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Doga Cimen



Project 2: Adobe Integrated Campaign



Adobe x Adobe Express

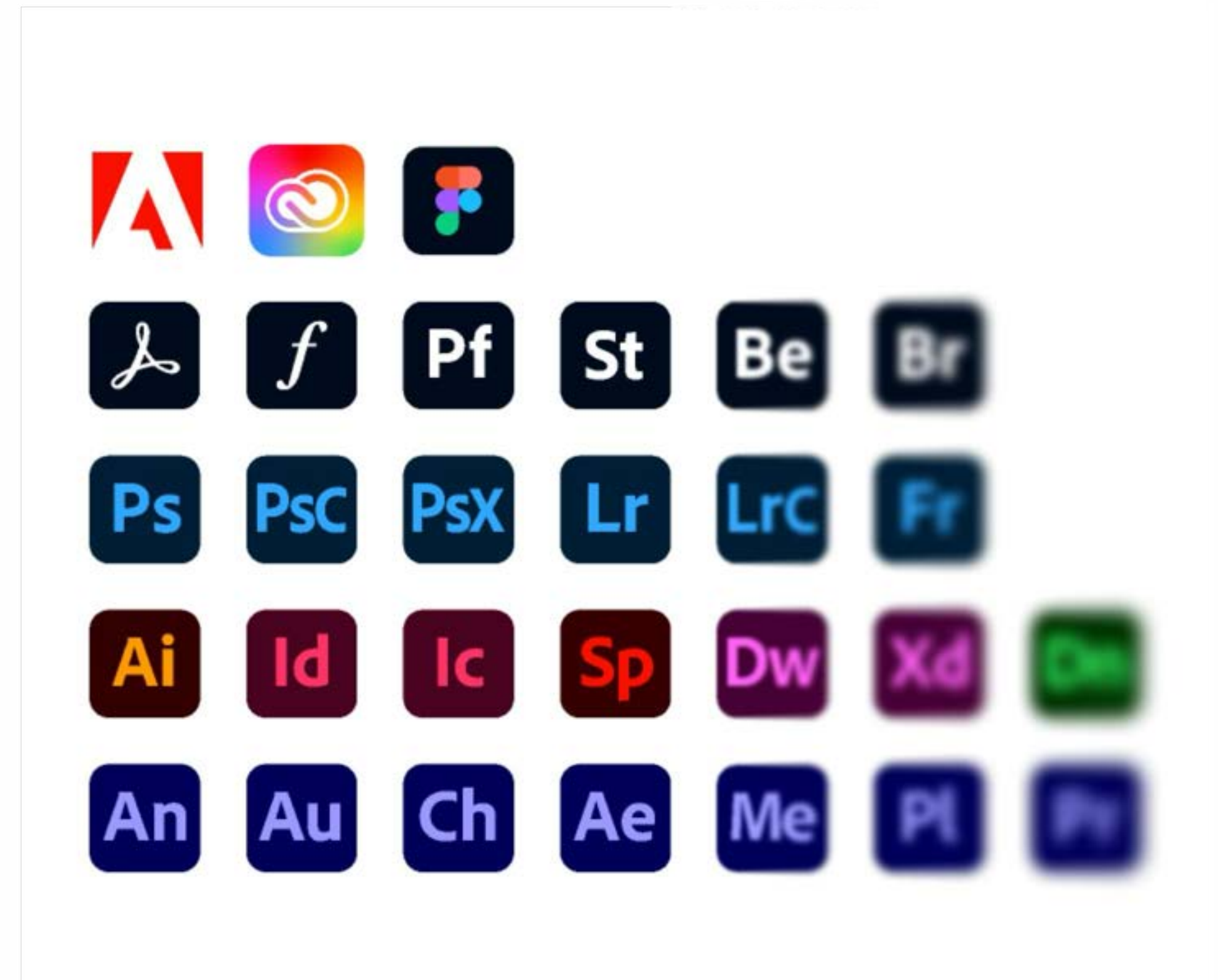
About Adobe

Adobe is a suite of creative tools used to make images, videos, graphics, and visual content, from simple edits to professional, polished work.

