSherpa revealed 82% of participants trusted newspaper and magazine print ads the most when making a purchase decision[116].

Newspapers:

New York Times

Wall Street Journal

I *3 million per day*
G *educate personas, drive website traffic, cultivate/maintain interest*

Email Marketing

Adobe can target existing Creative and Marketing Cloud users, as well as the personas, through this channel. The survery shows 60% of the targets rely on large-company email chains for credible marketing information.

G *educate personas, drive website traffic, cultivate/maintain interest, reposition Adobe, generate internal referrals*

23.6MM

Subscriptions to TedX videos, a channel for educational advertisements [2]

I *CPC $0.20 = 100,000 Impressions*

Social Media

Adobe will be using social media platforms for static ads, video/motion ads, and content marketing. This includes YouTube, Facebook, LinkedIn, and Instagram Ads, as well as LinkedIn content sharing.

G *drive website traffic, educate personas, raise awareness*

it's your business, we'll mind ours

Adobe   www.adobe.com /ownit

20x

More engagement is produced from Instagram than LinkedIn for B2B brands[15]

I *CPC $3.56 = 35,112 Impressions*

+50%

Of all social traffic to B2B websites and blogs is LinkedIn[82]

I *CPM $6.59 = 26,555 Impressions*

73%

Of survey respondents state LinkedIn is a credible source they visit for business and marketing information
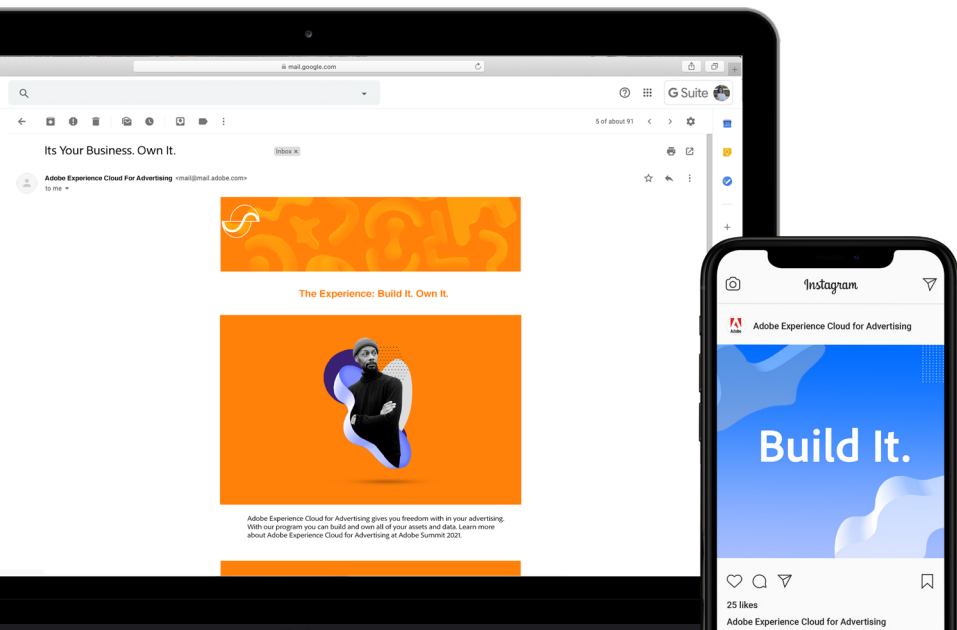
I *CPM $6.59 = 26,555 Impressions*

40min/day

Are spent on Facebook by the target personas[81]

I *CPC $0.97 = 206,185 Impressions*

Media Overview

The following media channels will be used consistently throughout the campaign.

AECA Website

Customers visit a site at least six times before reaching a decision[118]. To tailor to each visit, the Adobe Experience Cloud for Advertising page will swap content to create a new, tailored experience each time information is being sought out during the awareness journey. In Phases III-IV, headlines will be tailored to industry-specifics as well. The webinars and recap PDF booklets offered at the end of each phase will be provided through the website for those who sign up with their emails during the campaign. Each messaging tagline will be used as a vanity link throughout the phases to connect the website closer to the messaging.

Restructured Adobe Home Page Content

Adobe has continued to expand past creative solutions into advertising, audience management, and analytics. During this campaign, Adobe will promote more than Creative Cloud on their home page by adding and reorganizing content about their other offerings, including Adobe Experience Cloud for Advertising. Throughout the campaign, there will be an additional Adobe Chat prompt asking viewers if they are interested in hearing about Adobe's advertising solution. Also, on the bottom left of the viewer's screen, a small questionnaire box will appear to make it easy for viewers to find the content they are looking for and subscribe for Adobe updates that are most relevant to them, with emphasis on Adobe Experience Cloud for Advertising.

Webinars and PDF Articles

Adobe will use webinars and downloadable PDFs, hosted on their website, at the end of each phase which the user unlocks by providing their email. Additional resources will be made available, such as online consultations, chats to educate further, and follow-up emails.

> **I** *10,500 per webinar*
> **G** *educate personas, drive website traffic, generate new leads, understand pain points, gain analytics*
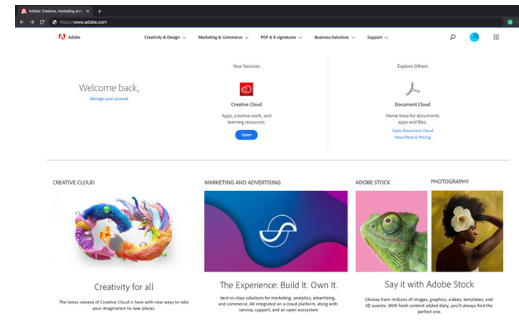
Desktop App Promo

Adobe will present banner ads on the Creative Cloud and Marketing Cloud desktops because Adobe is 50% more likely to sell to an existing user than an entirely new lead[117.]

