



# Adobe Stock Creative Trend Strategy

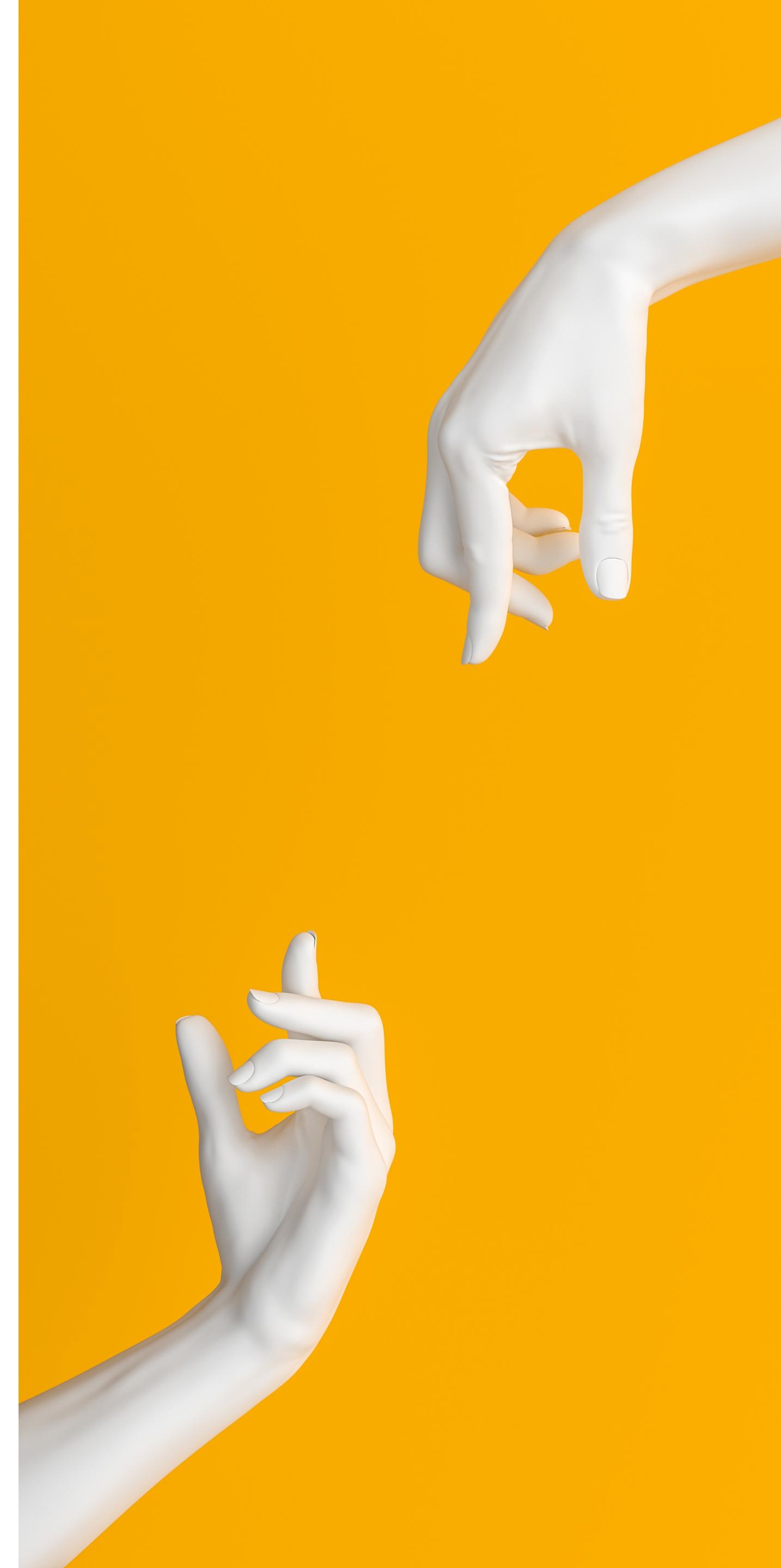
2020 Creative Inspiration Research

# Adobe Stock and Creative Trends

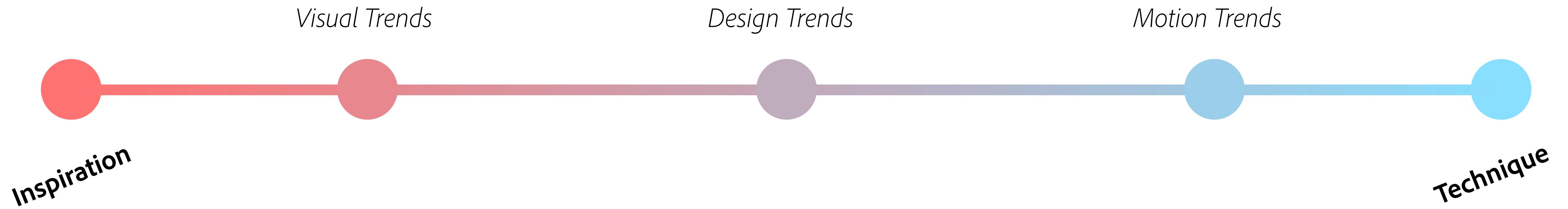
Trend reports and visual forecasting have long helped brand carve identities within the creative and content industries, and there is opportunity to provide transparency in creative trends and to empower creators. Adobe's presence in the trend analysis space presents two opportunities to build the Adobe brand and the Adobe Stock story.

Firstly, we can provide **thought leadership in the creative industry** which stands to support our creative services, enterprise strategy, and content sourcing efforts.

