

FROM
PITCH
TO
PEOPLE



ADOBE EXPERIENCE CLOUD
FOR ADVERTISING

campaign overview

executive summary:

Adobe's name is instantly recognizable as a leading tech company, and for good reason – it is consistently ranked among lists such as Forbes's "World's Most Innovative Companies." When it comes to adtech, however, Adobe Experience Cloud for Advertising lacks market awareness despite its robust omnichannel integration, customer journey management capabilities, and AI power. Our research revealed that above all, marketers prioritize sending the right message to the right people while improving company performance. So, we present brands with the core idea that they can "**make every interaction matter with Adobe's synergistic solution.**"

Transforming an idea into an actionable campaign that engages customers and audiences is no easy feat. Adobe is already known for its powerful industry-standard tools that convert compelling ideas into tangible media. However, marketers must work in a myriad of complicated ways to deliver this messaging where it needs to be. Adobe Experience Cloud for Advertising finally gives businesses the marketing platform to close the loop with their target audience. Compared to industry competitors, Adobe simply does advertising better. **From Pitch To People.** Through executions that inform and excite brands about Adobe's adtech capabilities, we can show them that Experience Cloud for Advertising adds value for everyone on the marketing team, as well as the brand itself.

Our B2B campaign leverages an omnichannel strategy to effectively place ads for the target demographic, whether they're at work, on the go, or in their home. By providing both high-level concepts and informational content at different touch points, we will shift market perceptions, deepen product understanding, and secure recognition of Adobe as the leading adtech provider.



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challenge:

Increase awareness of Adobe Experience Cloud for Advertising by highlighting its ability to help brands with over \$1M annual advertising spend create better connected advertising experiences for their consumers.

campaign objectives:

1.

Raise unaided awareness of Adobe as a leader in adtech that enables businesses to effectively target the right audience and improve campaign performances.

2.

Capture new contacts, increase share of voice, and drive website visits by emphasizing the power behind Adobe Experience Cloud for Advertising's combination of cutting-edge products.

let's look at the market

research methods:



competitive analysis:

demand-side platforms (DSPs)



theTradeDesk

- + Greater variety of advertisement media
- + Detailed reporting and measurement capabilities
- Need several DSPs to reach all important media channels effectively

opportunity for adobe:

Adobe's DSP covers **the widest variety of media platforms**, including all forms of TV and Video, which no other DSP offers.

market trends:

22.9x

higher satisfaction for customers targeted by industry-leading omni-channel strategies

87%

of marketers prioritized having a complete view of cross-channel cost and performance

49%

of marketers ranked the ability to better understand and engage customers as a top priority for 2020

search platforms



- + Specialized automation for larger traffic exposure
- + Capacity for enterprise-level management
- Limited understanding of audience based solely on search data

opportunity for adobe:

Adobe's AI **integrates campaign analytics and audience data** to optimize search marketing performance and spending.

walled gardens



- + Ownership of extensive pool of first-party customer data
- + Exclusive control over ad space on popular platforms
- Lack of independence and transparency causes potential bias in reported data

opportunity for adobe:

Adobe's holistic platform offers **full data transparency** without the conflict of interest as a media owner.

strategy

and identify adobe's strengths

what people are saying:

By running 640 data points through a machine learning-based Python package, our sentiment analysis found that Adobe has a positive brand reputation, stemming from its widely used Creative Cloud. This comprehensive package of creative tools positions Adobe as a leader in enabling users to craft meaningful content. In contrast, Adobe Experience Cloud for Advertising currently lacks awareness as a new bundle of existing products. As an established, reputable brand, Adobe has the opportunity to leverage its recognition to establish Adobe Experience Cloud for Advertising as a leader in the adtech landscape.

what adobe offers:

omnichannel

Adobe Experience Cloud for Advertising enables the creation of a cohesive experience across channels typically siloed such as DSP, Search, TV, Audio, and OOH.

62% of our interview respondents value cross-screen integration as a top priority in advertising strategy, so it would be a compelling feature in an awareness campaign.

customer journey management

The interconnection among audience insights, campaign performance, and creative management facilitates the delivery of personalized content at each customer touchpoint.

90% of our survey respondents prioritize the ability to communicate the right message to the right people. Adobe's integration of products allows for effective targeting and would be a differentiating factor in an awareness campaign.

artificial intelligence

Adobe Sensei automatically recommends budget distribution across the media mix based on forecasted performance and creates personalized ad templates.

84% of businesses identify AI as a strategic priority for sustaining competitive advantage. Adobe Sensei allows brands to improve campaign performance and should be highlighted in an awareness campaign.

independence & transparency

Adobe Experience Cloud for Advertising offers complete campaign performance metrics and media buying optimization, without doubling as an ad space seller.

Although independence and transparency are highly valued, 66% of our interview and survey respondents view it as a secondary concern. These attributes are more impactful further down the marketing funnel, and thus should not be emphasized in an awareness campaign.

brand safety

Adobe fosters brand integrity by supporting proprietary technology and third-party integrations that ensure quality ad placement.

