



# CONTROL YOUR STORY

**NSAC**  
NATIONAL ADVERTISING STUDENT  
ADVERTISING  
COMPETITION



**Team  
#885**

# Table of Contents

- 3 Digging in the Data
- 4 Chaos of Adtech
- 5 Target Personas
- 6 Target Insight
- 7 Product Insight: Improving Integration and Transparency
- 8 Product Insight: Customer Service
- 9 Our Strategy
- 10 Creative Insight
- 11 The Big Idea
- 12 Media Insights
- 13 Designated Marketing Areas
- 14 Print
- 15 Out of Home
- 16 Guerrilla/Projection
- 17 Social
- 18 Digital
- 19 Experiential
- 20 Media Schedule
- 21 Evaluation

## Executive Summary

Storytelling is a universal human experience. As advertisers, we share stories about our clients, their products, and ultimately, stories about ourselves. Every day we are charged with researching, creating, and disseminating stories to consumers. This task is becoming increasingly difficult as the number of “necessary” adtech platforms expand, forcing practitioners to learn multiple programs, all while hoping the new adtech will work with the old. The belief that we have full control of our campaign is an illusion that has become common within the advertising industry. Time and again we unknowingly surrender the authority we strive to achieve.

The digital marketing landscape is fragmented with a diverse assortment of adtech platforms, leaving advertisers with diminishing control of their work. The common perception of the adtech market is that “there is no such thing as an end-to-end solution” due to three pervasive issues in the industry:

- Data is valuable, yet rarely transparent
- Integrating multiple platforms is time-consuming, frustrating, and expensive
- Poor customer support is rampant, leaving users without the tools to succeed

We designed a campaign to encourage advertising and marketing professionals to take back control of their stories with the Adobe Experience Cloud for Advertising, and let them know an end-to-end solution exists. Through our research, we discovered that the Adobe brand is well-known thanks to the creative suite, but awareness of Adobe's adtech capabilities is limited. Our goal is to make Adobe's presence known by highlighting three key aspects allowing advertisers to take back the control of their story.

This campaign brings Adobe's story to life, showing our target that the future of their story is in their hands. Throughout this journey we will interact, engage, and inspire our target to take a closer look into transparent and connected data to connect with their target consumer. We will communicate our story through traditional, experiential, social, and digital media to tell the same story with data, empowering our target. We simply want them to know that with Adobe, you can now **Control Your Story.**

# Digging in the Data

Over the course of 6 months, our team conducted extensive primary and secondary research to understand the attitudes and perceptions of the adtech market as a whole, and to decipher the rationale that drives our target audience to switch adtech platforms. This research included:



## THE ASK

Raise awareness of Adobe's Experience Cloud for Advertising as a leading adtech provider for decision makers at advertising agencies and business enterprises spending \$1M+ on digital advertising annually.

## THE CHALLENGE

Leverage Adobe's current perception as the leading creative tool, while developing a campaign that simultaneously shifts advertisers' understanding of Adobe as the leading adtech experience.

## THE OBJECTIVES

Develop a B2B campaign that:

- Raises unaided awareness of Adobe's Experience Cloud for Advertising as a **top adtech provider by 2%**
- Places Adobe in the **top three for share of voice** for earned media
- **Drives 50,000 visits** to Adobe.com and the Advertising Cloud website
- **Acquires 10,000** new decision maker and practitioner contacts

# Chaos of Adtech

The digital advertising landscape is fragmented<sup>1</sup> and overwhelming because of the *seemingly required* number of adtech platforms used to coordinate campaigns across multiple channels.<sup>2</sup> Our research identified **3 main problems** within the digital advertising landscape that Adobe is uniquely positioned to solve.

## LACK OF SUPPORT

Our primary and secondary research revealed an overwhelmingly common theme — adtech software has poor support and struggles to deliver on what is promised.<sup>9</sup> Companies are frustrated when adopting a new adtech platform that doesn't have adequate support during on-boarding and subsequent training.<sup>10</sup> Ensuring that adequate support will be available during the onboarding process is one of the main factors when considering a change in adtech.<sup>11</sup>



## KEY TAKEAWAY

Balancing multiple adtech platforms is time consuming and fails to provide a comprehensive profile of the consumer, but businesses are reluctant to switch because they fear a lack of support during the onboarding and training process.