Secondly, we can use creative trends to **call for new, innovative content**. By providing in-depth insights into customers and end-product, we can shape a content collection that is by creatives, for creatives.



# Adobe Stock Creative Trends



# Stakeholders

- Adobe Stock
- Behance
- Product Marketing

## Thought Leadership

### Behance

*Reflecting on creative work  
and process*

### Adobe Stock

*Identifying content needs  
for creators and  
consumers*

### Product Marketing

*Promoting Adobe products  
and news*

## Trends

Art round-ups

Visual Trends

Spotlights

Design Trends

## Creative Direction

Commissions

# Output

- Call for content
- Inspiration
- Audience engagement
- Creative direction

## What we look for

In our research, we identify creative trends as patterns in aesthetic or process similarity noticed across various mediums and disciplines.

We can identify a trend by incorporating research from the various teams invested in aligning Adobe's creative thought leadership across art and design we have on Adobe Stock, Behance and across the Adobe socials.



# Other pieces to incorporate

From this idea of trends, we would like to also identify a hierarchy of other inspiration elements in Creative Inspiration Research including:

- **Nuances**: design elements that are “having a moment”
- **Innovations**: new ideas in expression we see breaking the mold
- **Creative gaps**: content analysis from search queries and customers
- **Process pieces**: inspiration from creative application in new features