> **G** *generate internal referrals, increase awareness, drive website traffic*

Landing Page

Adobe.com

We've Beenn Building Something...

When the user clicks on the campaign visual on Adobe.com, it will redirect them to the landing page.

Shape your Experience with Adobe

Four campaign vanity URLs unique to each phase are used throughout this campaign to redirect the user to adobe.com/advertising/adobe–advertising–cloud.html

We've Been Building Something

Phase I intends to build anticipation for what appears to be a new Adobe product reveal. In the first month, digital and print advertisements will be stark white in contrast to Adobe's normal style to draw attention from those who are familiar with the brand. In October, Phase I messaging changes to reveal the product name: Adobe Experience Cloud for Advertising. Adobe will plaster Boston with bold, bright ads surrounding the MarTech conference in October, which is generally attended by competitors Google and Facebook. By contrasting Adobe's presence in the city with their competitors' presence at the conference, anyone interested in Adobe will want to know more. This will generate the earned media boom Adobe is looking for to kick off the "Experience: Build it. Own it." campaign. The messaging and ad placement in this phase will target each of the personas equally. The content offer of Phase I is an Adobe Experience Cloud for Advertising overview webinar and recap PDF featuring a brand advocate from St. Jude Children's Research Hospital.

Vanity Link
www.adobe.com/buildingsomething

We've Been Building Something...
adobe.com/buildit Adobe

90%

Of executives said they had taken action after seeing a B2B ad before or after a flight[88]

Airport Banner/Wall Ads
Airports were chosen by matching most marketing & tech conferences, Adobe's sponsored conferences included, with the busiest airports in those areas.

ATL Airport (wAtlanta) - 103.9 million passengers annually[88]
LAX Airport (Los Angeles) - 84.5 million passengers annually[88]
ORD Airport (Chicago) - 79.8 million passengers annually[88]
LAS Airport (Las Vegas) - 51.5 million passengers annually[88]
BOS Airport (Boston) - 40 million passengers annually[88]
JFK Airport (New York) - 28.4 million annually[88]

I *250,000 per day*
G *drive website traffic, gain awareness*

In-Flight Magazine Ads
60% of people interact with the magazines on the flight and spend at least 30 minutes reading them[116].
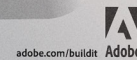Airline magazines include:

Sky Magazine
Hemispheres Magazine
American Way Magazine

G *drive website traffic, target vision leaders, cultivate interest*

See what they've been building.

Home Depot's Marketing Success

When Jose joined The Home Depot as a graphic designer in 1998, e-commerce was in its infancy. Most internet users connected via dial-up, and the concept of ordering a kitchen faucet online was pretty much nonexistent. But in the past twenty years, Jose, who is now a creative director, has enjoyed a front row seat as The Home Depot grew to become the sixth largest e-commerce site in the world, offering more than one million products, while helping the company achieve $108.2 billion dollars in annual revenue.

As e-commerce expanded, The Home Depot realized that it needed to create a unified customer experience online and in stores. It needed to help customers quickly find the right information and the right product, whether they're browsing on an iPhone or cruising down the aisles of their local store.

"Testing previously took weeks, but with the help of platforms such as Adobe, we can quickly mock things up, get quantitative data, and prove that it works."

Matthew J.
Senior Manager – Online Creative, The Home Depot

$108 billion in sales (8% online)

~50%
Online Orders Picked Up From Store

+20%
Online Sales Growth

From Click to Collect

The Home Depot believes in a data-driven model to find customer insights, so they unified all their customer data into a single customer profile. Ranjeet Bhosale, director of online analytics and business intelligence, explained the process.

"Instead of separating metrics from online and offline channels, we focus our attention on capturing everything including website activity, in-store sales, call center volume, return volume, order cancelations, and much more, thus enabling us to make the best decisions to improve the shopper experience across all touchpoints." Now The Home Depot can see a 360-degree profile of their customers.

In-store. Online. The Home Depot Makes It One Experience.

Adobe THE HOME DEPOT

80%

Of executives are likely to consider a B2B brand after seeing their advertising at the airport[88]

We've been building something...

Phase I

City Takeover

Adobe will generate earned media with an eye–catching, 5–mile–wide takeover surrounding the Boston MarTech conference. As much ad space as possible will be plastered with the "Experience: Build it. Own it." campaign. Adobe Experience Cloud for Advertising is not new software, but this city takeover will present it as if it is, only to inform viewers on the website that Adobe has been faithfully developing it for years. **The main ad spots include geofencing as well as outdoor and vehicle advertising.**