77% of business professionals we surveyed view brand safety as a core concern when purchasing adtech. While a top priority, brand safety becomes more relevant during the later stages of the buyer's journey and is not a driving force in an awareness campaign.

key takeaway:

By leveraging Adobe's unparalleled omnichannel platform that combines AI power and customer journey management, businesses can create holistic campaigns with deeper insights into customer profiles to achieve their advertising goals.

strategy

to better connect with the consumer



Vision Leaders (C-Suite Executives) lead overall business strategy and marketing vision for their company with the ultimate goal of maximizing company performance. They establish a competitive advantage by implementing innovative adtech platforms.

- Result-driven:** Require data that proves a platform's effectiveness for achieving company-wide goals and ROI
- Company reputation:** Must trust the product's brand and quality to consider investing in it
- Ease of implementation:** Desire seamless platform integration with the company's legacy systems



Decision Makers (Director-Level Positions) who manage a variety of teams at enterprise companies and media agencies share similar values and information sources when they look for adtech platforms. They ultimately determine which solution to use and facilitate its implementation.

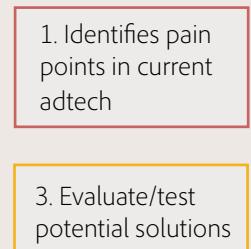
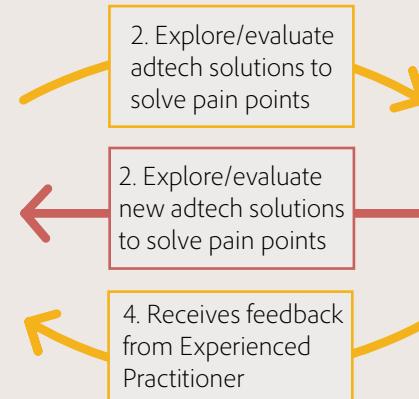
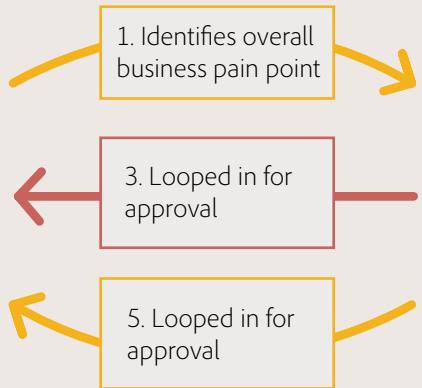
- Effective targeting:** Prioritize optimizing advertising budgets to reach key target audiences with the right message
- Result-driven:** Want to see data supporting an increase in ROAS and KPI achievement to justify adtech purchase
- Product versatility:** Need a wide range of performance capabilities to streamline tasks



Experienced Practitioners (Non-Entry Level) are a subgroup of general practitioners who are direct, daily users of the adtech platform. Their substantial experience with adtech gives them the authority to recommend new platforms based on observed pain points of the current system.

- Range of tools:** Value a collection of tools that improves their daily efficiency and delivers positive campaign metrics
- Effective targeting:** Focus on accurately targeting and understanding audiences to improve campaign performance
- Clean interface:** Depend on the simplicity of the platform to maximize efficiency

mapping the purchase decision:



Decision Makers act as the intermediary between the other personas, so they have the highest engagement throughout the buyer journey.

Experienced Practitioners are proactive about giving feedback and can influence decision-making, whereas non-experienced Practitioners are not likely to be included in the decision flow.

Vision Leaders are more difficult to reach because they value immediate network recommendations over information from external sources.

Our target demographic will consist primarily of Decision Makers and Experienced Practitioners in companies that spend more than \$1M annually on digital advertising. They have the greatest impact on adtech considerations, making them the most relevant audiences to target in an awareness campaign.

We therefore advise 55% of our campaign executions to be directed towards Decision Makers, 35% towards Experienced Practitioners, and 10% towards Vision Leaders.

a single-minded proposition

make every interaction matter with Adobe's synergistic solution

Adobe Experience Cloud for Advertising transforms the way brands reach their customers by better identifying who they are, where to find them, and how to subsequently tailor the campaign's message to most effectively interact with them. Only by combining audience, analytics, and creative management among all paid digital media channels in Adobe's synergistic solution can brands fully optimize campaign performance with tangible results that back their investment.

"make every interaction matter"

effective targeting

Decision Makers and Experienced Practitioners aim to effectively identify audiences' unique and targetable characteristics for tailored advertising experiences.

result-driven

Decision Makers' objectives are two-fold: achieve KPIs while optimizing their spending. They need proof of return on advertising spend for their superiors.

Adobe Brand Reputation

Linking Adobe's name to Experience Cloud for Advertising throughout the campaign will create instant brand recognition and innate trust in the product's quality.

"synergistic solution"

omnichannel

By forging interactions across touchpoints in Search, TV, Out-Of-Home, Display, Audio and Video, the platform creates a unified message across channels.

customer journey management

The comprehensive set of products, from creative management to analytics, integrates and exchanges data across the bundle. This interconnectivity creates the most holistic campaign on one clean interface.

artificial intelligence

All of this is powered by Adobe Sensei, which improves campaign planning, activation, and management through real-time automation.