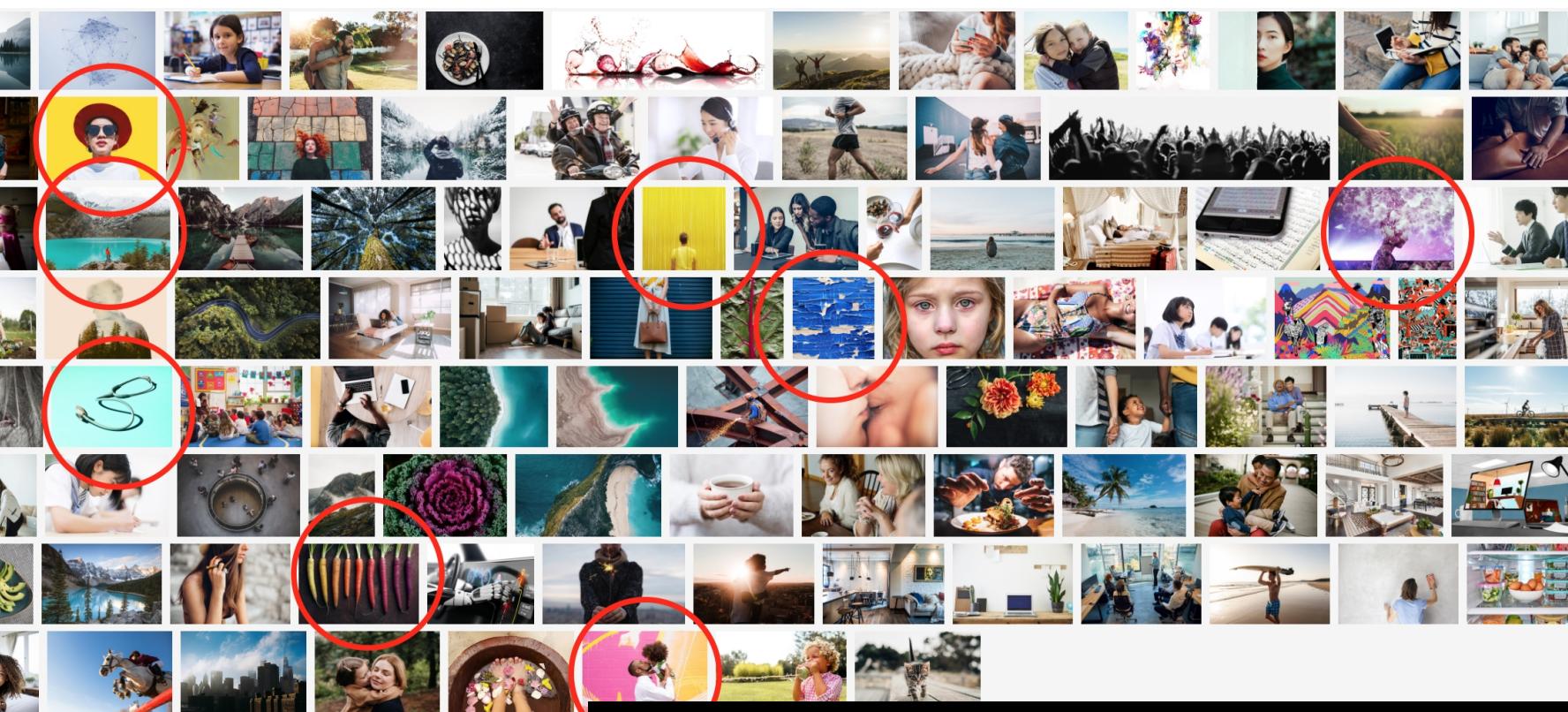
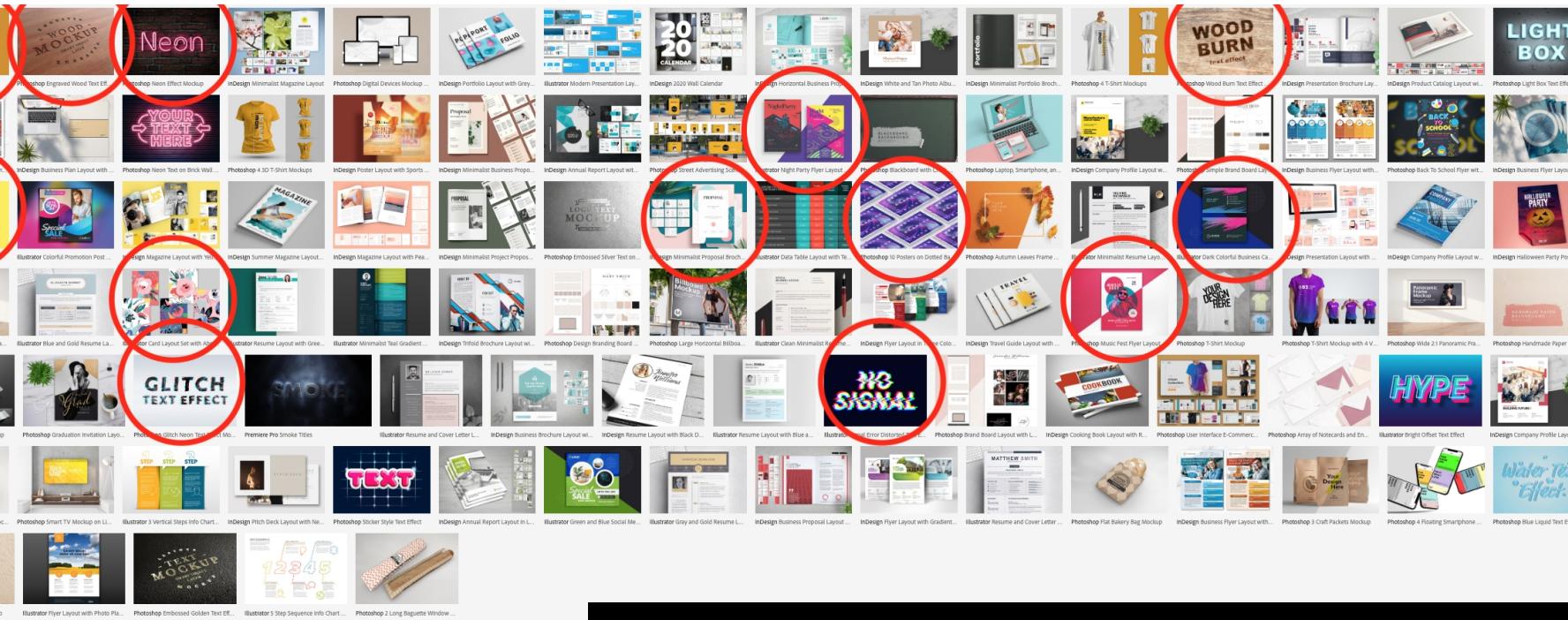
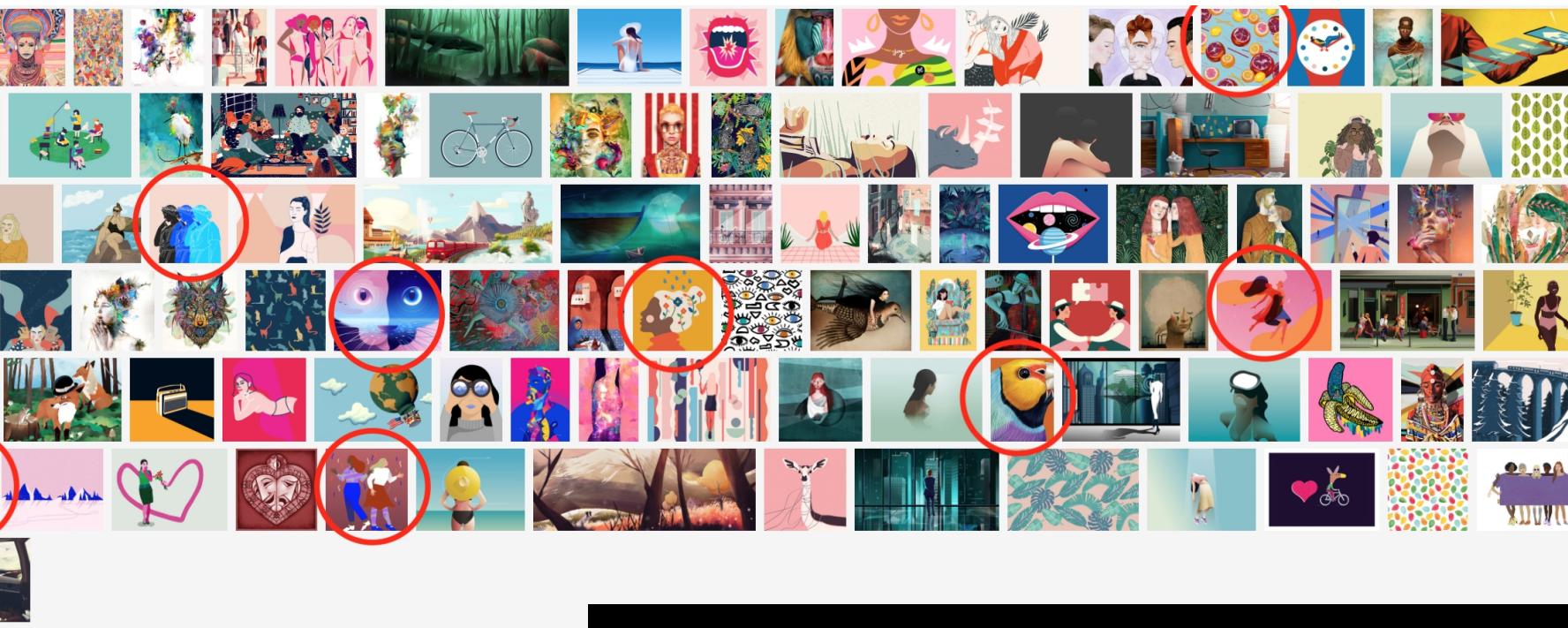


# Methodologies

# Manual Clustering Exercise

To get an overview snapshot of what is currently popular and downloaded by Adobe Stock customers, we go through the Adobe Stock search results and filter by various asset types, price points and search filters and examine screenshots of top results. In these filters, we identify **Patterns and Innovations**.