Geofencing

"We've been building something…" viewers within the 5–mile fence will receive a link to the Adobe Experience Cloud for Advertising website through social media platforms.
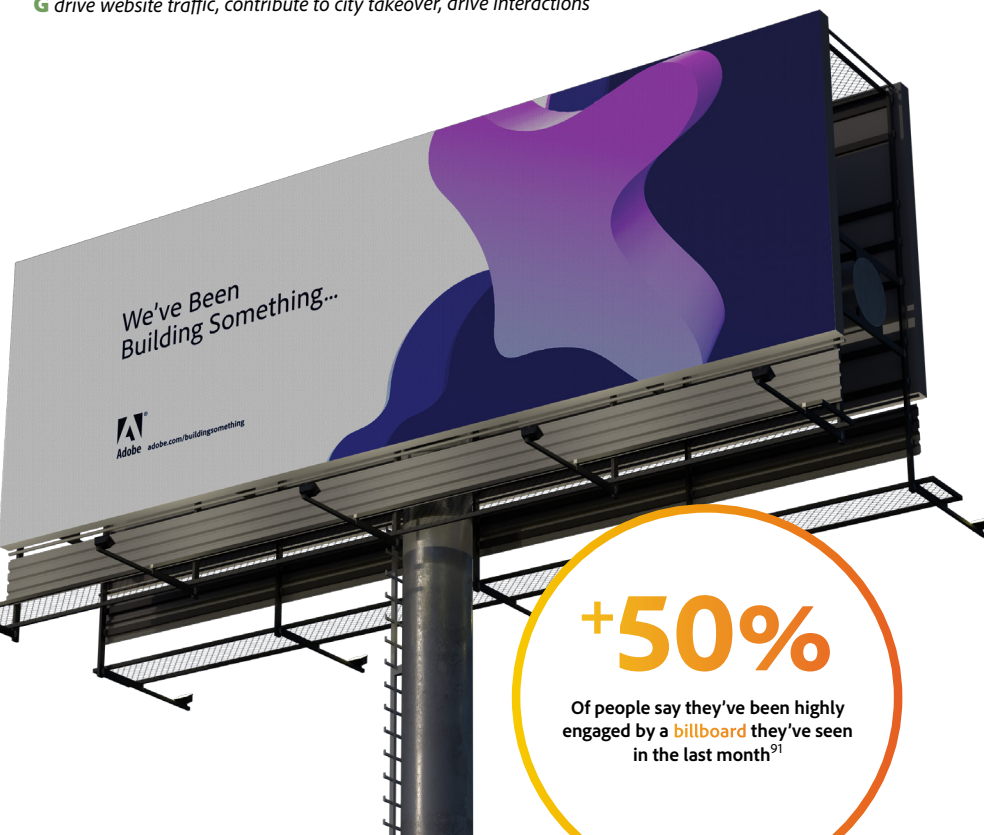
> **G** *drive website traffic, contribute to city takeover*

Billboards

Static and AR billboards will be placed on the sides of buildings and motion pieces at shuttle stops. Billboards will contribute to product awareness for the attendees of this conference, including 35% SR Managers, 38% VP/SP Directors, 15% C–Suites, and 12% Analysts[80].

> **G** *drive website traffic, contribute to city takeover, drive interactions*

Transportation

Bus wraps and Uber ads will be used during this phase. Ads inside the Ubers will encourage viewers to interact more meaningfully with the campaign during their ride.

> **I** *300,000-700,000 per location per day*
> **G** *drive website traffic, contribute to city takeover, attract attention*

95%

Of Americans are reached by targeted vehicle ads[65]

First Webinar and PDF Article

Adobe's first webinars and downloadable PDF will launch after the city takeover. This focuses on explaining the Adobe Experience Cloud Advertising and Adobe's process of developing this advertising software stack. The webinars and PDF will also introduce the success stories that will be emphasized through this campaign.

> **I** *10,500 per webinar*
> **G** *collect target persona email addresses, build credibility with audience*

+50%

Of people say they've been highly engaged by a billboard they've seen in the last month[91]

Phase II

The Experience

Omnichannel marketing is centered around experiences, and with Adobe, clients are able to share experiences with the end customer. Product benefits highlighted in this phase include: how data-driven advertising connects the dots with viewers, integration with other Adobe programs, omnichannel advertising, and Adobe's commitment to creating advertising experiences. This phase will rely heavily on digital and print advertising to carry viewer engagement through the holiday season. Adobe will offer teams a free celebratory drink at Adobe Summit when they provide their email address and sign up for the Phase II "The Experience" webinar and use the provided code at check-out. This phase's webinar and PDF recap will feature a brand advocate from Verizon Wireless.

The promo will be emailed with this messaging:
"Cheers! You are one step ahead of your competitors. Experience more at Adobe Summit with this free-drink promo code. Follow along with the campaign to build your Adobe Summit experience."

Follow-Up Emails

The webinar follow–up emails will keep the existing viewers engaged and also be the user's first interaction with Phase II messaging, "The Experience." This email will also remind viewers to watch the upcoming webinar at the end of Phase II as well as feature articles and content that focus on the omnichannel capabilities and ease of integration.