Adobe has an opportunity to capitalize on these market weaknesses by making professionals aware a truly transparent, omnichannel platform is available.

## LACK OF TRANSPARENCY

Many brands don't know where their ads are displayed, and there is a wide distrust that budgets spent on ads are used appropriately.<sup>3</sup> Partial, biased, or obscured data is prevalent in the digital advertising industry, causing distrust among our target audience.<sup>4</sup> Competitors' hoarding of data in "walled gardens" limits businesses' ability to make informed decisions on how to effectively use advertising resources.

GLOBAL AD FRAUD IS PREDICTED TO COST



## LACK OF INTEGRATION

Sissio Hsiao, VP of Google's mobile app advertising division, notes that the digital advertising landscape is crowded and competitive with multiple adtech platforms.<sup>6</sup> The perception that utilizing multiple adtech platforms is advantageous has led to workplace frustration and has eroded efficiency.



# Target Personas

## PRINCIPAL TARGET (Decision Maker)

Our strategy prioritizes Decision Makers in both agencies and enterprises spending \$1M+ on digital advertising annually. They are the most engaged in ensuring proper training and support is provided for Practitioners,<sup>13</sup> **which improves productivity by over 70%.**<sup>14</sup> They also collaborate with the Vision Leader to develop business objectives and propose new ideas to maximize growth.

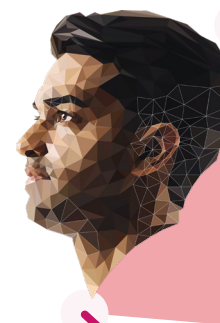
## SUPPORTING TARGET (Vision Leader & Practitioners)

The Vision Leader wants an adtech that keeps their employees focused and happy because **proper training and support improves retention by 82%,**<sup>14</sup> while **unhappy employees are 87% less productive.**<sup>15</sup> Ultimately having the right tools to create better work will drive revenue and maximize ROI.

The Practitioners work with adtech everyday and rely on the programs to work efficiently. Companies encourage entry-level employees to have a work hard, play hard mentality, yet **63% of workers in the U.S. do not strongly believe they have work-life balance.**<sup>16, 17</sup>

## CONNECTING THE DOTS

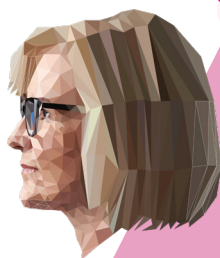
Adtech software hinders all three of our target personas from meeting their company's goals. Having inefficient tools leads to a lack of control and forces all the personas to bring their work home both physically and mentally.<sup>4</sup> Our personas want to learn how the capabilities of an adtech solution can help them complete their work effectively and efficiently.



### DECISION MAKER

**Jeff, 35**

- Type A • Self-Driven • Motivates Others
- Understands numbers, data, and trends
- **Fears** that if they switch adtech companies that they won't have the onboarding support that his team needs



### VISION LEADER

**Maria, 45**

- Optimistic • Risk-Taker
- She wants to create a pleasant work environment
- Acquaints herself with peers of similar success
- Enjoys networking & meeting/learning from new people
- **Fears** that her company isn't operating at its full potential due to lack of data transparency they are receiving from their walled "garden" stack



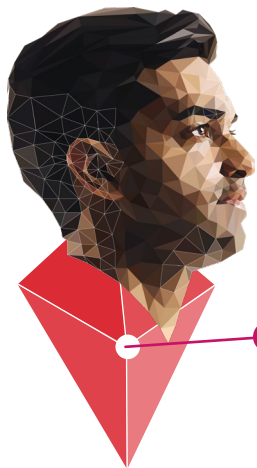
### PRACTITIONER

**Sarah, 25**

- Entry-Level
- Long term goals to climb the corporate ladder
- Wants to prove herself
- **Fears** that her boss isn't able to see her hard work because her efficiency is being hindered by lack of integration in her company's current adstack

# Target Insights

Our targets experience each of the three common problems of adtech in unique ways.