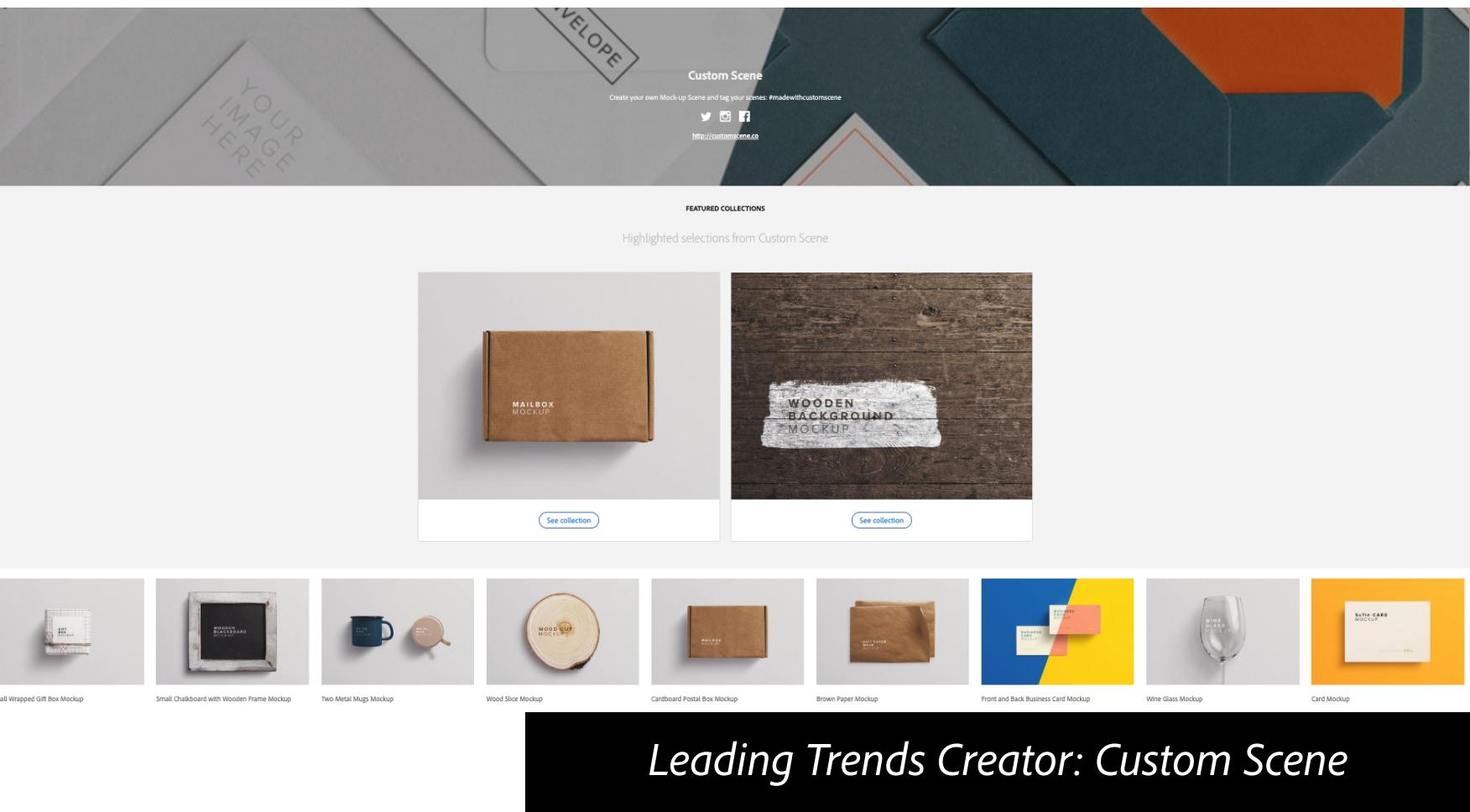
Patterns are pieces of visual trends we see developing in content via repetition in these filtered results. Innovations are striking surprises that break the mold and we would like to see more of.