G *maintain engagement, educate personas, drive website traffic*

Vanity Link

www.adobe.com/theexperience
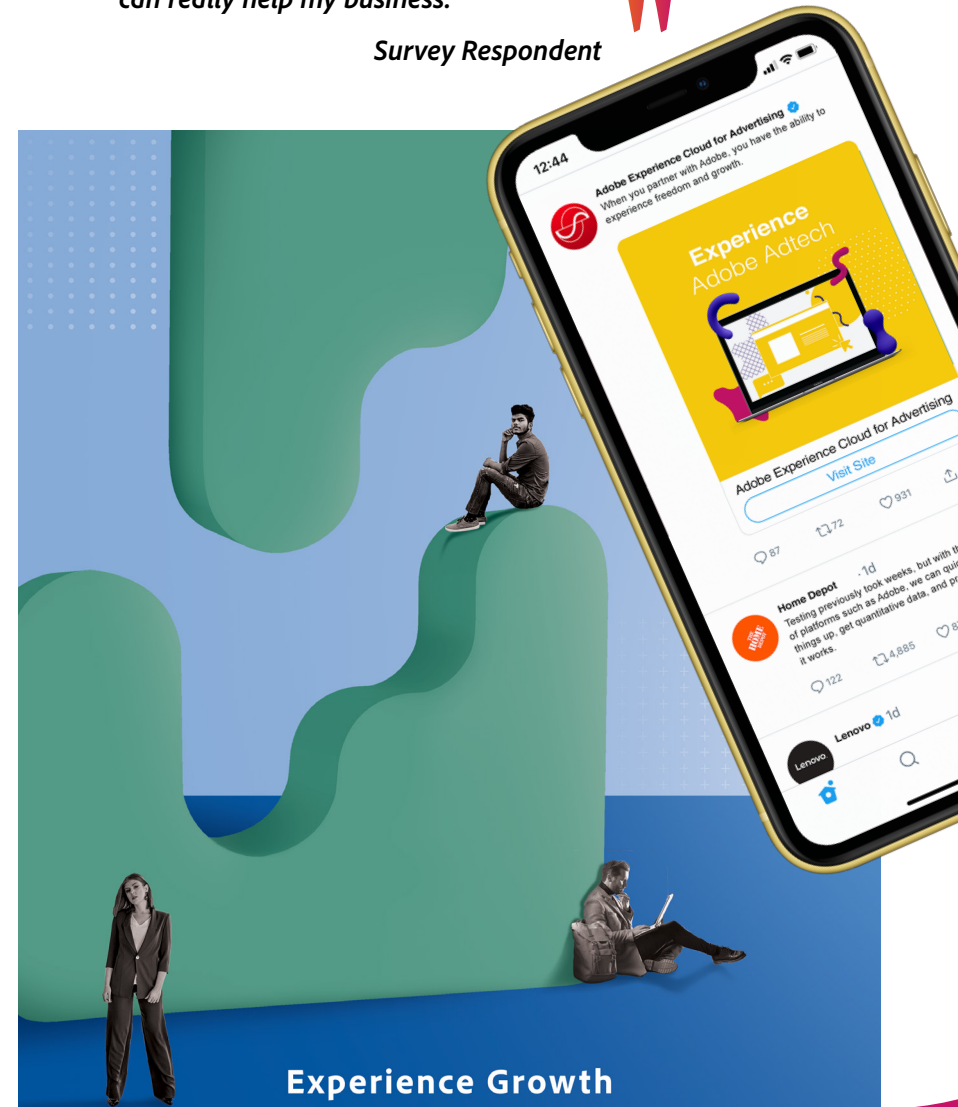
Experience Growth

With Adobe Experience Cloud for Advertising, you can build experiences for your customers.

adobe.com/theexperience

**Welcome To Adtech**

Experience Adobe

Phase II

Second Webinar and PDF Article

To round out Phase II, Adobe will feature more industry–specific webinars and downloadable PDF, such as "Health Industry for Adtech" or "Banking Industry for Adtech." By creating this personalized content, Adobe can give their viewers more impactful tips and solutions. Adobe will show how the Experience Cloud for Advertising can provide an effective and cohesive experience for the end customer of any company.

I *10,500 per webinar*
G *collect target persona email addresses, build credibility with audience, drive website traffic*
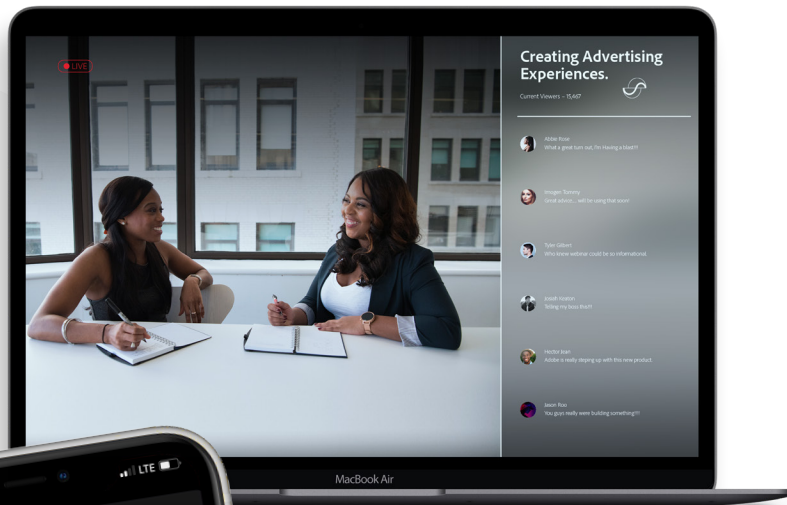
Podcasts

Podcasts are a simple and effective way to quickly inform and remind the right people about Adobe Experience Cloud for Advertising. 35% of LinkedIn users listen to podcasts[115].

Podcasts include:

2 Minute Marketing	Mailchimp
5 Minute Marketing	The CMO Show
Brandwagon	Call to Action

I *CPM $32.50 = 2,154 Impressions*
G *drive website traffic, educate personas, cultivate/maintain interest*

The Experience:
Build It.
Own It.

Experience Adobe

Adobe Experience Cloud for Advertising

LIVE CHAT: Create an experience with Adobe Experience Cloud for Advertising

Experience Adobe

November 13, 2021

Influencers and Publications

Building upon the preexisting brand trust, Adobe will focus on educating their audience during this perception change. Adobe will be utilizing influencer marketing in a unique way by using publications as the influencers. The survey results positioned LinkedIn and Twitter as being respected by Adobe's personas, so they will share the articles on these platforms.

