

## Adobe Systems: Adobe CS4 Did You Know?

Source: DMA (US), Leader, ECHO Awards, 2010

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Adobe Creative Suite 4 was produced to enhance the Photoshop package, save time and increase efficiency for creative professionals, web designers and developers. The primary objective was to get late adopters to reconsider CS4. By demonstrating the top 3 features within each of the products, the 'Did you know?' campaign, aimed to show potential clients, aspects of the packages they were unaware of. Using emails and online banners enabled a high degree of engagement with the North American and European target audience and the campaign significantly exceeded revenue forecasts.

G2 Direct & Digital

## ENTRY INFORMATION

**Category:** Retail/Direct Sales

**Country where program ran:** North America and Europe

**Date program started/ended:** August - December 2009

**Product Description:** Adobe Creative Suite 4 software is the essential creative tool that helps creative professionals deliver groundbreaking work in record time. CS4 offers new ways to design and deliver content across print, web, video, and mobile media. Creative Suite 4 includes Design Premium, Web Premium, Production Premium, and Master Collection.

**Advertiser/Client Name:** Adobe Systems Incorporated

## STRATEGY

**Marketplace Challenge:**

The explosion of digital devices and the splintering of communication channels are driving an evolution: from mass communications composed primarily of print offerings and a basic online presence to a more complex combination of measurable digital experiences and intelligently deployed print. Designers are increasingly challenged to deliver ideas in multiple digital media, without disrupting project time lines or exploding budgets. And organizations are evolving to take advantage of new types of communication. Adobe Creative Suite 4 Design Premium delivers time saving features that help designers more efficiently produce the work they do today, while innovative creative tools make it possible to embrace the digital demands of tomorrow. For web designers and developers, Web Premium delivers enhanced prototyping tools, unprecedented live code access, simplified animation creation, and other new features and services that accelerate the on-budget, on-time deployment of standards-based websites and interactive content.

Next, Production Premium gives users everything they need to create high-quality video content at lightning speed. It has dozens of new timesaving features and dynamic creative tools that make creating videos for the web or mobile is just as easy as it is for film or broadcast. As the industry standard in digital imaging, Photoshop is the tool of choice for designers. From image editing and retouching, to comp creation and printing Photoshop provides the power and flexibility required by designers to gain competitive advantage and achieve the highest quality results. And now with Photoshop CS4 Extended designers can get results like never before. With the revolutionary Content Aware Scaling feature, enhanced compositing features like Extended Depth of Field, and the ability to paint directly on 3D content, designers can continue to push the boundaries of digital imaging. In addition to these new creative capabilities, Photoshop CS4 delivers serious time savings through performance improvements including a new more intuitive interface and GPU acceleration. As part of the Creative Suite, Photoshop is tightly integrated with other essential creative tools from Adobe—Illustrator, InDesign, Flash Professional, Dreamweaver, Fireworks, and more. Creativity in less time.

**Target audience:** Both

Creative professionals including graphic designers, art directors, photographers, illustrators, web designers, developers, animators, editors, videographers and special-effects artists. Audience consists of creative professionals and also company decision-makers who make the purchasing decisions for their creative teams. For much of our core audience, the work they do often encompasses more than one job title. Ideas live on multiple platforms. We interact with more screens than ever before. And everything happens fast, often instantaneously. Adobe provides this audience with just the right resources to help them navigate this world.

## **Marketing strategy:**

Generate active consideration of Adobe Creative Suite 4 software among late adopters and drive them to online resources that provided detailed information on the new and enhanced features and work flows in CS5 using targeted messaging. The overarching objective of the "Did you know?" campaign was to help address research findings that customers do not fully understand or appreciate the value of the Adobe Creative Suites. Communications focused the top 3 features within each Suite.