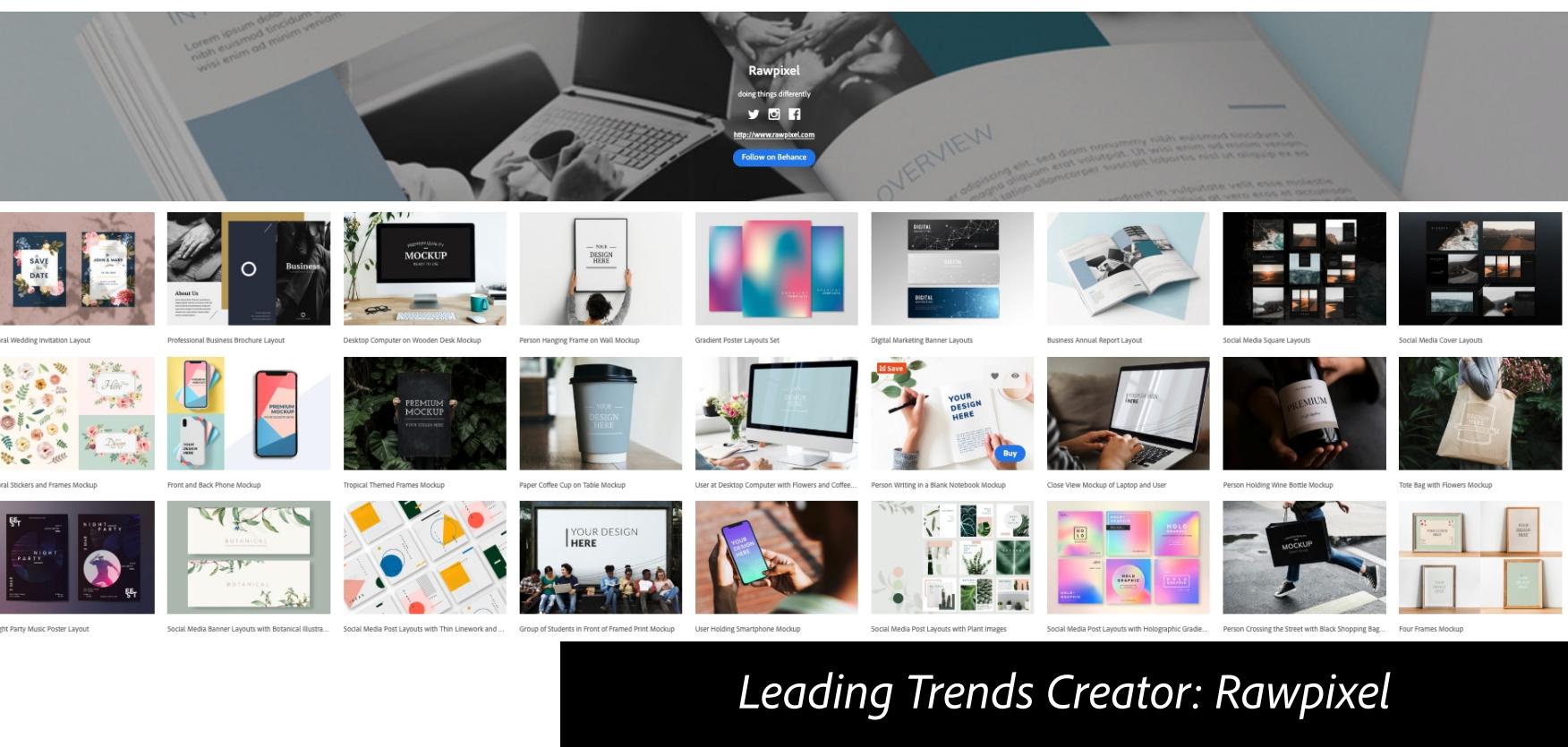
# Expert Analysis

Creative Inspiration can also be derived from the creators that are in the field, exploring on their own and producing work that stands out from other content. This kind of analysis looks at work from two pools of selected creators who consistently submit work that breaks the mold and shows new styles in their respective expertise. These two pools can be described as **Leading Trend Creators and On-trend Creators**. Leading Trend Creators are noted for their ability to explore new styles and content types tastefully and On-trend Creators are the early adopters that pick up new styles and content types and expand them.

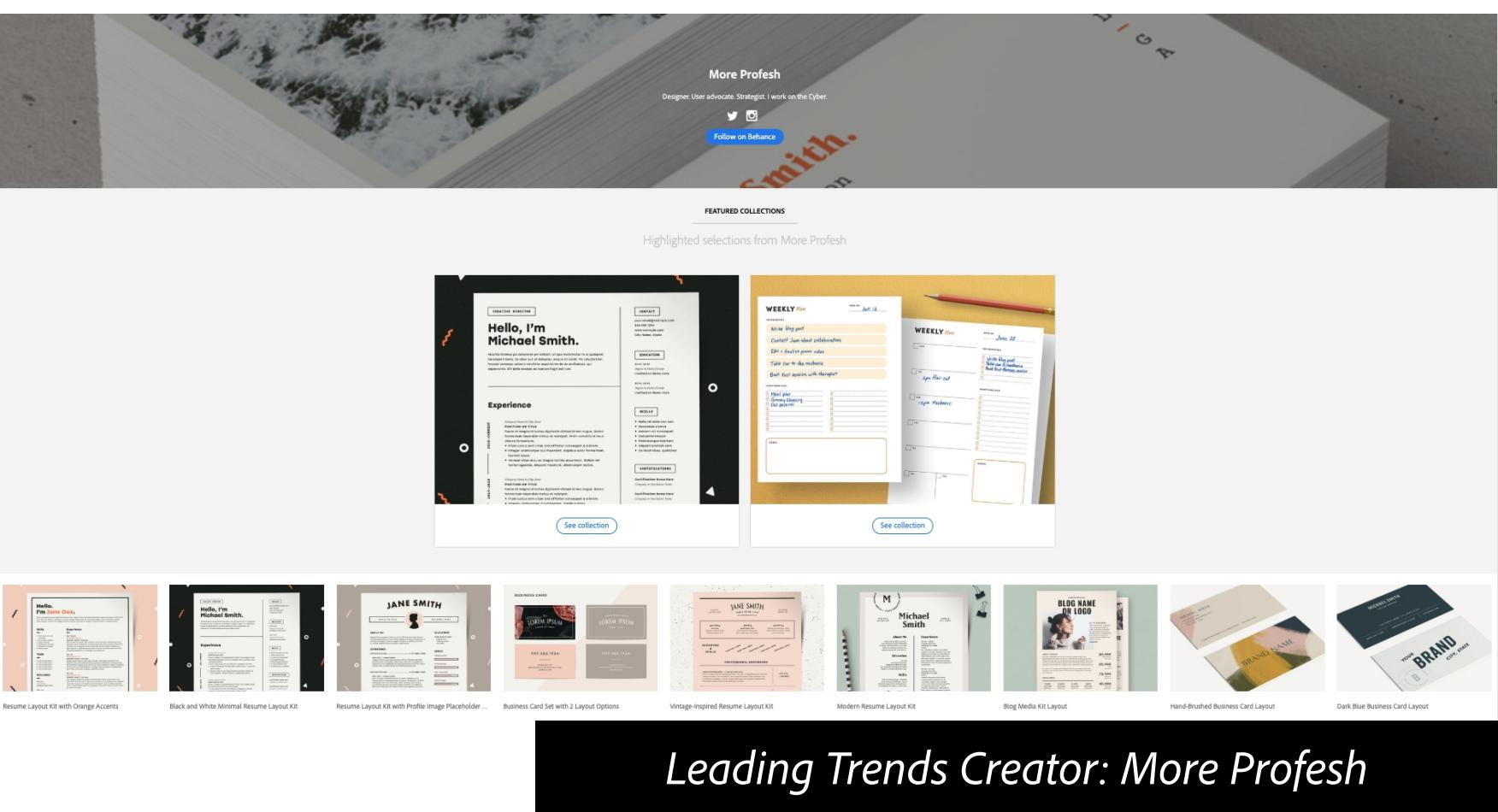
When we notice Trendsetting Creators on Adobe Stock, we will add them to the pool to examine their submission, sales, and feedback over time.