Adobe will target the segments with different publications:

Vision Leaders
PR Newsletter, Forrester/Gartner, Harvard Business Review

Decision–Makers/Evaluators/Practitioners
AdAge, Adweek, Digiday/Marketing Land, Adexchanger, eMarketer

G *drive website traffic, educate personas, reposition Adobe, build trust*

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Build It

Every one of Adobe's clients is a unique company with its own needs. This phase is targeted at gaining attention from decision makers and evaluators/practitioners by featuring industry-specific messaging. Adobe is a guide in the building and implementation process, and will not confuse their clients with adtech overload. Adobe Experience Cloud for Advertising allows Adobe to build with the client and allows the client to build for themselves. Uber credits for the duration of the Adobe Summit will be offered as an incentive to sign up for the webinar offer of this phase. This phase's webinar and PDF recap will feature a brand advocate from Home Depot.

The promo will be emailed with this messaging:
"Build your way to the Adobe Summit with these Uber credits. Let Adobe continue to enhance your experience by following our campaign."

40MM

Uber rides are fulfilled every month in the United States[66]
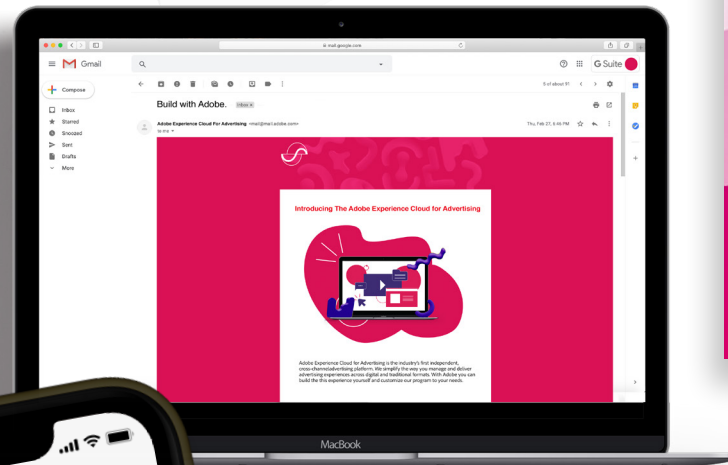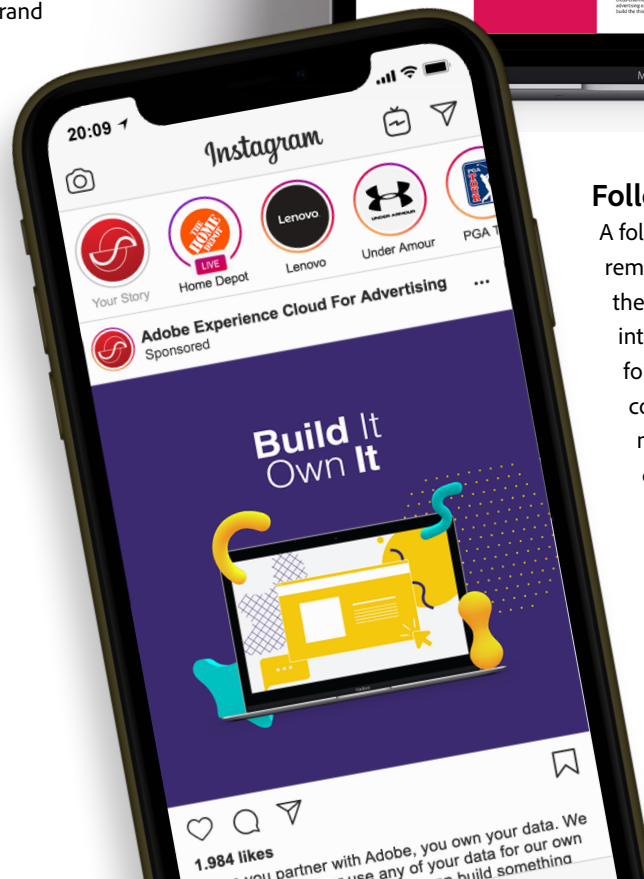
Want to build something?

Build With Adobe

Adobe Experience Cloud for Advertising

Follow-Up Emails

A follow-up email will help educate the viewers further and remind them of impactful solutions they can implement into their businesses. This will also create a space for Adobe to introduce the new messaging, Build It. Adobe Experience Cloud for Advertising is a modular software, and Adobe will help companies build solutions that are right for them. Using email marketing, Adobe can gain more web traffic and keep users coming back for the next webinar.

G *drive website traffic, educate personas, cultivate/maintain interest*

Vanity Link
www.adobe.com/buildit

14

Phase III

44% of vision leaders listen to podcasts[115]

