# Creative Brief

**Adobe**

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**Project**

Campaign to improve customer loyalty as measured by repeat purchases among its existing independent-entrepreneur customer base.

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**Background**

In October 2011, Adobe announced a disruptive change to their business model: The entire Creative Suite will be moved to the Cloud and users will be forced to pay a monthly/yearly subscription for access & upgrades to Adobe’s products, instead of one-time product purchases.

This campaign seeks to assure independent-entrepreneurs Adobe’s move to the subscription-based model is not only beneficial for commercial users, but also the independent entrepreneurs that fuel innovation and product-diffusion. Adobe requires a 40% adoption rate increase in the Creative Cloud within 18 months among users identified as “independents, or entrepreneurs” who have previously owned Adobe Creative Suits, Photoshop, and/or Lightroom.

**Objective**

**Target Audience**

**Promise**

**Support for Promise**

**Key Message**

**Timing & Parameters**