Gen Z creates nonstop to express themselves and belong. They use fast, mobile-first tools like Instagram, TikTok, and Canva, quick, messy, aesthetic-first. Adobe Express fits this behaviour naturally as the playful entry point, while Photoshop is where they level up when they want their work to feel real and polished.

They grew up building, mixing, and experimenting with physical toys. That instinct never disappeared. Now they create the same way in a tech-first world: fast, experimental, unplanned, and unafraid.

The stakes changed. The behaviour didn't. They went from building with toys to building with tools.



Adobe x Adobe Express

Adobe

Problem

Adobe is iconic, but Gen Z often sees it as:

too complex

too professional

too slow

Meanwhile, free mobile apps and other competitor editing tools feel:

instant

cultural

low-pressure

made for them

Biggest, Direct-Competitors:

1. Canva
2. Figma (FigJam for quick visuals)
3. VistaCreate

S.W.O.T

STRENGTHS

- Simple, fast, beginner-friendly.
- Adobe-grade quality with no complexity.
- Mobile + browser based.
- Trusted brand.

Weakness

- Low awareness among Gen Z.
- Perceived as "Adobe Lite."
- Templates can feel generic.
- Login friction / Adobe Bias.

OPPORTUNITIES

- Become Gen Z's everyday creative tool.
- Lead users into Adobe's pro ecosystem.
- Deliver subculture-specific packs.
- Help small creators look professional.

THREATS

- CapCut owns TikTok workflows.
- Figma owns the digital UI design market.
- AI Slop template overload in the market.
- Gen Z drop-off if onboarding isn't instant.
- Adobe Bias: "Adobe = for pros."



Adobe x Adobe Express

Adobe

before

THINK/ACT/FEEL

THINK

"Adobe is for professional designers and professionals, not for people like me." **"If I'm just messing around, I don't 'deserve' pro tools."**

ACT

- Stick to free apps
- create outside adobe
- create other forms of content (tiktok, instagram, youtube)

FEEL

Intimidated by Adobe.
Not "legit" enough as a creator.



after

THINK/ACT/FEEL

THINK

"Adobe actually isn't that hard to use",
"Adobe actually fits the way I create"

ACT

- Sign up for Adobe Express.
- Start opening Express projects in Photoshop to refine
- Build an ongoing habit of using Adobe tools

FEEL

Invited, not excluded.
'Legit' as a creator, finally using adobe tools.

GET/TO/BY

GET: 18–26-year-old self-identified creatives who are already making things regularly, but mostly with free/simple tools because they see Adobe as "too corporate", "too pro" or "not for them".

TO: See that the Adobe software can be not scary. And that it's already made for the way they already create, fast, playful, experimental.

BY: realizing that Adobe software isn't scary, that it's already built for the way they create: fast, playful, and experimental.