Third Webinar and PDF Article

The webinars and downloadable PDF in Phase III will inform the users about the conferences in 2021 that Adobe will sponsor (Affiliate Summit and eTail Conference), as well as speak toward Adobe Summit. Staying with an industry-specific setup,w these webinars will be shorter than the last two and will provide testimonials about how the modular software enhanced existing clients' advertising capabilities with a featured Adobe ambassador Home Depot.
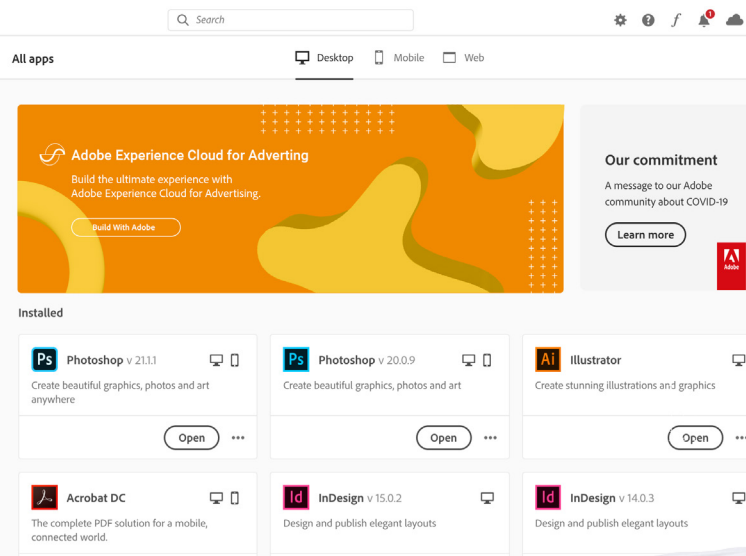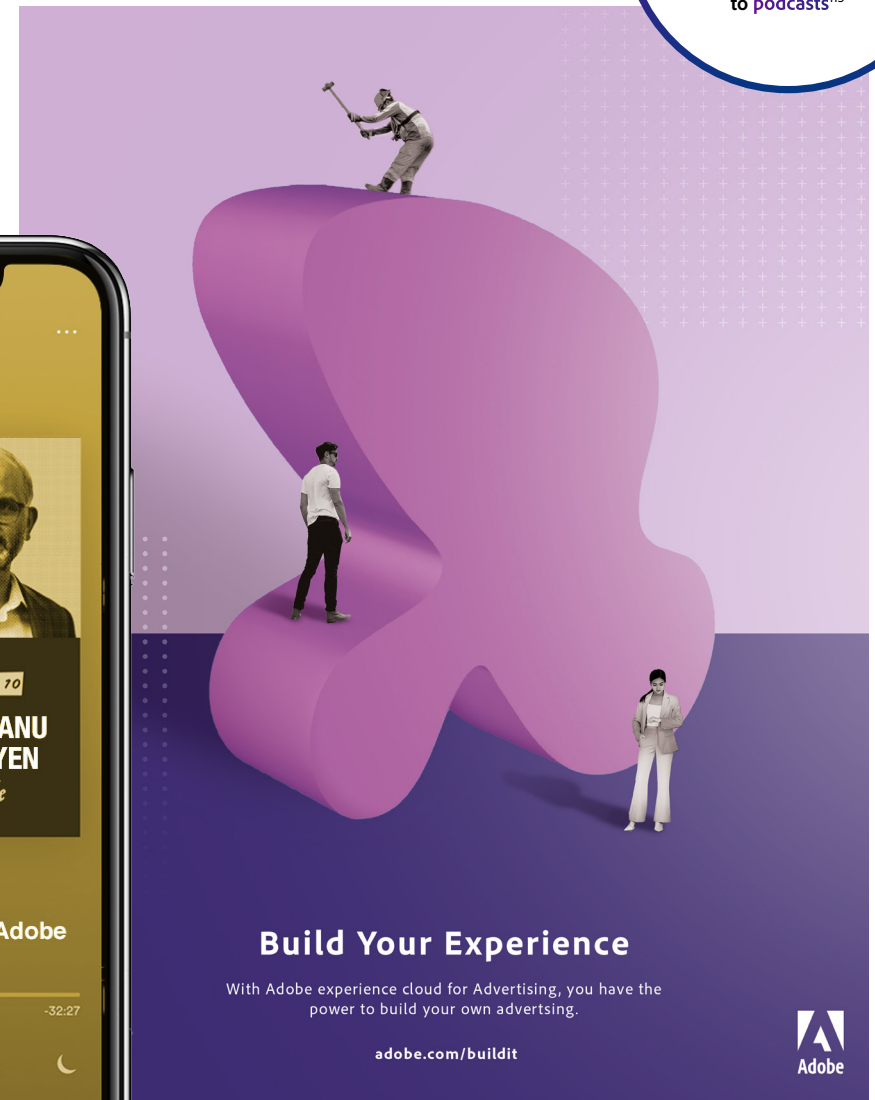
I *10,500 per webinar*
G *collect target persona email addresses, build credibility with audience, drive website traffic, advertise conferences and Adobe Summit*

Podcasts

Adobe will continue using podcasts during the slow holiday season.

I *CPM $32.50 = 2,154 Impressions*
G *drive website traffic, educate personas, cultivate/ maintain interest*

Build Your Experience

With Adobe experience cloud for Advertising, you have the power to build your own advertsing.

adobe.com/buildit

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Phase IV

Own It

Agency 332's research uncovered that there is a lot of concern from all of Adobe's target personas around data ownership. This means Adobe has a unique opportunity to emphasize their transparency when it comes to data ownership and media buying. In this phase, "Own it." messaging will focus on three key points: clients own data collected while using this product, they can take control of their data–driven campaigns through Adobe Analytics, and Adobe does not restrict their media buying like walled–garden competitors. Adobe will be targeting vision leaders at eTail and Affiliate Summit industry conferences, as well as decision makers and practitioner targets through advertisements and industry-specific "Own it" messaging. Phase IV ends with Adobe Summit, where guests who engaged with the "Experience: Build it. Own it." campaign can redeem their promotional drinks, Uber rides, and complimentary Q&A breakfast with St. Jude, Verizon, and Home Depot as Adobe advocates. advocates.