The AI-powered cooperation between omnichannel capabilities and customer journey management positions Adobe Experience Cloud for Advertising as **a synergistic stack that is stronger together than separate**. The exchange of information across the platform fosters a unique iterative process that offers more accurate targeting with time. Our campaign will effectively communicate how Adobe Experience Cloud for Advertising revolutionizes the way brands bring advertising campaigns to the best audiences.

creative strategy

Our creative speaks directly to the digital age marketer who longs for an integrated omnichannel platform that combines all of their siloed workflows at every stage of their campaign — from planning to measurement and everything in between. Adobe understands that the digital age advertising landscape is challenging to navigate seamlessly, but Experience Cloud for Advertising clears the way for businesses to segment, target, and deliver better than ever.



The word "pitch" immediately signals this is a campaign for businesses and brands.

the interpretation

From idea inception to end delivery, Adobe Experience Cloud for Advertising powerfully connects all the necessary capabilities along a marketer's journey into one effective and seamless platform.

the connection

Whether it be the C-Level vision leader or the buy-side daily practitioner, Adobe's adtech solution adds value for everyone within the marketing team, not to mention for the company brand itself.

the execution

At a high level, our campaign introduces new top-of-mind product awareness and balances that at an informative low level with engaging opportunities to explore Experience Cloud for Advertising's inner workings.

journey down the awareness funnel

Goal: We will guide the target audience from awareness of Adobe's newly bundled product portfolio to recognition of Adobe Experience Cloud for Advertising as the top adtech solution through an integrated, omnichannel media strategy.

1. perception

The first stage of our media strategy will raise awareness of Adobe's presence in the adtech space. Strategically placed out-of-home, social media, podcast, and native advertisements will capture the target market's attention, piquing their interest in Adobe's newest product offering and driving them to seek more information about its features.

2. understanding

In the second stage, our target audience will be able to gain a deeper understanding of Adobe Experience Cloud for Advertising. Videos and trusted influencers on various platforms will demonstrate the product's unique features, and engaging event marketing will promote earned media coverage that spotlights Experience Cloud for Advertising and its benefits.

3. recognition

The last stage will leverage Adobe's existing resources to affirm our target market's recognition of Adobe's role as the top adtech provider. Interested Decision Makers and Vision Leaders can provide their contact information at events or through LinkedIn lead-generation forms for access to exclusive webinars, white papers, and other Adobe Experience Cloud for Advertising content.

KPIs

2%

increase in
unaided awareness

top 3
share of voice
for earned media

50k
website
visits

10k
contacts

ooh

the ubiquity of hands

Because 90% of adults notice some form of outdoor advertising, out-of-home can raise awareness of Adobe Experience Cloud for Advertising, especially among commuters who comprise a sizable portion of our target audience. OOH advertising also seamlessly integrates with online media channels, as 33% of B2B audiences look up information online after seeing an out-of-home advertisement.



From the navigation of a mouse cursor on a buy-side platform to the final business-affirming handshake, a multitude of hands touch an ad campaign as it progresses down the marketing funnel. For OOH executions, we will use a design motif centered around hands that embodies our creative strategy to illustrate and humanize the interconnected relationship of roles involved within a campaign before its final connection with the end consumer.



billboard: first impressions



Based on our hand motif, our billboards represent how Adobe adtech enables marketers to land the right impressions with their target audience.



elevator: lofty goals



Our iconic elevator ads represent the two sides of our creative strategy coming together in a Michelangelo-esque connection. Inside, we call attention to the omnichannel and analytic capabilities of Adobe adtech.



subway/bus: commuter traffic



Subway and bus ads perpetuate the hand motif to demonstrate Adobe's role in connecting businesses and their consumers through focused advertising.



Throughout our campaign, we will place advertisements on subways, buses, billboards, and elevators in 9 U.S. cities with a high concentration of media and advertising agencies, as well as our audience of Vision Leaders, Decision Makers, and Experienced Practitioners.

guerrilla

out of home and on the go

change is brewing

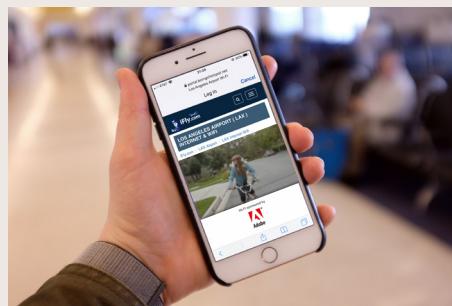
Our coffee cup guerrilla execution will target individuals in advertising and media industries. These cups will utilize heat-changing paper to reveal key product features of Adobe Experience Cloud for Advertising, also representing Adobe's transformative and creative properties. We will collaborate with 55 independent coffee shops in financial districts and office-heavy areas of seven U.S. cities with a notable industry presence, such as Los Angeles, San Francisco, and New York City. The branded cups will



