

## Digital Advertising: Project Research

### Adobe

After reading through all the briefs D&AD had to offer I decided I would accept the challenge of getting a younger audience interested in the Adobe Creative Cloud.

For a starting point I decided to look at how Adobe's Creative Cloud was currently being marketed. I went to the Creative Cloud website (<http://www.adobe.com/uk/creativecloud.html>) to see how it was portrayed to potential users. It seemed to me like Adobe were already doing a pretty good job of marketing but it was not aimed for a young audience in particular, more of a general audience of multiple ages. It was after revisiting the site a few times that I finally found a possible answer to the brief. I would not describe Adobe's branding as boring as it does show some interesting creations that can be produced with the products but everything was geared towards a more professional environment.

As the brief specified the target audience as 'You', meaning people of the 18-25 age demographic, Adobe are not making this age range interested because it is focused more on having a good time than being a professional. It also did not make a lot of sense to me personally that to market these very creative tools that they would keep saying how you use them for work or at school as method for future work.

### Competitors

As the Creative Cloud is a suite package which offers multiple software applications it has very few competitors in the form of other companies and none of them are as popular as Adobe. Its four main competitors include Corel, Xara, Nitro and Pixelmator. Corel (<http://www.corel.com/us/>) and Xara (<http://www.xara.com/us/>) are both suite packages primarily for photo and video editing but they are both marketed with more discussion towards price and look less visually appealing as the Creative Cloud. Nitro (<https://www.gonitro.com/>) is only a competitor for a specific application because it is a replacement for Adobe Acrobat and Pixelmator (<http://www.pixelmator.com/mac/>) is the same for Adobe Photoshop, although it may only be used on Mac.

Other competitors for Creative Cloud are Open-source software. GIMP (<https://www.gimp.org/downloads/>) is an alternative to Photoshop and is completely free.

## Younger Audience

It was quite easy to research the target audience for this project because I am the target audience and so are most of the people I regularly interact with. I thought the best way to see what interested this demographic would be to look through social media platforms such as Facebook (<https://www.facebook.com/>), Twitter (<https://twitter.com/>) and Instagram (<https://www.instagram.com/>) and see what they are interested in. I produced this image to show what the 18-25 demographic is interested in.



Image to show the interests of 18-25 year olds

The graphic illustrates that this demographic is largely interested in popular culture, including music, television, films, celebrities and online content. All of these provide more evidence that the professional slant with Adobe's marketing is unlikely to be very effective with the 18-25 demographic.

## Inspirations

Whilst coming up with my advertising campaign I looked at similar campaigns that I could take inspiration from.

The current campaign for the Toyota AYGO (<https://www.toyota-europe.com/new-cars/aygo/index.json>) has the tagline 'Go Fun Yourself' which I think works really well because it is slightly rebellious without being

too aggressive. It adds a nice contrast because most advertising campaigns always try and show how clean of an image the product and company have whilst this one adds an element of misbehavior to it that I would like to emulate in my campaign.



Toyota advertising campaign

There was an advert in 2012 for Google Chromebook that was all about being 'For Everyone' (<https://www.youtube.com/watch?v=S95J5BowMmk>) and it made a great use of clips of people using the product as well as fun clips that celebrate what the product represents. I really liked the quick use of clips and good use of upbeat music which is very much what I want my campaign to have.



Google Chromebook advertising campaign

After taking inspiration from these two adverts in particular and have taken elements I like from both into my idea. I want my campaign to have a sense of fun for the younger audience and also have a slightly edgier feel to it so it does not feel like a generic advert.

## Bibliography

### Internet Documents

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<http://www.corel.com/us/> (Accessed 28/01/2016)

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