Follow-Up Emails
These follow-up emails will drive users to buy tickets to Adobe Summit and unlock access to their complimentary Summit Uber rides, as well as to introduce the Phase IV messaging," Own It." Adobe will also include links to relevant articles using Adobe Sensei.

G *drive website traffic, educate personas, cultivate/ maintain interest, drive personas to Adobe Summit*

Vanity Link
www.adobe.com/ownit

LIVE CHAT: Own your data with Adobe Experience Cloud for Advertising

Own It With Adobe

February 5, 2022

Airport Banners/Wall Ads
As Adobe Summit starts to become the anticipatory upcoming event, airport banner and wall ads will be reimplemented in high-traffic areas of the airport.

I *250,000 per day*
G *drive website traffic, drive personas to Adobe Summit, cultivate/maintain interest*

Airport Magazine Ads
Adobe will bring back airline magazine ads targeting vision leaders to remind them about the upcoming Adobe Summit.

G *drive website traffic, drive vision leaders to Adobe Summit, cultivate/maintain interest*

Podcasts
These podcasts will speak about "Own It." and the Adobe Summit.

I *CPM $32.50 = 2,154 Impressions*
G *drive website traffic, drive to Adobe Summit, cultivate/maintain interest*

Own Your Experience

adobe.com/ownit
Adobe Experience Cloud For Advertising

Adobe

Own It

With Adobe experience cloud for Advertising, you can experience owning all of your data.

adobe.com/ownit

Phase IV

Conferences

Affiliate Summit West, eTail Palm Springs, Adobe Summit

Abstract Shapes

At all three events, there will be an area filled with abstract furniture to mimic the shapes used throughout the campaign. This area will allow attendees to interact with art and build their conference experience with Adobe. Inspired by the shapes throughout the campaign, custom fidget toys will be created by Adobe to allow attendees to "Own It." These will be available at the conference booth and used for prizes.

    I *10,000 impressions if every person got three toys each*
    G *cultivate/maintain interest, cultivate engagement*

Booth

The installment at Adobe Summit will feature a booth that is centered around a virtual reality stacking block game relating back to Adobe's modular "Build It." messaging. The smaller conferences will play a similar game but on a large screen to attract more guests to the booth. While other guests wait, there is an Adobe host showing demos of Adobe Experience Cloud for Advertising as well as answering questions about the software. Guests are able to sit and relax on the uniquely-shaped furniture and win fidget toys and tokens for a free exclusive Adobe drink.

    I *Measured by number of attendees*
    G *cultivate/maintain interest, cultivate engagement, educate personas*

Fourth Webinar and PDF Article

This webinar will be held after Adobe Summit to review what users may have missed. A follow-up email will be sent out to attendees of the summit as well as attendees to the webinar to keep user interest and gain more website traffic. This webinar, downloadable PDF, and follow-up email will be the last touchpoint of Adobe's campaign and focus on ensuring the personas are well educated on Adobe Experience Cloud for Advertising.

    I *10,500 per webinar*
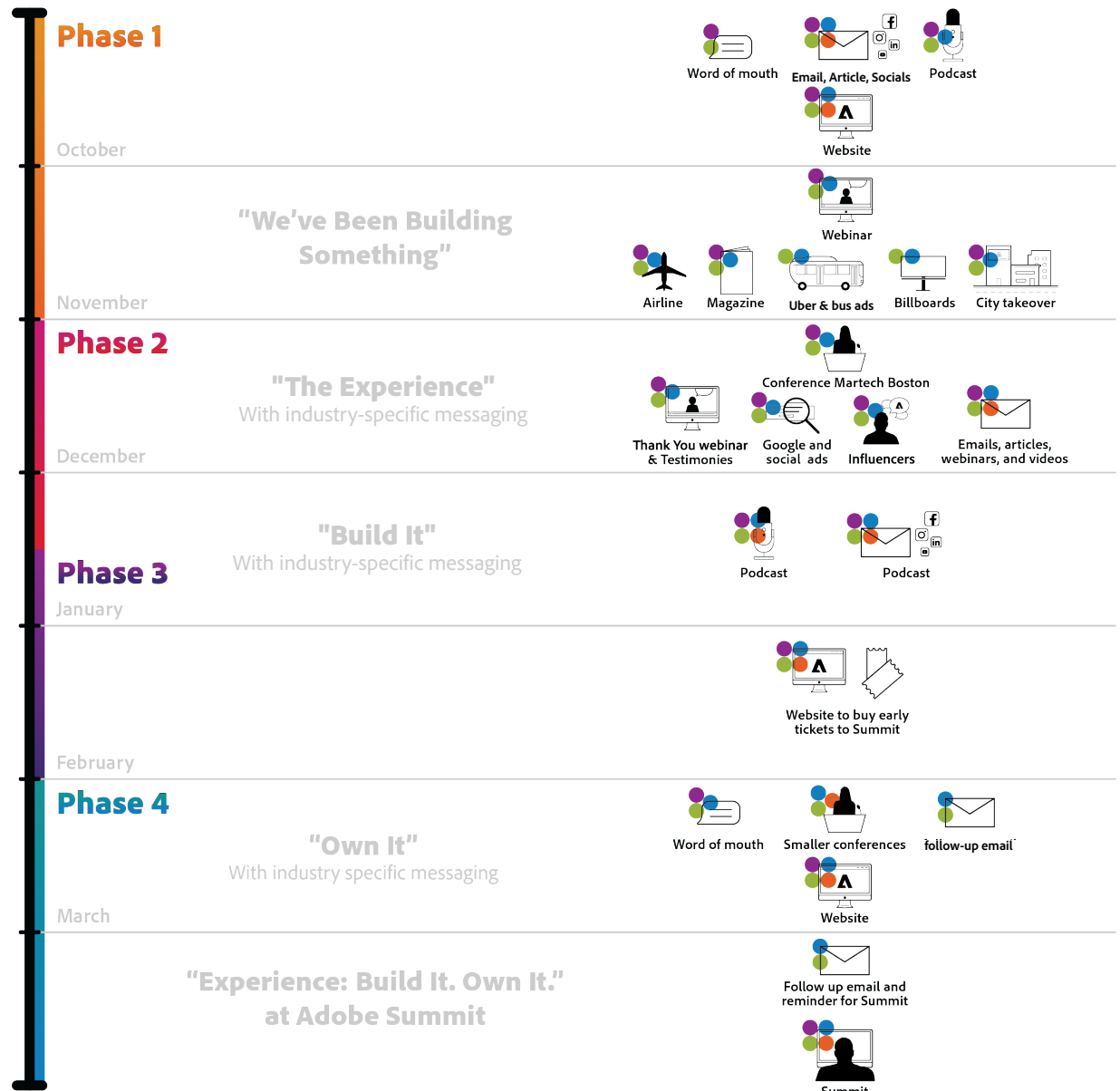   **G** *drive website traffic, maintain interest*