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Adobe

O1 – Digital Ad Campaign



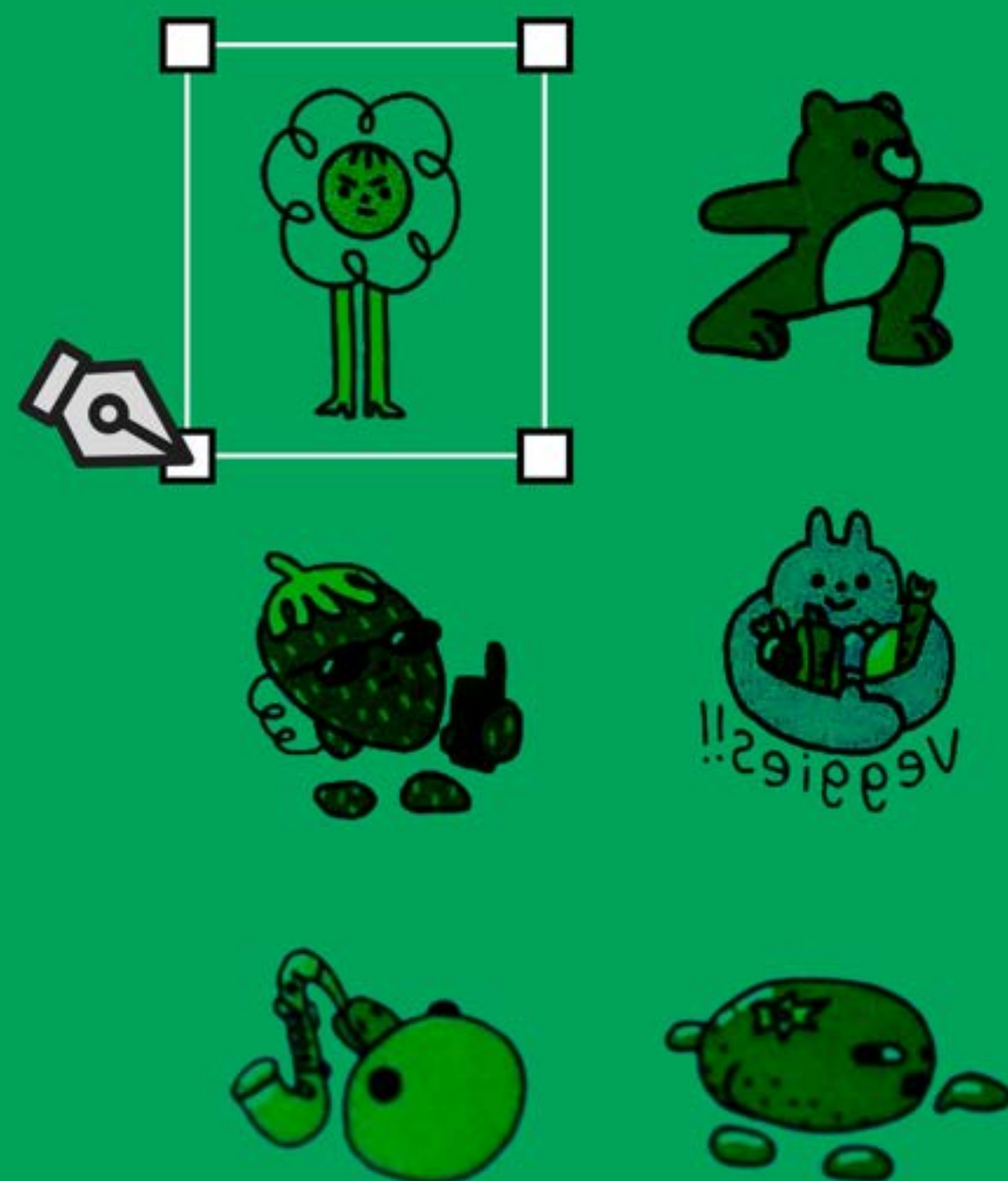
Adobe x Adobe Express

Adobe