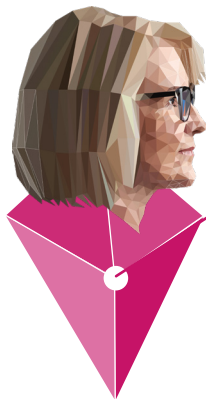
## THE DECISION MAKER:

- Wants fewer complaints from their employees about software usage and support, which creates lag in projects <sup>19</sup>
- Needs reliable data transparency in real-time to accurately execute campaigns<sup>20</sup>
- Needs to target consumers more effectively with integration that provides data to push their campaigns<sup>21</sup>



## THE PRACTITIONER:

- Needs clear communication through integration to feel confident in their expectations and to do their job efficiently without juggling multiple platforms.<sup>25</sup>
- Needs the ability to be self-sufficient and prove themselves to their boss with customer support <sup>26, 27</sup>
- Wants the ability to exceed expectations and elevate their part in a campaign by creating more strategic insights with better data from transparency<sup>28</sup>



## THE VISION LEADER:

- Knows transparency provides strong and useful data to pave a pathway of profitability,<sup>22, 23</sup> while gaining a competitive advantage to maintain and grow client satisfaction, but is not aware of any current platform giving full access to the data
- Understands adtech customer service fosters a healthier work environment for employees and helps with satisfaction and retention<sup>24</sup>
- Needs assurance from integration that employees' time is being used productively, and campaigns are not falling behind

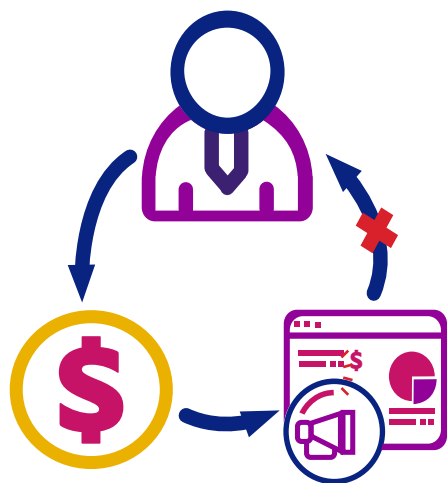
## Product Insight

# Improving Integration and Transparency

The Adobe Experience Cloud for Advertising links advertising, analytics, and creative with artificial intelligence to create a singular end-to-end adtech solution that allows users to take advantage of fully transparent data and one of the first omnichannel marketing platforms.

### TRANSPARENCY

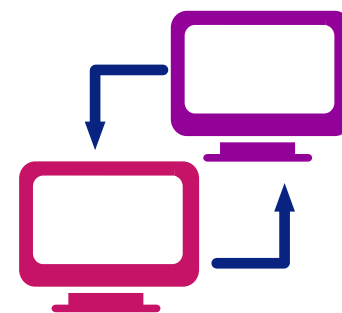
Unlike many popular adtech platforms, Adobe gives users fully transparent data, granting them confidence in their campaign management. Additionally Adobe's artificial intelligence, Sensei, helps advertisers organize and interpret raw data sets. This allows users to gain clearer insights about their consumers, and forecast the impact of different budget scenarios to optimize the ad spend.



**63%** U.S. BRAND  
AND  
**60%** U.S. AGENCY  
PROFESSIONALS SAID  
**LACK OF TRANSPARENCY  
WAS A THREAT TO DIGITAL  
ADVERTISING BUDGET<sup>2</sup>**



**94%** OF MARKETERS  
BELIEVE THAT PROVIDING AN  
**OMNI-CHANNEL EXPERIENCE IS  
CRUCIAL TO BUSINESS SUCCESS<sup>5</sup>**



**90%** OF MARKETERS  
AGREED THAT INTEGRATED  
**MARKETING TECHNOLOGY  
COULD BOOST THEIR  
KEY CAPABILITIES<sup>26</sup>**

### INTEGRATION

Adobe's Experience Cloud for Advertising eliminates the need of having numerous, unintegrated platforms. Industry professionals "want systems that talk to each other."<sup>30</sup> As the advertising industry is constantly advancing, it's clear that "AI helps brands, no matter what size, fine-tune and scale the customer experience"<sup>31</sup> so advertisers can tell meaningful stories to the right people, in the right way, at the right time. Adobe Sensei helps to predict customer behavior and deliver personalized ads across multiple channels.