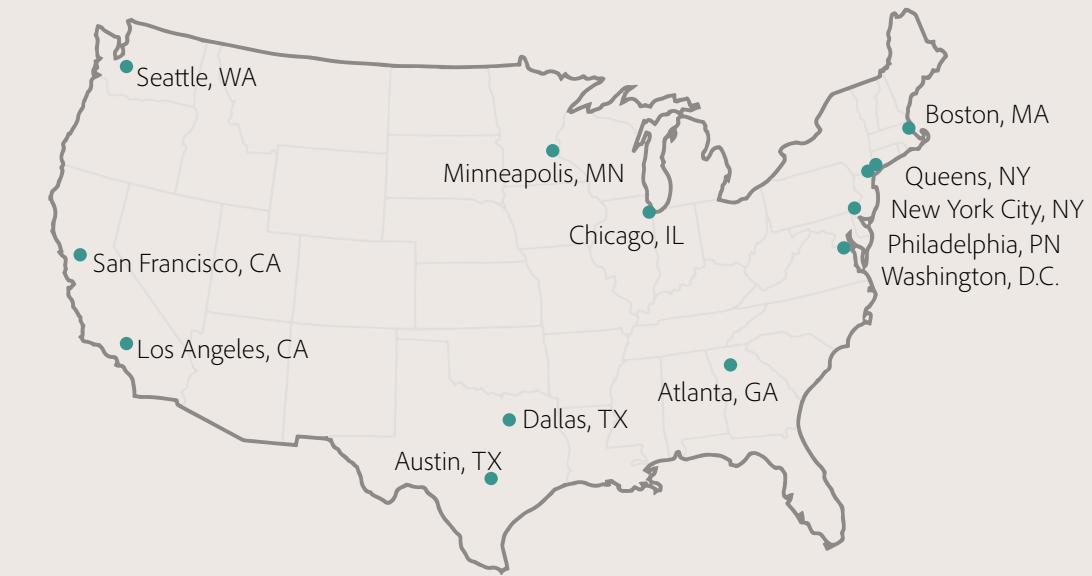
capture the attention of Decision Makers and Experienced Practitioners in a business-related setting and maintain top-of-mind awareness about Adobe Experience Cloud for Advertising.

campaign flight

Our airport WiFi sponsorship, which requires guests to watch our unskippable 30-second commercial to gain network access, will reach business frequent flyers who are part of our target demographic. According to Nielsen data, 52% of business frequent flyers recall airport ads and 45% take action, such as visiting a website, based on those ads. This sponsorship will command our target demographic's attention in airport waiting times, increase unaided awareness of Adobe's product and drive visits to Adobe's website. We will focus on airports



in top business, tech, and marketing cities during peak travel times — November and December — in order to reach our target demographic even as they travel away from home.



billboards

New York City, NY
San Francisco, CA
Dallas, TX
Atlanta, GA
Washington D.C.
Los Angeles, CA

elevators

Los Angeles, CA
Washington, D.C.
Dallas, TX
San Francisco, CA
Atlanta, GA

subways

Atlanta, GA
Los Angeles, CA
Chicago, IL
Queens, NY
San Francisco, CA
Seattle, WA
Boston, MA

buses

Boston, MA
Los Angeles, CA
Washington, D.C.
Atlanta, GA
Chicago, IL
Philadelphia, PA

coffee cups

Los Angeles, CA
New York City, NY
San Francisco, CA
Atlanta, GA
Chicago, IL
Minneapolis, MN
Austin, TX

airport wifi

ATL- Atlanta, GA
LAX- Los Angeles, CA
ORD- Chicago, IL
JFK- Queens, NY
SFO- San Francisco, CA
SEA- Seattle, WA
BOS- Boston, MA

mobile

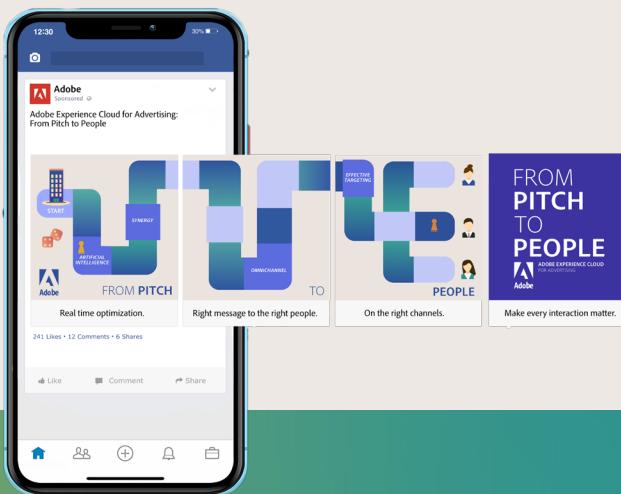
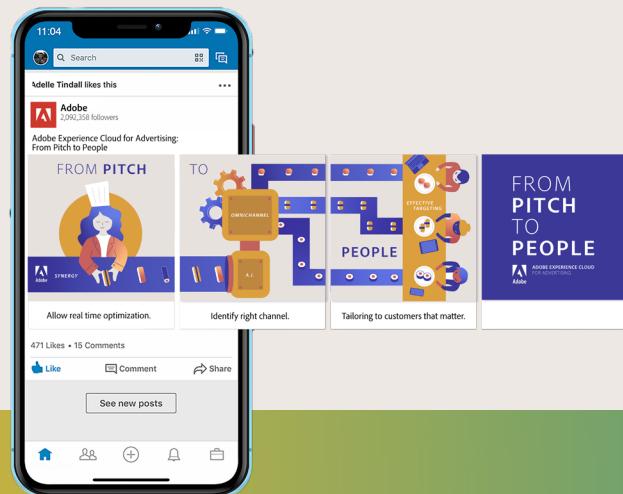
(don't) get off your phones