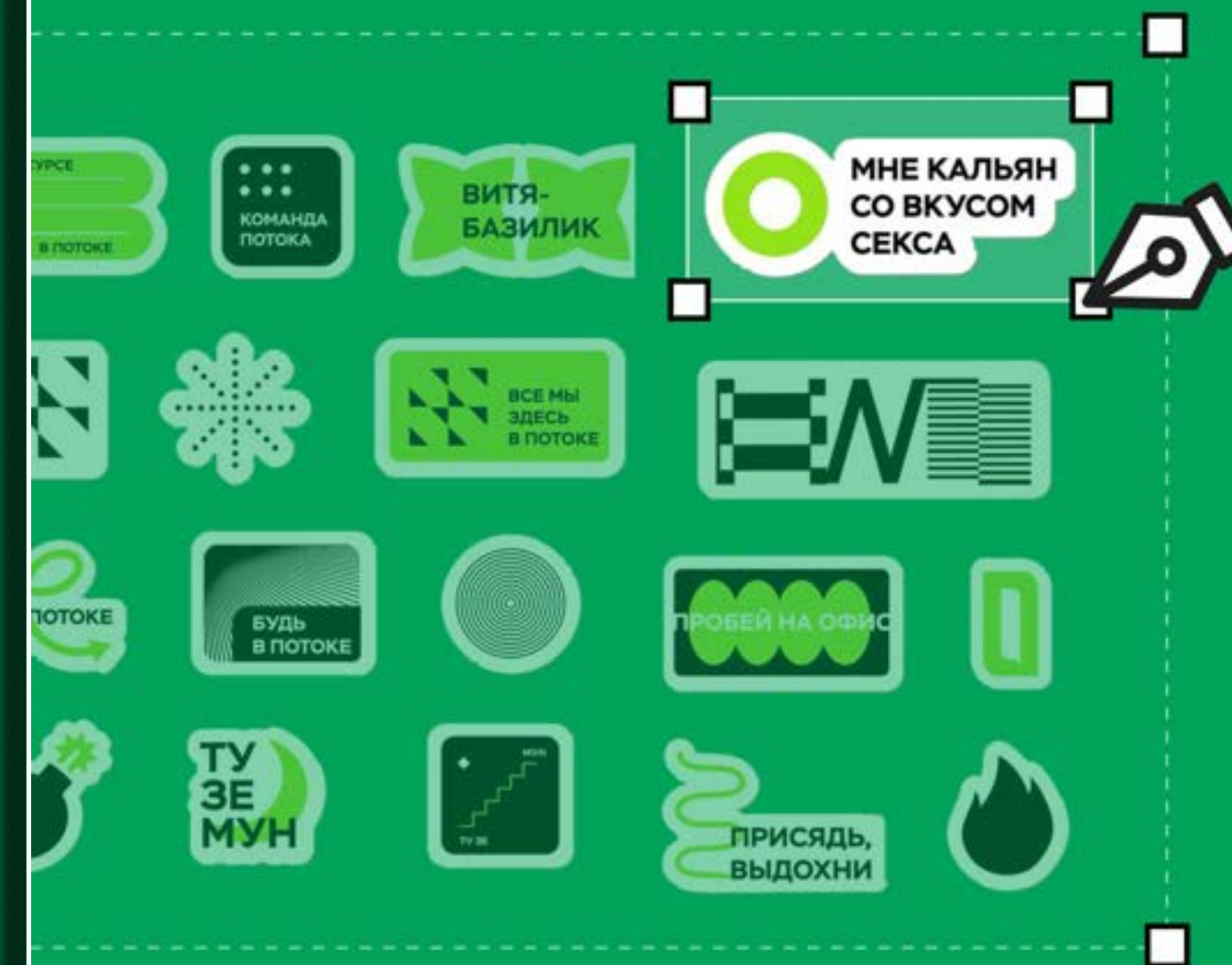
Remember sticker-sheets?



Collecting them, arranging, placing them?



Well, you still do all that.



Just with different tools.