*Leading Trends Creator: Custom Scene*



*Leading Trends Creator: Rawpixel*



*Leading Trends Creator: More Profesh*

#### Total Paid Design Templates Downloads: Week of 2019-09-28

Photoshop: 7,030  
 Illustrator: 5,401  
 InDesign: 5,005  
 Total: 17,436



#### Top 20 Paid Design Templates Downloads: Week of 2019-09-28

Content Id	Name	Display Name	Categories	Template Type	Content Creation	Dlds	Link
291521475	Infographic Layout Set with Blue and Green Elements	Petr	Web	AIT	9/23/19	56	<a href="http://stock.adobe.com/291521475">http://stock.adobe.com/291521475</a>
279378554	4 3D T-Shirt Mockups	Oleg R	Print	PSDT	7/19/19	49	<a href="http://stock.adobe.com/279378554">http://stock.adobe.com/279378554</a>
281699171	Autumn Leaves Frame Mockup	Custom Scene	Print	PSDT	8/2/19	49	<a href="http://stock.adobe.com/281699171">http://stock.adobe.com/281699171</a>
287849220	Business Plan Layout with Yellow Accents	GrkiCreative	Print	INDT	9/4/19	45	<a href="http://stock.adobe.com/287849220">http://stock.adobe.com/287849220</a>
289338600	Lightning Storm Text Effect Mockup	sébastien decoré	Art & Illustration	PSDT	9/12/19	45	<a href="http://stock.adobe.com/289338600">http://stock.adobe.com/289338600</a>
291973369	Retro Text Effect Mockup	sébastien decoré	Art & Illustration	PSDT	9/25/19	44	<a href="http://stock.adobe.com/291973369">http://stock.adobe.com/291973369</a>
286747826	Landscape Portfolio Layout with Pink and Blue Accents	sirisako	Print	INDT	8/29/19	43	<a href="http://stock.adobe.com/286747826">http://stock.adobe.com/286747826</a>
291567989	Comic Text Effect Mockup Bundle with Graphic Elements	Patrick	Print	PSDT	9/23/19	42	<a href="http://stock.adobe.com/291567989">http://stock.adobe.com/291567989</a>
250905505	Social Media Post Layouts with Thin Linework and Colorful Geometric Shapes	rawpixel	Mobile	AIT	2/22/19	40	<a href="http://stock.adobe.com/250905505">http://stock.adobe.com/250905505</a>

#### Last Week's Design Templates Downloads Summary

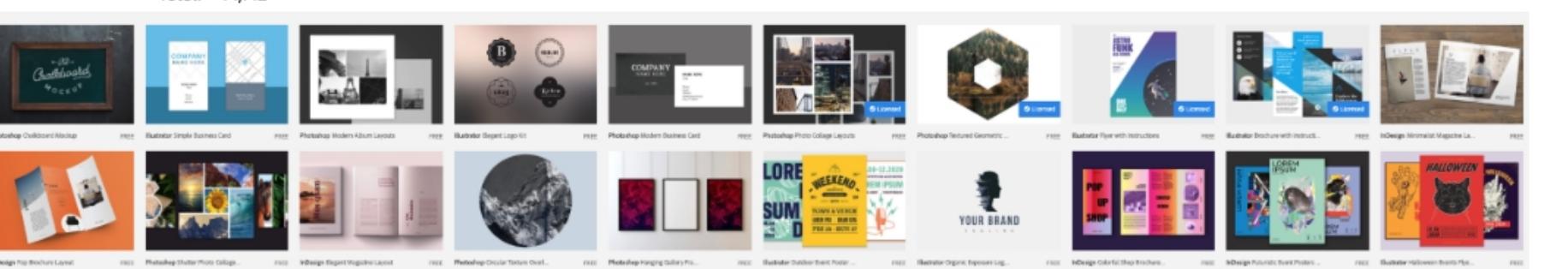
Free Design Templates: Down 4% from previous week

Paid Design Templates: Up 4% from previous week

Other Trends/Insights: Slight increase in Halloween-related dlds across free and paid; increase in Ps text effect paid dlds; 2nd highest paid dlds week so far