Today, over 51% of time spent online is through smartphones. Our target market is no exception — 80% of B2B buyers are using mobile at work, and mobile ads drive over 40% of revenue in leading B2B organizations. Based on this data, mobile advertising will be key in capturing attention and curiosity in multiple online settings.

step-by-step:

Our carousel ads are high-level images of Adobe adtech's process, highlighting key product features that make its targeting the most effective in the industry.

With a 10x higher click-through rate than static ads, carousel ads' dynamic format is ideal for raising awareness and generating website visits. We will optimize our ad spend by A/B testing the two carousel ads below at the beginning of our campaign to identify the version that delivers the best results for raising awareness and driving website visits.



podcast: a click away

Our podcast ad will hook listeners by highlighting the difference between marketing with and without Adobe. It emphasizes Adobe adtech's unparalleled ability to boost ad engagement by targeting the right users on the right platforms. By sponsoring podcasts on topics like business, marketing, entertainment, and news, our ads will target listeners who are proactively learning about the latest news in their industries of interest. 73% of podcast listeners are Decision Makers, so podcast ads catered to specific listener profiles will inform our target demographic of Adobe Experience Cloud for Advertising and encourage them to learn more about its benefits.

facebook carousel ads

Facebook has over 140 million users that fall into our target demographic based on age, job, industry, and interests, and Decision Makers spend 74% more time here than on other platforms. Using Facebook will maximize our mobile reach, effectively increasing unaided awareness for Adobe Experience Cloud for Advertising.

linkedin carousel ads

LinkedIn is also an exceptional resource for reaching our target demographic, with over 40 million users being Decision Makers. Since 50% of social media traffic driven to websites and blogs comes from LinkedIn, carousel ads on LinkedIn will generate interest and lead Decision Makers and Experienced Practitioners to seek more information on Adobe's website.

surfing the net, making waves



through the looking glass

Programmatic ads will allow us to deliver the most compelling messages to Decision Makers, Experienced Practitioners, and Vision Leaders across many digital platforms. These personas will be served ads based on the content they are viewing, as well as their user data such as age, income, employment or browsing history, creating a cost effective yet highly personalized advertising experience for our target audience. This specific ad targets Decision Makers by conveying Adobe's effective targeting capabilities, analytics, and AI.

industry publications:

93% of B2B consumers want to view ads that educate, rather than sell them on a product. Our campaign will use native advertising, branded content, and some programmatic ads in various industry publications to pique interest and promote awareness of Experience Cloud for Advertising among our target audience.

ADWEEK

Why: 2M monthly unique digital viewers are Decision Makers, and research shows AdWeek is the most influential advertising publication

What: Topic Sponsorships on "AdTech and MarTech" vertical

BUSINESS INSIDER

Why: 22.6M readers are Vision Leaders or Decision Makers

What: Sponsored articles and programmatic ads

RETAIL DIVE

Why: 207,570 monthly digital viewers are retail directors or higher-level executives

What: Sponsored articles and editorials about Adobe's presence at key industry events

AdAge

Why: 1.3M monthly unique viewers are C-Suite level marketing executives and practitioners

What: Run-of-site programmatic ads

TRAVEL WEEKLY

Why: 566K monthly unique site visitors, including travel industry executives

What: Run-of-site programmatic ads

pressing play, giving pause

Since 46% of B2B technology buyers purchase a product or service after viewing video content, our campaign will leverage digital video platforms to inform and captivate our target audience. The unique audio-visual characteristics of video ads will emphasize the brand association between Adobe and Experience Cloud for Advertising, while the selected video platforms will reach our target audience in both business- and entertainment-related digital environments to drive awareness and further exploration of the product on Adobe's website.

a deeper look

15-second Facebook and YouTube videos

Each of the three videos in our informational series will highlight a different feature of the Adobe Experience Cloud for Advertising: its innovative AI, unique omnichannel capabilities, and Customer Journey Management. The end of each video will emphasize the importance of using all three as a bundle.