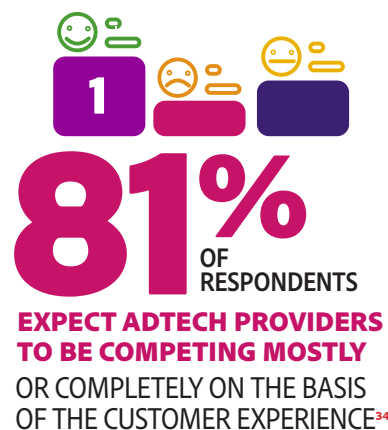
# Product Insight

## Customer Service

The Adobe Experience Cloud for Advertising is on the forefront of innovation without sacrificing personalized on-boarding for new clients, and excellent customer support for current users. Rampant within the adtech landscape, a lack of adequate customer support is frequently the primary cause of delays and frustration in the workplace. Adobe does an excellent job of providing easy-to-access training tools and human-driven technical support for their products.<sup>33</sup>



Adobe Experience Cloud for Advertising users have access to fully customizable online learning modules that teach them about the platforms, which lessens the burdens typically associated with switching adtech platforms. Afterwards, users can take in-depth skills assessments to evaluate their knowledge and, if additional support is needed, an automated system makes suggestions for classes to take or repeat.



# Our Strategy

The advertising landscape is saturated with multiple adtech platforms offering diverse capabilities. An effortless strategy would be to highlight the strengths and features of yet another adtech software. However, this approach excludes how Adobe can uniquely solve three substantial problems revealed by our primary and secondary research - lack of data transparency, absence of omnichannel integration, and poor customer support.

There is discontent expressed with current support and onboarding assistance in the adtech industry as a whole that leads to a reluctance in changing platforms. To overcome this obstacle, we will leverage Adobe's brand and already well-known customer support<sup>33</sup> to improve consideration for switching. Clients will know that Adobe will be with them for on-boarding and subsequent training so they can be efficient and effective from the start.

Our strategy also puts the advertiser in control by making them aware that the Adobe Experience Cloud for Advertising alleviates their concerns about data transparency and omnichannel integration, but does so in an engaging way that shows the necessity of having the right data across all platforms to tell the right story.

We will primarily target Decision Makers, while also speaking to Vision Leaders and Practitioners, informing them about the features and benefits of The Adobe Experience Cloud for Advertising. Our media strategy connects with our targets by not only showing them how Adobe is a powerful tool for telling data-driven stories, but also inviting them to be part of stories throughout the campaign.

Doing so will lead to greater interest, thus driving website visits and generating earned media.

Story-telling is at the heart of our strategy; not just telling a story, but rather, taking control of the story.

## OBJECTIVE:

Produce paid media and generate earned media content to increase awareness of The Adobe Experience Cloud for Advertising and drive visits to the Adobe Advertising Cloud website.

## STRATEGY:

Express how The Adobe Experience Cloud for Advertising allows advertising professionals to administer, oversee, and control their campaigns with greater accuracy through omnichannel marketing, exceedingly transparent data, and highly-rated technical support.

## TACTIC:

Inform Decision Makers through a mix of social media, digital executions, and print publications that The Adobe Experience Cloud for Advertising allows them to see their consumers' complete story through data, enabling them to control the right story for the brand.

# Creative Insights

Our creative messaging humanizes data advertisers use, reminding them that in order to efficiently advertise and connect to a consumer, they should have full control over who they're talking to and how they're talking to them. Using a narrative approach through a confident yet empathetic tone, we're

