

## Adobe: Photoshop Live - Street Retouch Prank

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This low-budget campaign helped Adobe promote an event, Creative Days, while presenting the tech firm as an enabler of creativity.

- It was based around a stunt: people waiting at a bus stop were secretly photographed, with these photos then retouched by a Photoshop expert and then displayed on the bus stop's digital billboard.
- A video of their reactions to the prank then gained 11m views on YouTube in three days.

### Campaign details

**Brand Owner:** Adobe

**Agency:** Abby Norm

**Brand:** Adobe Photoshop

**Country:** Sweden

**Industry:** Business & Industrial

**Channels Used:** Live Event, PR, viral, word-of-mouth

### Executive Summary

This low-budget campaign helped Adobe promote an event, Creative Days, while presenting the tech firm as an enabler of creativity. It was based around a stunt: people waiting at a bus stop were secretly photographed, with these photos then retouched by a Photoshop expert and then displayed on the bus stop's digital billboard. A video of their reactions to the prank then gained 11m views on YouTube in three days.

### Campaign background

How do you get the big internet mass to watch what's basically brand promotion, when they can see other stuff that's more fun or is more easily spread virally? The solution – a Photoshop prank.

## Insight and strategy

Using custom built software, a hidden camera crew and the Photoshop artist Erik Johansson, we surprised unsuspecting commuters by secretly photographing them while they were waiting for the bus, and then photoshopped them into amusing situations and implied relationships, the whole process shown in real-time in the bus shelter ad space. We also captured the commuters priceless reactions which ranged from wonderment to sheer laughter.

To spread the film we chose an unconventional media plan; no traditional purchased media. Instead, we aimed for getting the video spread in earned media. Therefore was the film launched only on YouTube. To get a snowball effect, we used the scant media budget of 5.800 euro to engage bloggers to write about and spread the film. To keep the communication linked over different social media, we used the hashtag #CreativeDay.

## Implementation

The film featuring was posted on YouTube on June 7 2013 and shared on Adobe's different Facebook and Twitter channels, as well as on the Photoshop artist Erik Johansson's Facebook and Twitter channel. The event Creative Days went live on June 12 2013, and can still be seen streamed on demand.

## Results

The creative work had a huge effect in the market and reached a lot more people then the originally target of 12,000 online visitors to Adobes live-streamed event Creative Days. In total, the online event got 73,538 unique visitors, a 613 % increase over the 12,000 targets.



With more than 8.3 million views in 3 days is Adobe's film became one of the biggest viral successes ever from a commercial operator in Sweden. More than 20 million viewers in 233 different countries saw the film of the prank

on YouTube. It got world wide media coverage and it was featured on broadcast news media such as CNN, Al Jazeera, Discovery and Fox, as well as influential websites like Gizmodo, Mashable and the Huffington Post.

It **became number one on AdAge's Viral Video Chart** over the world's most viral ads. The film also got 756,338 Facebook shares. In total, the prank reached 180 million people and got a PR-value of over 12 million euros.

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