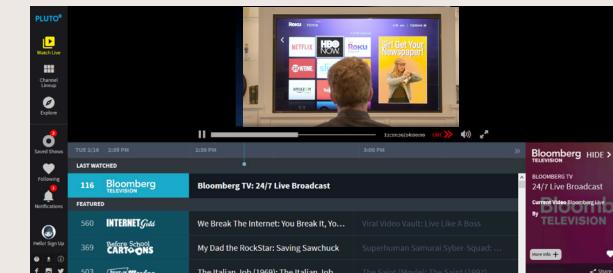
On Facebook, mid-roll ads have a completion rate of over 70%, making 15-second mid-roll video placements ideal for introducing the features of Adobe Experience Cloud for Advertising. YouTube is similarly effective at increasing awareness and driving website visits from Decision Makers because 89% of U.S. adults use the platform and 65% of senior executives visit the website related to YouTube video content they viewed. As such, our 15-second video ads will both educate Decision Makers on specific Experience Cloud for Advertising capabilities and ensure top-of-mind brand awareness of Adobe as the leading adtech provider.



all the right channels

30-second Hulu and Pluto TV videos

Our commercial illustrates the personalized relationship that Adobe adtech can help businesses achieve with their consumers. Showing several targeted ads through different digital channels, this story demonstrates Adobe's advanced omnichannel capabilities when coupled with audience data, analytics, and AI.



To better reach cord-cutters who fall into our target demographic, our commercial will run on Hulu and Pluto TV, two rapidly growing streaming platforms that have added a combined 14 million subscribers in 2019 alone. We will reach our viewers beyond a traditional B2B campaign context by targeting income, age, and content interests on both platforms, personalizing their ad-viewing experiences as they watch free streaming on various devices. Our unskippable 30-second ad will expose audiences to the full breadth of Adobe Experience Cloud for Advertising's capabilities and encourage them to navigate to the website through a direct link.

hulu pause ads

Pause ads on Hulu appear when viewers take brief breaks from their content. With the ability to increase ad lift by 68%, pause ads will unobtrusively remind viewers of Adobe Experience Cloud for Advertising.

influencers

in their opinion

Influencers play a critical role in the SaaS buyer journey because 90% of Decision Makers initiate their purchasing process by researching opinions from industry experts and peers. Partnering with various reliable marketing and technology-related micro-influencers, our campaign will provide in-depth information about Adobe Experience Cloud for Advertising's functions and benefits to our target audience on LinkedIn and Twitter. LinkedIn is particularly effective because 85% of B2B buyers have used LinkedIn to share and discuss business content, while 53% of executives reported that they use Twitter regularly.

larry kim

CEO and Founder of Mobile Monkey and Wordstream
Twitter: 787.4K Followers



neil Patel

CEO of Neil Patel Digital,
Forbes Top 10 Marketer
Twitter - 350K Followers
LinkedIn - 397K Followers
YouTube - 549K Subscribers



nicholas thompson

Editor in Chief of WIRED Magazine
LinkedIn - 1.4 M Followers
Twitter - 113.7 K Followers



Reasoning: Recognized as an industry expert for his articles on marketing tools and tips

Action: Generate original articles about Adobe Experience Cloud for Advertising

Outcome: Educate target demographic, drive brand awareness and website visits

Reasoning: High engagement rate for content on YouTube, Twitter, and LinkedIn

Action: Produce a short educational video highlighting targeting capabilities

Outcome: Increase awareness and facilitate contact collection by directing viewers to sign up for an Adobe webinar

Reasoning: Respected marketing and technology journalist with popular daily webseries "Most Interesting Things in Tech"

Action: Produce a video showcasing AI capabilities of Adobe Experience Cloud for Advertising

Outcome: Compel Vision Leaders and Decision Makers in his LinkedIn following to learn more about the other product functionalities by signing up for a deep-dive Adobe webinar

a coffee chat with mark cuban

Entrepreneur & Investor,
Host of SharkTank
LinkedIn - 5.6M Followers
Twitter - 7.7M Followers



We will host a coffee chat with Cuban in Adobe's Los Angeles office, which is free to attend for individuals who register with official company emails. With Cuban's wide-spread popularity across many industries, advertising this event on his social media will appeal to our target demographic and encourage them to attend. With multiple television and speaking appearances on his resume, Cuban would effortlessly facilitate engaging dialogue about Adobe adtech's abilities and how the platform would be a wise investment for businesses.

informational deep dives

To ensure that Adobe Experience Cloud for Advertising stands out as the top adtech solution across all industries, our campaign will present Adobe as a partner at large-scale conferences throughout the United States. At these conferences, Adobe will directly target a wide group of industry professionals in marketing and advertising, retail, finance, and entertainment to demonstrate Adobe's investment in being their comprehensive adtech provider of choice.

inner machinations

80% of marketers state that they want to use integrated marketing and adtech from a single vendor. Adobe will present itself as the leading provider of an integrated adtech solution by making its presence known as a sponsor at marketing and advertising-based conferences.



At these events, a live Rube Goldberg machine will showcase how the different components of Experience Cloud for Advertising work in tandem to produce the Adobe adtech experience. While the machine is in motion, a speaker will describe in detail how each component functions. Attendees will later be retargeted with Facebook or LinkedIn carousels depicting a Rube Goldberg machine.

adapted screenplays

At events for industries with large B2C-focused advertising budgets, Adobe will host an engaging activation showcasing the power of Experience Cloud for Advertising and its integrations with AI and creative templates. Adobe's booth will host an interactive terminal in the foreground connected to physical mock digital platforms in the theater behind it.