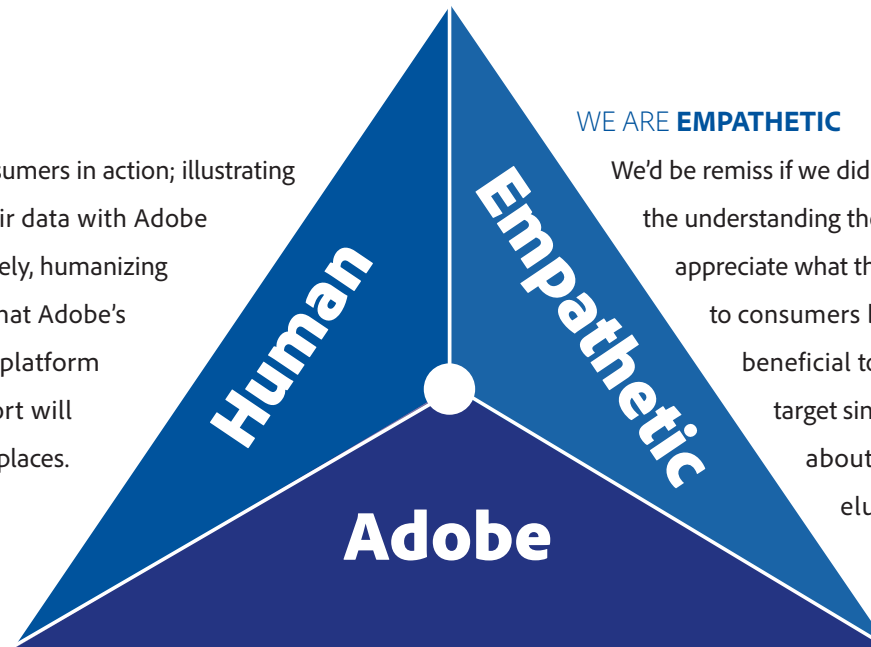
directly speaking to our Decision Makers to bring awareness to Adobe's innovative and integrated adtech platform. We make it clear that the stories they tell their consumers are what connect them, and that only Adobe allows them to fully see their consumer in order to control the story.

## WE ARE HUMAN

Throughout our campaign, we show consumers in action; illustrating that users have complete control of their data with Adobe Experience Cloud for Advertising, ultimately, humanizing a faceless statistic. This reminds users that Adobe's transparent approach to data, ease of platform integration, and commitment to support will always come from the most authentic of places.

## WE ARE EMPATHETIC

We'd be remiss if we didn't talk to Decision Makers with the understanding they deserve. We express that we appreciate what they do as advertisers: connect to consumers by creating and targeting ads beneficial to consumers' lives. We speak to our target sincerely through their point-of-view about the one aspect that tends to elude them: transparent data.



## WE ARE ADOBE

Adobe's current brand is creative, vibrant, and efficient. Just as Adobe's Creative Cloud is used to create stories, the Adobe Experience Cloud for Advertising helps advertisers tell stories through data. Leveraging Adobe's brand reputation and visual identity will help increase awareness.

## The Big Idea

You are an advertiser.  
You are a storyteller.

Your stories aren't just told through words and pictures; they're woven with facts and figures. You find the perfect way to say just the right thing, and you find just the right person to say it to.

Things get complicated when you're telling these stories. Without clear insights, you lose the connections you've created, leaving you directionless and in the dark. When you put data-hype over human-connection, you get lost in the crowd. What you've worked so hard to create slips through your fingers, and you lose sight of what's truly important: **your message.**

How can you connect with every individual when you can't make stories relevant? How can you tell a story when you don't have full autonomy over your process? How can you be sure you're connecting to your consumer when you're left in the dark? How do you write your story, and guarantee it's reached by whoever needs to hear it? These are questions you shouldn't have to be asking yourself.

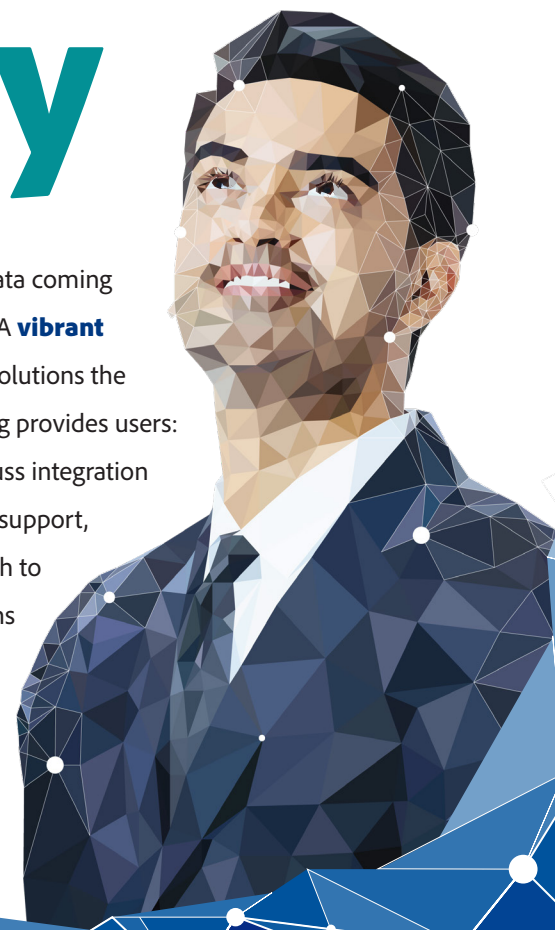
The way you weave your stories is innovative, and you deserve a way to tell them in just the same way. Your process should be simple. It should be effortless. It should be yours.