## **Marketing Tactics:**

5-wave targeted email campaign for Shrink customers / prospects 3 Consideration Emails (4 for Master

Collection) calling out specific Point Product features 2 Offer Emails (10% Off Discount & Free Training) 4-wave License email campaign Direct Mail program for Shrink customers / prospects Online banner ads Testing Frequency Test – 3 Consideration emails sent within one week vs. sending one Consideration email per week Subject Line Testing – Done in Frequency Test population to use best subject line in main program a week later. Offer Test – Free Training vs. 10% Discount 1 Feature vs. 3 Features – Test sending one Consideration Email with 3 features highlighted vs. 3 Consideration Emails with 1 feature each DI Pro Test – Compare results of CS messaging vs. core DI programs Unclassified Edge Test – Compare results of sending Design vs. Web messaging to Edge Newsletter Unsubscribes (currently in Unclassified BG)

## CREATIVE

### Creative strategy:

The creative idea was to visually demonstrate the top 3 features within each of the Adobe Creative Suite 4 products. Focus group research conducted indicated that many customers did not fully understand the value of the software and the extent of new capabilities. The campaign addressed this deficiency in awareness by combating perceptions and ultimately motivate customers and prospects to take another look at CS4.



## RESULTS

Campaign Results 4.9MM individuals contacted with 18.9MM communications \$13.9MM in Revenue to date (\$3.2MM Direct) from 19.4K orders, a 0.39% Order Rate NA Direct Mail has \$575K in Revenue after 4 weeks in market and this is expected to increase further 2,264% Overall ROP NA: 4,080%, Europe: 1,500% Email Metrics: NA Open Rates were steady at 13% with the first two Consideration emails and rose to 14% for the third. Consideration 4 was only for Master Collection and had the highest Open Rate at 19% CT Rates ranged

from 0.5% to 0.7% for all waves Order Rate for the three main Consideration waves was 0.04-0.05%. Initial Offer email had a 0.08% Order Rate (\$1.1MM) and the Offer Reminder 0.18% (\$2.7MM). The Non-Responder wave got a 0.11% Order Rate As expected, Trials were also higher for the Consideration waves and dropped off significantly in the Offer waves Europe Open Rates averaged between 15-19% and CT Rates ranged from 0.36-1.46% with the Wave 4 Email having the lowest of both categories. Wave 3 had the highest Open Rate at 19.23% and Wave 2 had the highest CTR at 1.46% The Offer email 2 had the best order rate at 0.19% followed by the Offer Wave 1 and Wave 3 at 0.16% and 0.11% respectively Overall, the order rate was 0.42% and \$6MM revenue was generated at an AOS of \$696 Test Results Frequency Test: A compressed email schedule had minimal impact on Unsubscribes while increasing overall Order Rates by 5% Subject Line Test: In the majority of cases, the winning subject lines' performance continued through to Order Rate and Revenue with a 5-15% lift vs. the next best performer. For the segment this was rolled out to, the estimated gain was \$300-350K in NA. Test Results Edge Messaging Test: Consider shifting Edge Unsubscribes to the Web Design Business Group The Edge Unsubscribes had 19% better Order Rates with the Web version vs. Design version3 Feature vs. 1 Feature Test: Continue with feature specific emails rather than one email with multiple features The group receiving the 3 x 1 Feature consideration stream had a 15% better Order Rate Offer Test: The 10% Discount Offer provided a 6-50% better Order Rate depending on segment DI Pro Unclassified Messaging Test: The DI Pro segments performed significantly better in the Q3 DI Pro Rev Gen programs vs. in the DYK program, though periodic Suite messaging is recommended due to the varied Photoshop user base. AOS?

**Total Cost:** Rollout - 100,000-250,000

## ADDITIONAL REASONS FOR RECOGNITION

The primary objective was to get late adopters to reconsider CS4. The campaign significantly exceeded revenue forecasts and customers/prospects were highly engaged in various Adobe consideration tools:

- 110,000 clicks to [adobe.com](http://adobe.com)
- 11,600 trial downloads in NA and EMEA
- 2,884 OnDemand Seminar downloads in NA and EMEA

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