The entire system will come pre-loaded with creative of hypothetical companies within the same industry. On the terminal, guests will be able to select audience segments to target and the stage of the marketing funnel during which the ad will run. The theater in the background will subsequently show the resulting creative messaging on the most impactful media platforms to target that audience.

MarTech East	AdExchange Industry Preview	Mobile Growth Summit	NRF's BIG Retail Show	AI in Finance Summit	Variety's Entertainment and Technology Summit
When: October 2020	When: January 2021	When: February 2021	When: January 2021	When: September 2020	When: September 2020
Where: Boston, MA	Where: New York City, NY	Where: San Francisco, CA	Where: New York City, NY	Where: New York City, NY	Where: Los Angeles, CA
Why: Provides insights on current intersections between marketing and technology, while presenting optimal marketing strategies to over 1,000 attendees	Why: Previews the latest adtech to over 800 attendees and demonstrates how companies can use the technologies to reach their marketing goals	Why: Connects over 1,000 mobile growth and brand marketing professionals to discuss new marketing strategies	Why Retail: Retail industry accounts for over 20% of total digital ad spend in US	Why Finance: Frontrunners in financial services industry achieve better business outcomes with AI technology	Why Entertainment: Media and entertainment industries have the fastest rising rate of digital ad spend
			Why Event: 40,000 retail professionals attend. Adobe can build off interest and attention gained for its adtech at NRF 2020	Why Event: Adobe's technology exemplifies the implementation of AI to drive better results	Why Event: Adobe's product aligns with integrated marketing tech presentations for Entertainment

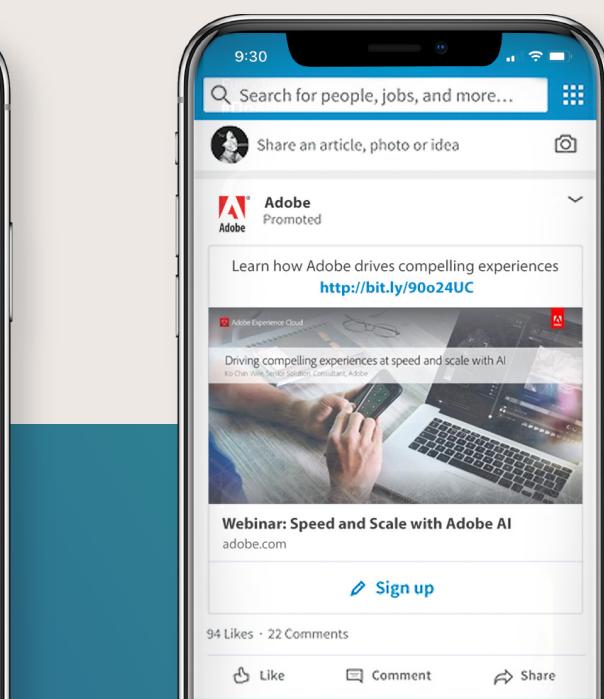
ugc, lead gen, earned media

leveraging current resources

By leveraging Adobe's existing resources, our campaign will encourage in-depth exploration of Experience Cloud for Advertising and affirm Adobe's position as the top adtech provider. We will utilize social media to draw attention to valuable content like webinars, white papers, and Adobe Summit and acquire contacts from interested individuals who engage with these resources.

bye-bye bad ads

To inspire comical user-generated content, Adobe will start the hashtag #DoAdsBetter on Twitter. Users will post photos of poorly targeted ads and can enter a raffle to win a free trip to Adobe Summit 2021 by submitting their post on the Adobe website with a valid company email. The user-generated content sparked by this viral hashtag will spread awareness and emphasize that Adobe adtech excels at effective targeting, while the raffle component will generate viable contacts.



linkedin lead generation forms

LinkedIn's lead generation forms will serve as an effective platform for gathering client contacts, considering that 80% of social media B2B leads come from LinkedIn. The target market will input their information in order to access Adobe's exclusive adtech webinars, white papers, and other existing content via LinkedIn's streamlined lead-gen ads that auto-fill with profile data.

earned media & pr

We will reach out to media contacts writing for 14 reputable publications in order to generate earned media coverage of Adobe's adtech product, campaign, exclusive industry-specific content, and presence at relevant events and conferences. Nielsen data shows that 83% of potential customers trust digital word-of-mouth more than content produced directly by advertisers, so the third-party, objective accounts of Adobe and its new adtech experience will place Adobe in the top three for share of voice for earned media.



peak performance

enter the cloud

Up until this point, our campaign has been working to drive awareness and excitement around Adobe's adtech. The entire campaign will culminate with our experiential activation at Adobe Summit that gives guests the opportunity to physically navigate Experience Cloud for Advertising.