Adobe

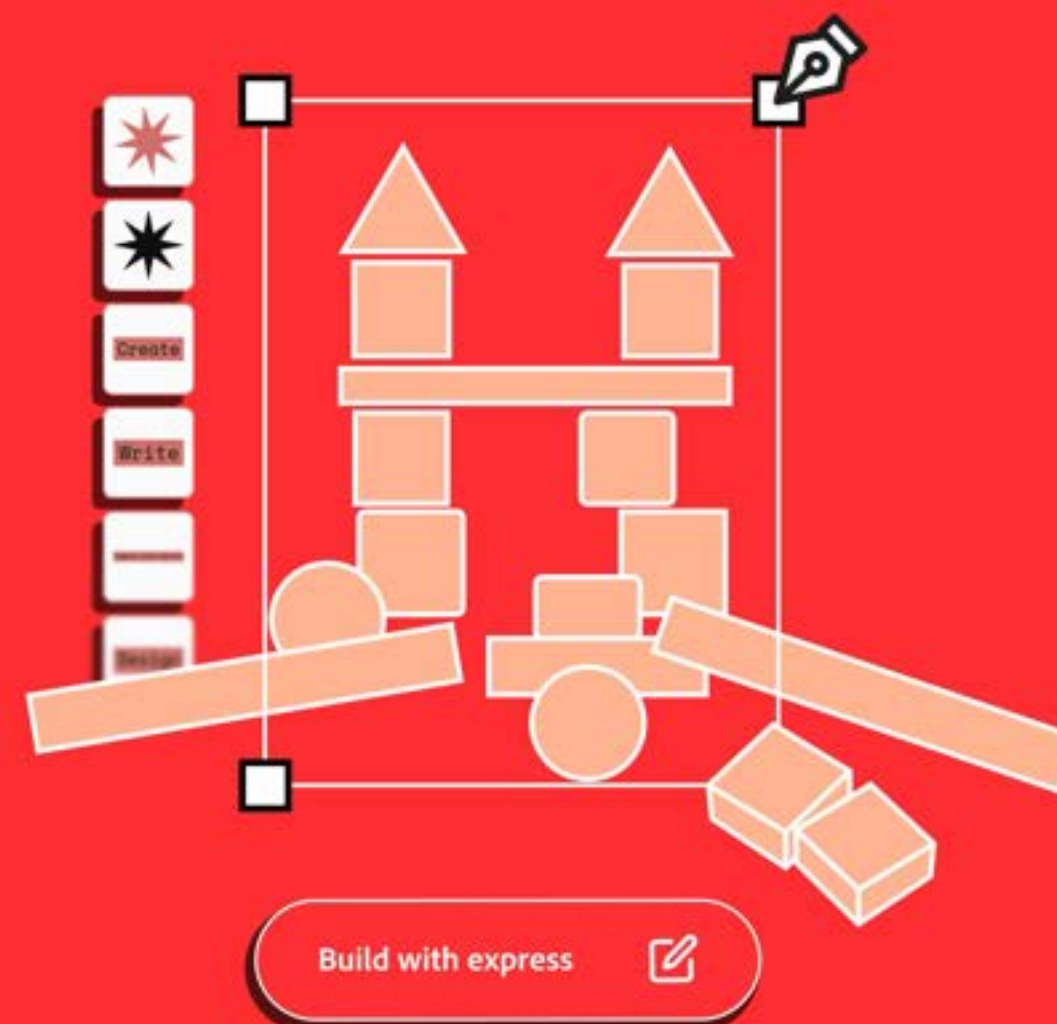


Adobe

Remember building blocks?



Building them, stacking-up, breaking them down and starting-over?



Well, you still do all that.



Just with different tools.