#### Total Free Design Templates Downloads: Week of 2019-09-28

Photoshop: 27,542  
 Illustrator: 22,642  
 InDesign: 20,958  
 Total: 71,142



#### Top 20 Free Design Templates Downloads: Week of 2019-09-28

Content Id	Name	Display Name	Categories	Template Type	Content Creation	Dlds	Link
278113932	Organic Exposure Logo Kit	New Tropical	Art & Illustration	AIT	7/12/19	1,255	<a href="http://stock.adobe.com/278113932">http://stock.adobe.com/278113932</a>
121686341	Photo Collage Layouts	Mischa G	Photo	PSDT	9/25/16	924	<a href="http://stock.adobe.com/121686341">http://stock.adobe.com/121686341</a>
123505956	Modern Business Card	Owen Jones	Print	PSDT	10/13/16	578	<a href="http://stock.adobe.com/123505956">http://stock.adobe.com/123505956</a>

# Search Queries

The Templates regularly scrape the **top search queries on the Templates Landing page** to share with contributors via Creative Inspiration Research materials and one-on-one conversations.

We also cross-reference this with downloads from similar times a year ago to identify download the ebb and flow popular timeframes and seasonal trends.

- Popular Search Terms starting from Template LP

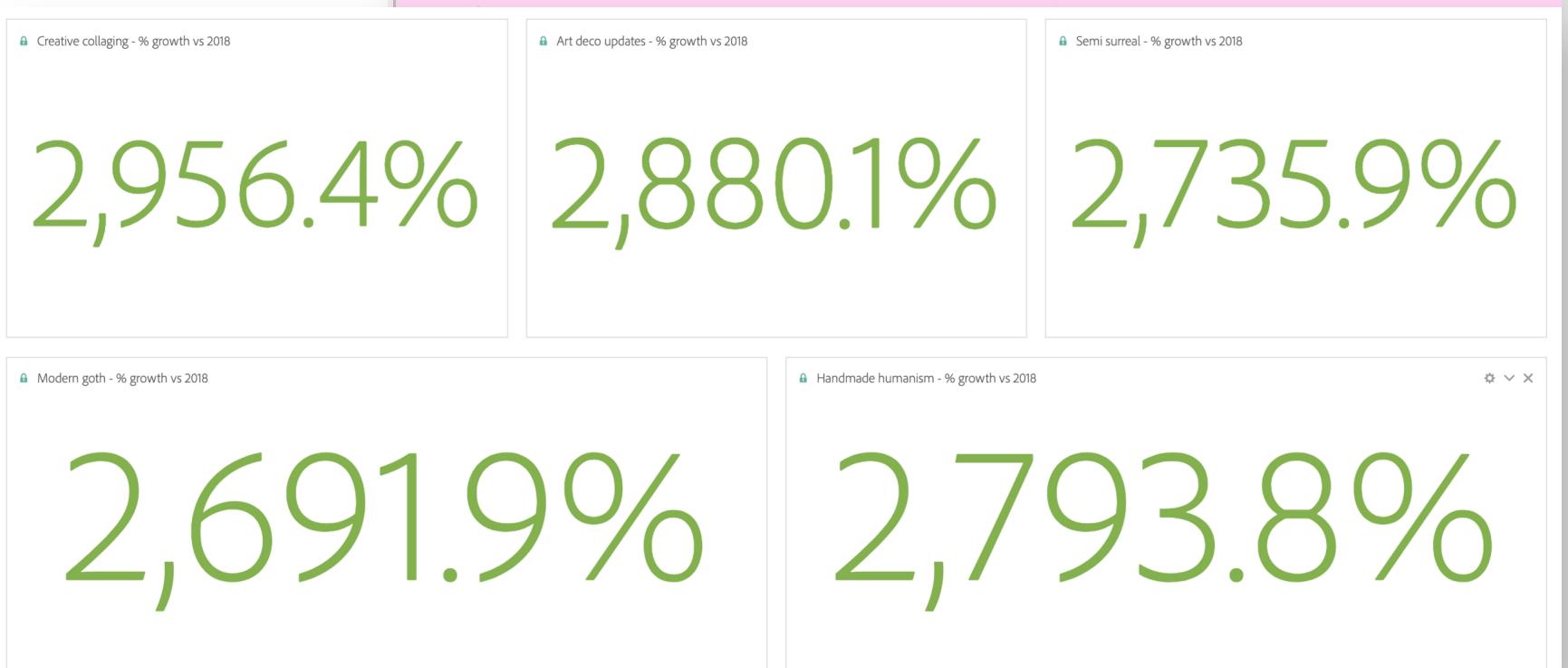
template lp		This month	Last month
Internal Search (event1)			
Site Search Terms (eVar3)		810	1,959
Page:	1 /28 > Rows: 50	1-50 of 1,372	Sep 1 out of 1,959
1. (Low Traffic)	49	119	
2. PORTFOLIO	13	30	
3. halloween	13	1	
4. free	12	31	
5. business card	10	24	
6. resume	9	48	
7. calendar	9	15	
8. brochure	7	27	
9. infographic	7	11	
10. templates free	7	8	
11. mockup	7	5	
12. flyer	6	14	
13. Logo	6	7	
14. wedding	6	7	
15. CV	5	20	
16. newsletter	5	16	
17. 無料	5	12	
18. poster	5	8	
19. business	5	6	
20. visitenkarte	5	4	
21. invitation	4	12	
22. presentation	4	11	
23. invitation wedding	4	8	
24. christmas	4	7	
25. proposal	4	6	

# Keywording Exercise

The Content and Creative Services Teams work with the metadata experts at Stock to collect and track relevant keywords and their popularity over time. Examining the popularity of words used by people trying to find creative work over time will help us pin point shifts in cultural needs.