The experience is centered around two brainlike hemispheres that represent Advertising and Analytics Cloud, the main clouds interacting in the Adobe Experience Cloud for Advertising bundle. Adobe Sensei's artificial intelligence sits at the core of the activation, demonstrating how it powers the entire integrated system. By exploring the exhibit, guests can learn more about how AI branches and powers the other parts of Experience Cloud for Advertising. Throughout the entire experience guests will also find monitors presenting information on the product and various examples of client case studies.



flowchart



micro KPIs: evaluating executions

Our various executions will utilize different key performance indicators in order to track their relative successes. Total audience count, click-through rate, and total contacts received will determine if each specific execution is accurately reaching the intended audience. Because Adobe Experience Cloud for Advertising can provide data analytics across various marketing channels, we will use it to aggregate all KPI measurement tools, allowing us to track our campaign's performance through a single platform.



total audience

- Podcasts
- Streaming Video Ads
- Branded Content
- OOH
- Guerrilla (Coffee Cups)



click-through rate

- Programmatic Display
- Social Media Display
- Influencer-Sponsored Videos
- Social Media Videos



contact

- Events
- UGC
- LinkedIn Lead Gen ads

mid-campaign evaluation:

We will perform a mid-campaign evaluation to determine whether we are effectively achieving our objectives.

Using **Adobe Analytics**, we will identify which social media ads are showing higher click-through rates and optimize our ad spend toward better performing versions.

We will also implement **retargeted ads**, which are 76% more likely to be clicked on than regular ads. Retargeting ensures that our target demographic is not only aware of our ads across multiple platforms, but also actively engages with them.

Aside from display ads, we will also be using **various adtech softwares** such as Podtrac for podcasts, Tru Optik OTT Marketing Cloud for streaming video ads, and AdQuick for OOH. These tools will identify if we are accurately reaching our target demographic on other platforms such as podcast and streaming services.

budget

budget and deliverables

We will optimize our budget by allocating 47% toward elevating brand awareness of Adobe Experience Cloud for Advertising, 34% for encouraging deeper understanding of the product, and 18% for driving product recognition. The remainder of the budget will be used for various types of adtech that, in addition to the Adobe products we will use, will contribute to a comprehensive measurement and analysis of share of voice, engagement, and brand perception.

\$4 MILLION BUDGET



	Execution	Cost	Impressions	Website Visits	Contacts
Out Of Home	Billboard	\$271,000	21,600,000	49,680	
	Bus	\$106,000	36,000,000	86,400	
	Subway	\$112,000	24,000,000	57,600	
	Elevator	\$70,000	139,200	334	
	Airport WiFi	\$400,000	4,021,970	96,527	
	Coffee Cups	\$110,000	308,000	15,400	
Mobile	Facebook Carousel	\$105,000	9,375,000	97,500	
	LinkedIn Carousel	\$56,600	9,129,032	43,538	
	Podcast Sponsorship	\$325,000	18,055,556	90,278	
	Online Publications	\$250,000	9,074,554	144,774	
Programmatic, Native, & Branded Content	Programmatic Display	\$61,489	279,495	2,348	
	15s Facebook	\$55,000	137,500,000	107,250	
	15s YouTube	\$55,000	4,296,875	64,453	
	30s Hulu & Pause Ad	\$300,000	9,250,000	173,000	
Video	30s Pluto TV	\$200,000	16,666,667	136,667	
	Larry Kim	\$1,494	787,400	3,543	90
	Neil Patel	\$10,160	403,500	1,816	46
	Nicholas Thompson	\$3,857	756,850	3,406	87
Influencers	Mark Cuban	\$146,400	6,650,000	29,925	763
	Marketing/Advertising Events	\$600,000	4,000		176
	Industry Events	\$600,000	41,000		1,804
	Adobe Summit		20,000		880
Events	LinkedIn Lead Gen	\$100,000	57,143		5,789
	Twitter Contest (UGC)	\$11,000	845,000		21,970
	Earned Media		6,859,810	342,991	
	Adtech Software	\$50,000			
GRAND TOTAL		\$4,000,000	316,121,052	1,547,430	31,606

macro KPIs: campaign success

unaided
awareness:
28%

website
visits:
1,547,430

contacts:
31,606

share of voice:
13%

MQL: 1,551

We estimate that 1,551 contacts will become marketing qualified leads by referencing average contact-to-MQL conversion rates. This movement of potential customers down the marketing funnel marks the success of our awareness campaign.

adtech evaluations:



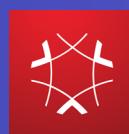
MoZ

Determine organic search and referral traffic for Experience Cloud for Advertising.



Adobe Analytics

Track visits to the Advertising Cloud webpage, as well as monitor customers' pathing, traffic sources, and engagement with the page.



Adobe Advertising Cloud

Analyze engagement and reach for Adobe's new adtech platform across all social media platforms in our campaign.



Brandwatch Analytics

Use its crawler technology to analyze millions of search pages, determining Adobe's share of voice in the adtech industry and conducting sentiment analysis for Adobe Experience Cloud for Advertising.



SurveyMonkey

Conduct product awareness surveys to understand how our target audience perceives Adobe's comprehensive advertising product.