Adobe



Adobe

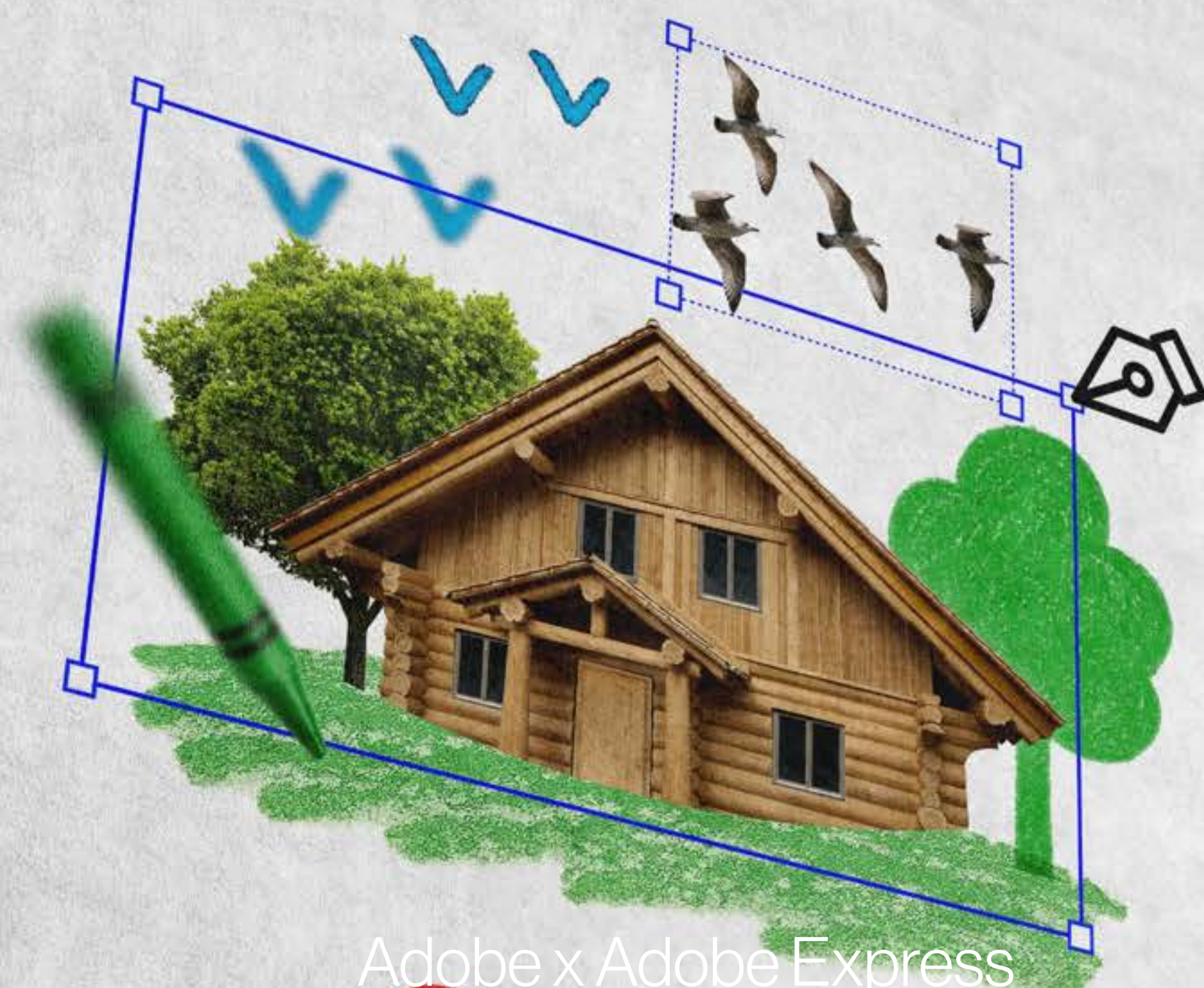
02 - OOH Campaigns



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What you drew then,
you can build now.



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Build with Adobe



Adobe



A playground for
grown-up creatives.

Adobe

Build with express

A playground for
grown-up creatives.



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From stacking
blocks to layers.