**TAKE BACK YOUR NARRATIVE.  
CONNECT WITH YOUR MESSAGE.**

# Control Your Story

## CREATIVE DIRECTION

Our vector-based art style highlights data coming together to create a unique consumer. A **vibrant** color scheme corresponds with three solutions the Adobe Experience Cloud for Advertising provides users: purple and pink tones are used to discuss integration features, warm tones for our customer support, and cool tones for transparent approach to data. We use triangle-based connections throughout, hinting at balance and strength within our AdTech.



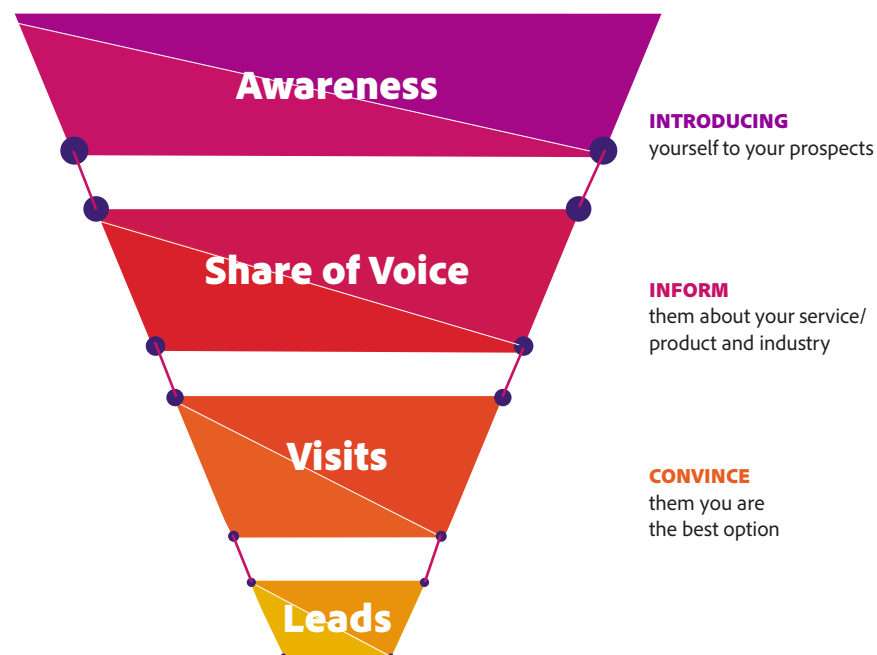
# Media Insights

The “**Control Your Story**” media plan reflects our core strategy by connecting with Decision Makers using a mix of tradition, digital, and experiential media to connect to our target markets at both work and home.

The campaign kicks off with four professional conferences **to generate quality leads** by speaking to our target market face-to-face, showing them who we are, and affirming our commitment to them as not just a client, but a long-term partner. And no, we aren’t just having a booth, we are giving them an engaging, data-driven experience — but more on this later.

Simultaneous omnichannel spending will capitalize on our initial momentum to help raise **awareness** and spark more conversations on and offline. Eye-catching print ads featuring QR codes taking them to the newly designed Adobe Experience Cloud for Advertising landing page will leave a lasting impression on our target. In addition, social and digital ad spends will meet potential clients whether they are at home or at work to help **generate visits** to the Adobe website and boost Adobe’s **share of voice**.

