



TEAM

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# Audience



# Research

**72% of Americans acknowledged a desire for increased involvement in creative pursuits**

- Good News Network

## BUT

I need it for work/my portfolio

I've always wanted to know how to use the adobe programs since I was younger. Then when I saw the adobe student plan that's offered here I knew that it was a good deal and I couldn't pass it up! I feel like having the versatility to use adobe even if I am not in the creative field would be a huge benefit in the job market.

I feel like this is going to take me forever  
It's photoshop, illustrator affects... it's a lot to learn  
It's hard to learn from YouTube it's easier to ask people/ friends

Kevin Tavan

Good question! I got it for personal creation/projects first and now I'm using it for my adv 339 class that teaches you adobe(so now for school more so) my consideration was that I'll need it in the future for career so might as well start now

KT

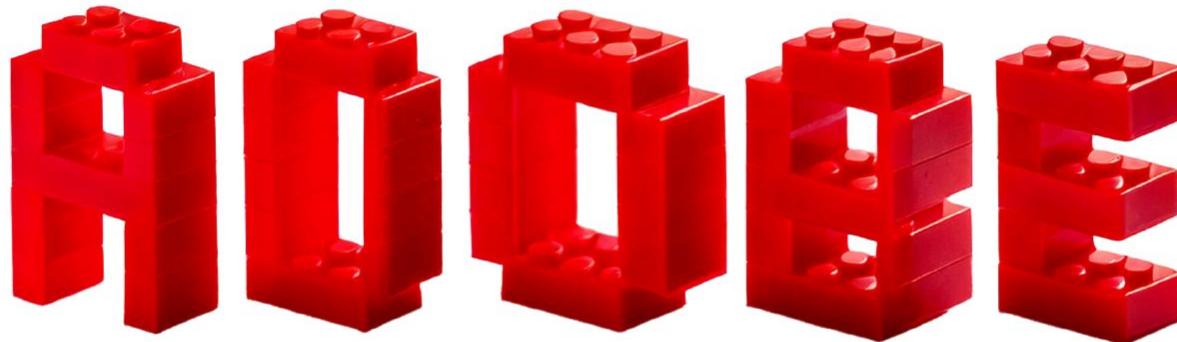
# Strategy

Adobe isn't just for experts. Its tools can be used by anyone at their own pace and threshold.

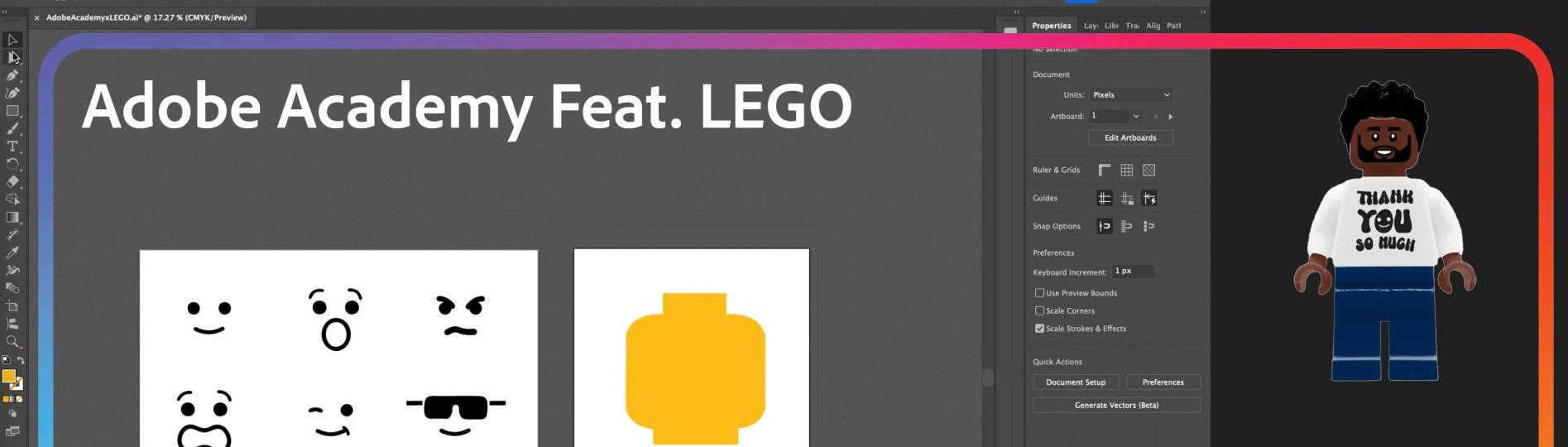
# Insight

Creativity lives in everyone at any level.

*In the world of LEGO®, imagination is limitless. It's the same with Adobe.*



 **WORK IN PROGRESS**



# Chloe's Creation

Join the Adobe Academy Feat. LEGO



WORK IN PROGRESS

# Adam's creation

Join the Adobe academy



WORK IN PROGRESS

# Build, Edit, Repeat.



LegoMe\_TheOG ✓  
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# KPIs (5 months flight/multiple billboards)

Awareness

34B

Conversions

3.4M

## Billboard Locations:

Atlanta, GA

Miami, FL

Portland, OR

New York City, NY

Los Angeles, CA

So Adobe, LEGO.