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Adobe

03 – Experiential Activation



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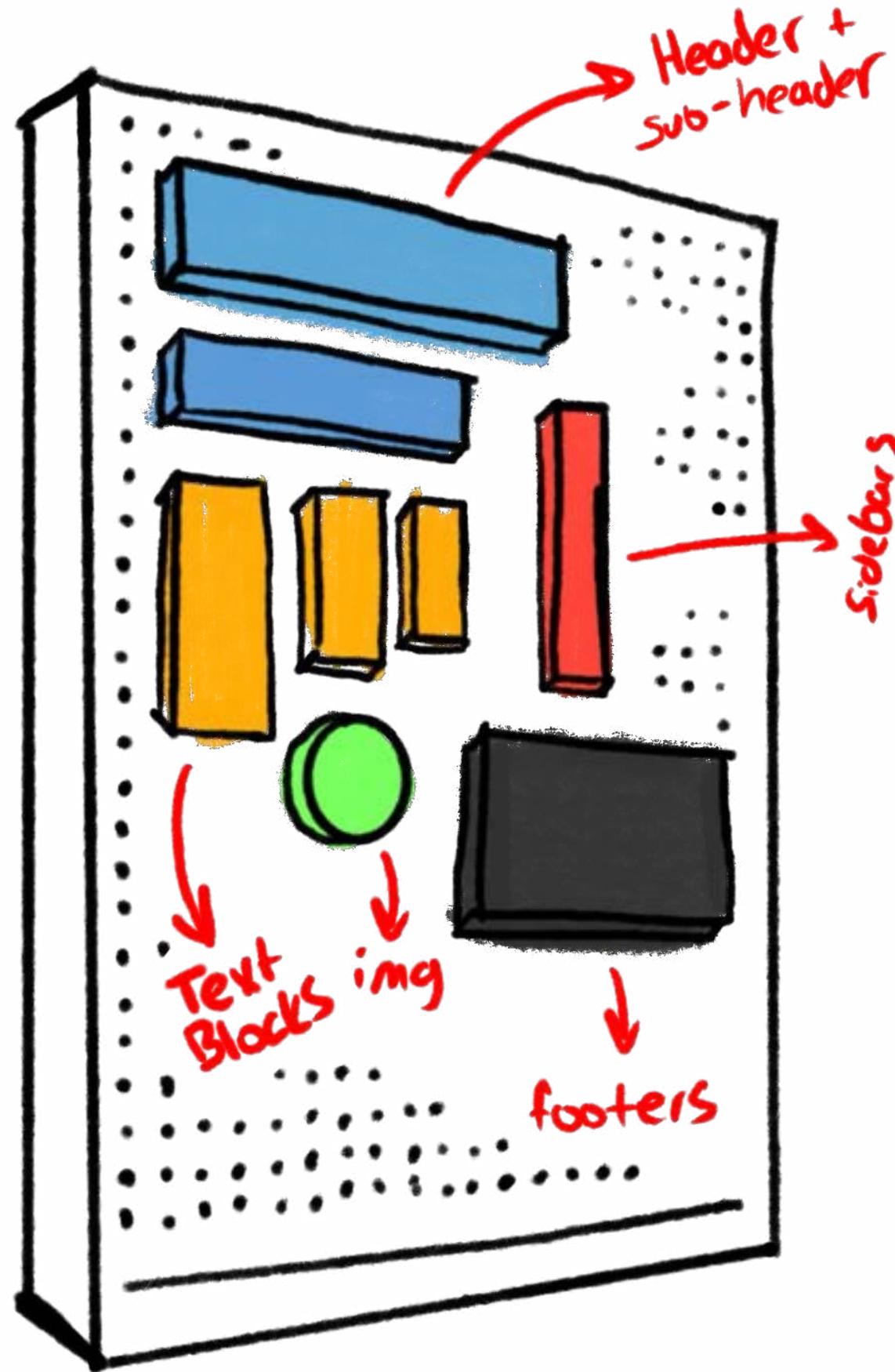
Adobe

Introducing The Playout Wall



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Playout Wall

Playout Wall is an interactive layout playground for all ages, with a core focus on Gen Z.

It's a physical wall where anyone can "build" graphic layouts by placing modular blocks on a grid. Each block represents a different design element: for example, circles stand in for image areas and rectangles stand in for text boxes. Participants are invited to experiment, remix, and arrange these blocks to create their own physical poster layouts.