The holidays are a time to spend with loved ones, and our media spending reflects this by scaling back our executions, while ensuring Adobe is being considered at the start of the new year. In January we re-engage with our target and ramp up connections as Decision Makers begin to allocate budgets over the remaining months. Our target audience is busy and

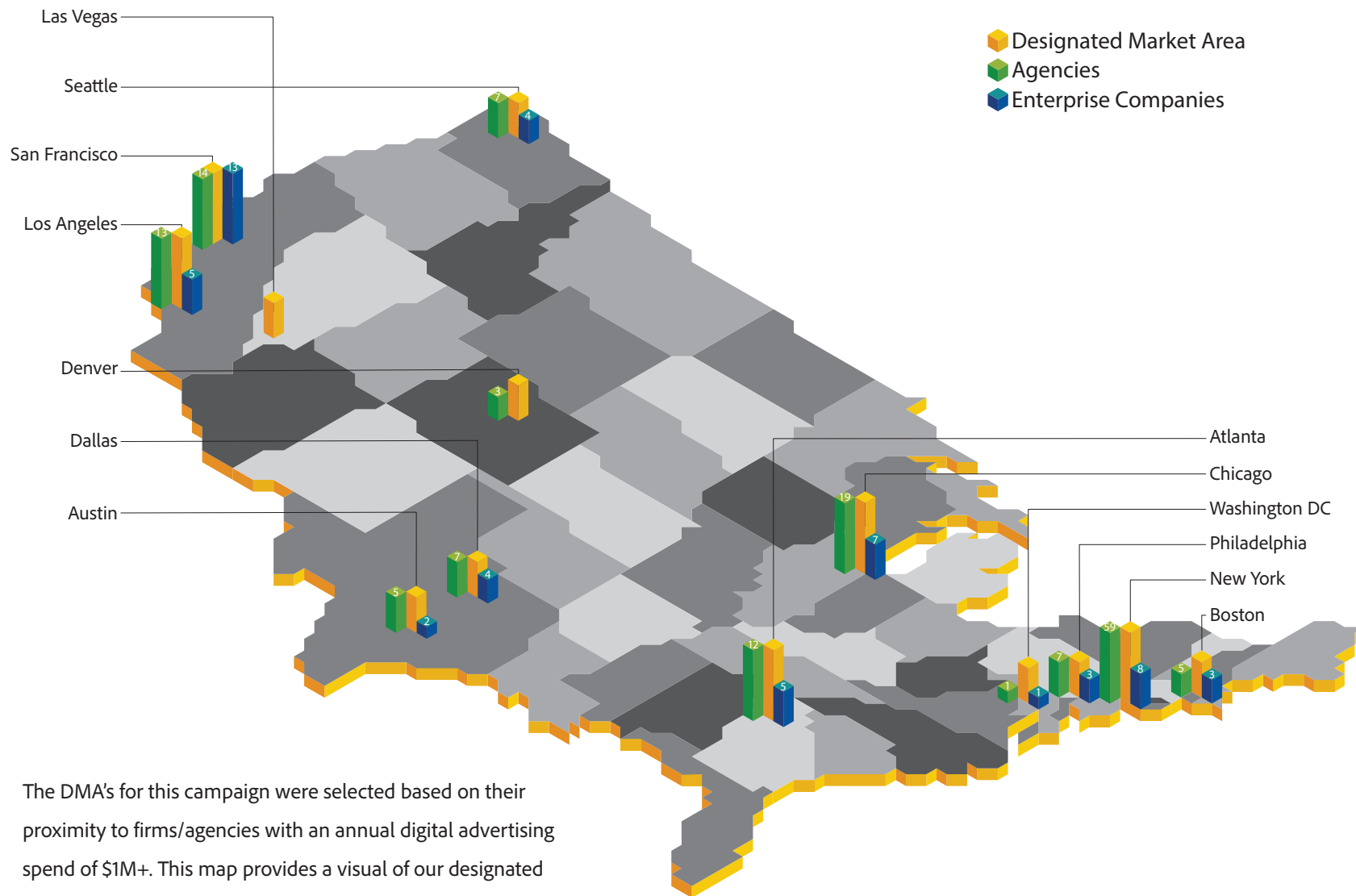


**UNAWARE > PROBLEM AWARE > SOLUTION AWARE > PRODUCT AWARE > MOST AWARE**

on-the-go, so shuttle busses, billboards, and experiential ads will be key for catching the eye of pedestrian and commuter traffic in our busiest DMAs, generating valuable unaided awareness.

In March, the plan culminates with social, digital, OOH, and experiential around the Adobe Summit. This will provide the share-of-voice and momentum needed to have the message resonate with our target.

