# Creative Brief

**Adobe**

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**The One Thing**

The transition to the Creative Cloud is aimed to provide Adobe customers with an enhanced set of features and services while eliminating the stress of expensive single product payments.

**Overview**

Six-month Campaign to improve customer loyalty as measured by repeat purchases among its existing Creative Suite customers that have yet to switch to the Creative Cloud. This campaign seeks to increase the cannibalization of the Creative Suite by the Creative Cloud by 50%.

**Objectives**

* Adobe requires a 50% adoption rate in the creative cloud within six-months by Creative Suite customers
* Shift the perception of Adobe’s new business model from “opportunistic & parasitic” to “modern, good for business, better for the creative community”
* Long-term Cost effectiveness of the Creative Cloud
* 1 million paid views on Youtube
* 1 million paid views on Hulu
* 500K aggregate views on: Vimeo, Metacafe, Revver, Blip.tv, Jumpcut, Break.com
* Distinct Attribution Models based on Convertro data that can used to redesign current & future sales & marketing funnels

**Schedule**

* Video must be produced & launched by June 31, 2014
* Every 30 days an analysis of Convertro data to build distinct “Purchase-Attribution Models”

**Budget**

This campaign’s total budget is 275K

* **production budget**: 100K. For a detailed breakdown please view the following link: https://docs.google.com/a/adap.tv/spreadsheets/d/1YWfqNq\_G54FAeVkwDw1Xx90Wo7E1sGdZmNRE3TarZYg/edit#gid=0
* **Hulu Cost**: 1M views @ $45 CPM = 45K, for Hulu’s One-Sheet please view the following link: https://drive.google.com/a/adap.tv/file/d/0B5JwpBJOvAdCWWd0dVJYaDIwVFpiWGVsMFlMV25jV2Jqbm1V/edit?usp=sharing
* **Youtube Cost**: 1M views @ 10 CPM = 10K, current Average CPM is 7.60
* **Convertro**: 6 months at 20K/month =120k

**Target Audiences**

We are targeting existing Creative Suite customers who have not adopted the Creative Cloud. This primary target can be further delimited into distinct customer groups:

* Small business owners and executives in creative industries.
* Employees in media departments working in a BYOD environment
* Teachers who advocate the education of creative services and are decision makers in deciding which products to "push".
* Students who aspire to be creative-professionals
* The career-hobbyist who takes on creative projects in their spare time
* "Experimenters" that use creative tools for fun but also have money to pay for quality products

**Key Messages**

* Moving to the Creative Cloud is a long-term investment that easily pays for itself
* The Creative Cloud is always “fresh” with constant innovative software upgrades
* The Creative Cloud is backed by professional & reliable customer service

**Mandatories**

* Show people getting access to all creative tools instantly
* Show that you can work with creative tools offline
* Show people syncing with “cloud” folder on their computer
* Show that it is compatible with both Mac and PC
* Show the value of the investment over our less expensive competitors
* Show f\*\*\* awesome creatives at work