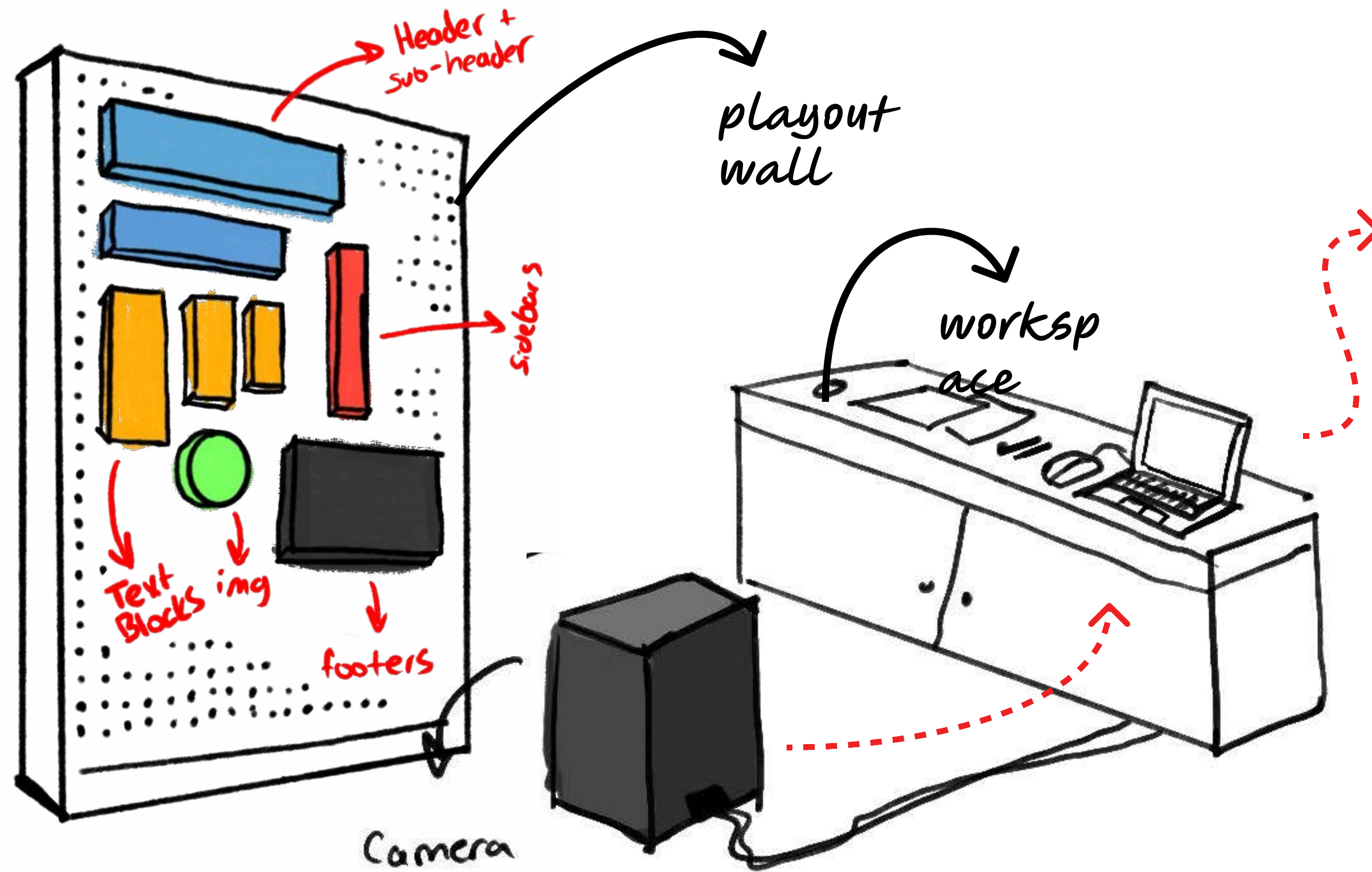
A small camera system then captures the composition and translates it into a "real" digital poster on the adjacent workspace, where the layout is refined in Adobe Express and Photoshop.

In short: you play with layouts on the wall, and Adobe turns that play into a finished poster.



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Generate Poster 



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Thank you.



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