Together, we brainstorm dozens of words that are relevant to a creative style or technique and look at the increased use of these words in Adobe Stock search queries over the previous months.

DESIGN TRENDS	
Creative Collaging	Art Deco Updates
collage	art deco
creative	deco
analog	decorative
assemblage	motif
art	art
design	design
tactile	elegant
worn	frame
eclectic	metallic
texture	geometric
layering	gilded
moodboard	intricate
mixture	vintage
scrapbook	retro
frame	luxe
pattern	glamour
random	velvet
pencil	leather
watercolor	pastel
overlapping	architectural
abstract	nostalgic
surreal	throwback
mixed media	futuristic
botanical	typography
paper	chrome
cloth	streamlined
combination	style



# Application

# Application of Research

The Creative Inspiration Research can be used to help support marketing, content, and outreach initiatives across many teams. The templates team can incorporate trends and patterns into Artist Spotlights, Trend Blog posts, and curated collections. Additionally, we will send the Creative Inspiration Research we compile to Templates Creators periodically to inspire new submissions as well as apply it to the creative direction we create for commissioned pieces and CMD+N updates.

## Spring Design Trends from Adobe Stock



Adobe Products Featured

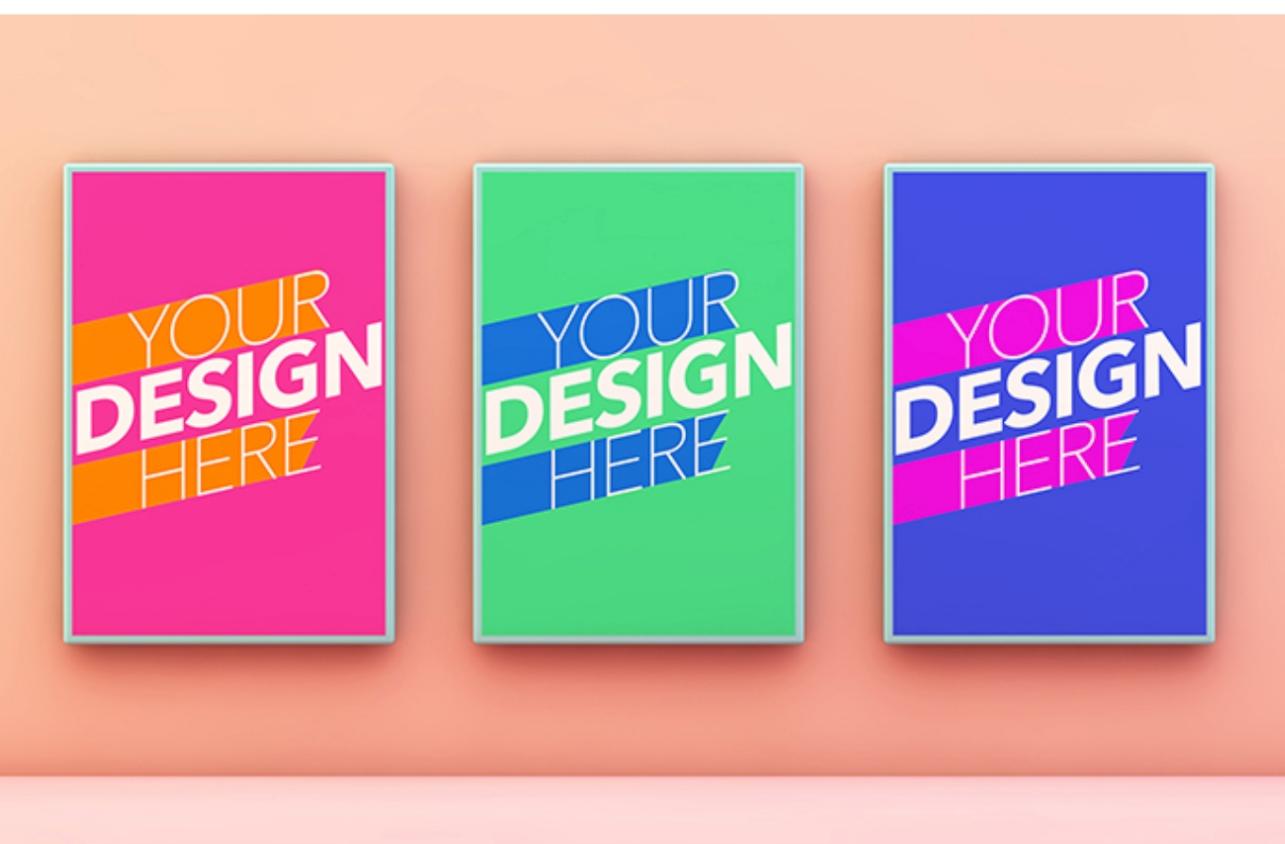


Looking for great ways to inspire your creativity in 2019? [Adobe Stock templates](#) can help you discover innovative styles and evolving ideas with the latest design trends we're anticipating for spring. Whether you're looking to create in [InDesign](#), [Photoshop](#) or [Illustrator](#), you can explore these trends to fit your needs.

### Color Pop

Bold pops of color can draw a lot of attention to your designs. We're seeing artists incorporate bright and robust colors into their work to create maximum visual impact. Color Pop is also a great theme to play around with '90s nostalgia and have fun with vibrant graphics.

Get inspired with these [Color Pop templates](#).



# Timeline of Future Research