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Awareness Journey

The business-to-business decision-making journey is a long and tedious process. In order to break through media clutter and curate connected advertising experiences for Adobe's business targets, Adobe is combining powerful personalization with dynamic marketing strategy. As messaging develops across the campaign's four phases, the targets' awareness journey show how this campaign builds over time for every vision leader, decision maker, and practitioner/evaluator Adobe encounters.

Ideal Persona

- **Vision Leader**
- **Decision Maker**
- **Practicioner**
- **Existing User Creative Cloud**

The Experience: Build It, Own It

Phase 1

October

Word of mouth — Email, Article, Socials — Podcast

Website

"We've Been Building Something"

November

Webinar

Airline — Magazine — Uber & bus ads — Billboards — City takeover

Phase 2

"The Experience"
With industry-specific messaging

December

Conference Martech Boston

Thank You webinar & Testimonies — Google and social ads — Influencers — Emails, articles, webinars, and videos

"Build It"
With industry-specific messaging

Phase 3

January

Podcast — Podcast

February

Website to buy early tickets to Summit

Phase 4

"Own It"
With industry specific messaging

March

Word of mouth — Smaller conferences — follow-up email

Website

"Experience: Build It. Own It."
at Adobe Summit

Follow up email and reminder for Summit

Summit

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Budget

Digital	$1,600,000
PPC Search Ads	$400K
Twitter Ads	$95K
LinkedIn Ads & Content Sharing	$200K
Adobe Home Page	$0
AECE Personalized Pages	$0
Email Marketing	$0
Podcasts	$70K
Youtube Ads	$20K
Webinars	$40K
Geofencing	$50K
Facebook Ads	$200K
Instagram Ads	$125K

Print	$1,120,000
Magazine Ads	$560K
Newspaper Ads	$560K

Outside of Conference	$750,000
Billboards	$350K
Uber Sponsorship	$200K
Airport Banner/Wall Ads	$100K
Shuttle/Bus Wraps	$100K

Conference Experience	$450,000
VR Game	$50K
Adobe Fidget Toys	$350K
Furniture Installations	$50K

Contingency Fund of 2%	$80,000

Evaluation

Objective 1: Raise unaided awareness by 2 percent

1.14B Impressions over 12 mo.

A strong, simple message across 4 focused phases and a variety of media will drive home benefits to users.

Objective 2: Be in the top three for share of voice for earned media

#4 to #3 Over 12 mo.

Evolving ad messaging and design and an aggressive marketing approach will get industry business targets talking about Adobe.

Objective 3: 50,000 website visits

+50,000 Website visites over 12 mo.

Campaign-long emails and digital ads send users to the website where they will find webinars, downloadable content, and personalized content.

Objective 4: 50,000 website visits

+100,000 New contacts over 12 mo.

Promotions and valuable content offers will draw in leads. Messaging and event presences will help decision makers to see Adobe as an adtech innovator.

100%

of concept reviewers feel the creative helps you understand what the Adobe Experience Cloud for Advertising is about.

100%

of concept reviewers feel this campaign would entice them to want to learn more about this Adobe offering.

Conclusion

Adobe Experience Cloud for Advertising is changing the digital advertising world. Only Adobe's software stack equips advertisers to bring brand experiences to life alongside marketers and creatives. Adobe's perception as a trustworthy industry leader in the creative space has not yet transferred into adtech. In order to increase advertising business, Adobe must connect the dots between their brand and the advertising industry.

The "Experience: Build it. Own it." integrated marketing campaign will generate market awareness of Adobe Experience Cloud for Advertising by empowering business targets to take charge and breathe life into their brand experiences. By encouraging earned media, informing the right target audience with personalized messaging, driving viewers to the website, and convincing them to share their information with unique offers, this campaign will truly lift the Adobe Experience Cloud for Advertising story off the page and into the lives of Adobe's target audience.

"The campaign articulates how you build it, fit it together. It showcases how it is personalized, yet integrated.

Chris Vice President of Marketing