# Designated Market Areas



The DMA's for this campaign were selected based on their proximity to firms/agencies with an annual digital advertising spend of \$1M+. This map provides a visual of our designated market areas. The blue and green pillars represent the number of agencies and firms in each area that fall within our target.<sup>44</sup>

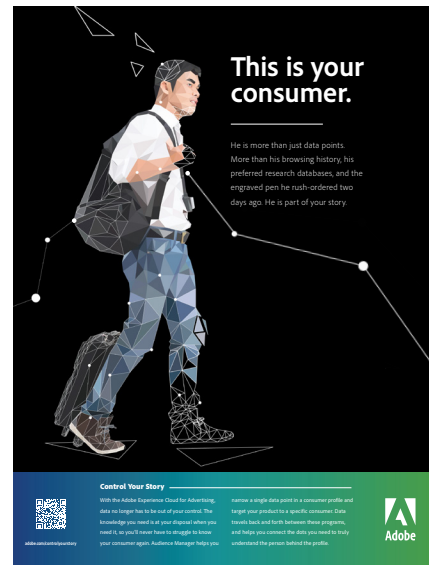
# Print

Magazine readership is high within our target, and magazines have the highest Return on Advertising amongst all media.<sup>36</sup> AdAge, Adweek, Forbes,<sup>37</sup> and Fast Company<sup>38</sup> provide opportunities for us to connect with our target through a trusted source, with half of readers being Decision Makers or Vision Leaders.

Our **6-page spread** in AdAge's October Martech issue gives us a platform to unfold an impactful 6-piece story. Each page reveals one piece of data with an ambiguous visual until the last page, which reveals a unique consumer, visually emphasizes the fact that a single data point cannot tell you the whole story about your consumer.

Our **one-page and two-page spreads** utilize body copy coupled with our campaign's color coding scheme to emphasize specific product features — purple and pinks for omnichannel, warm tones for customer service, and cool tones for data transparency. Our core message - **"Control Your Story"** is reinforced by the tagline and our customized hyperlink. QR codes will also help generate visits to the Adobe Experience Cloud for Advertising landing page.

13,670,000<sup>44</sup>  
IMPRESSIONS  
KPI: AWARENESS, VISITS



# Out of Home

## BILLBOARDS

With a very low CPM, billboards in our DMAs, located near large agencies and enterprises, are able to reach foot and commuter traffic. Billboards will be tailored to each city by collecting specific data based on the city's most popular attractions or landmarks, speaking to both consumers and advertisers alike. The digital billboards will start with an incomplete outline of a landmark. As more data is gathered and added throughout the day, the landmark becomes visually complete. No story is complete without knowing its setting, and both digital and static billboards feature the headline "This is your City" and our campaign tagline, **"Control Your Story,"** emphasizing how transparent data helps connect with consumers wherever they go.



## BUS

Adobe will provide bus transportation for conference attendees, all they need to do is signup for pickup with their email. The outside of the bus will have a lenticular print wrap. Through this, the appearance of the bus "digitalizes" as it moves.

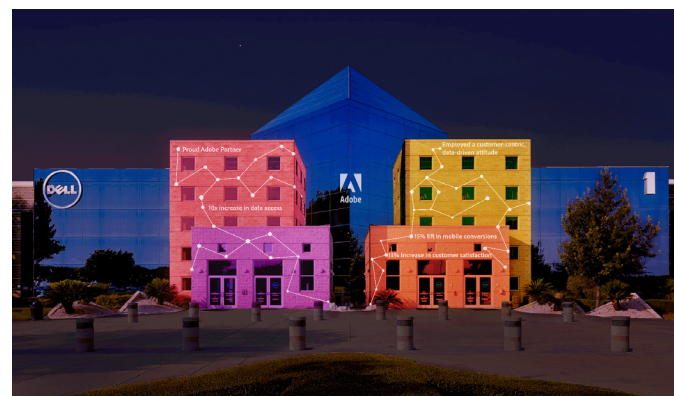
The words "Enter the Experience Cloud" will encourage passengers to step inside, where they will be greeted by seatback screens that will give them useful information about the Experience Cloud for Advertising and their day ahead, as well. They're also encouraged to interact directly with Adobe via Twitter to kickoff and recap their conference experience with the **"#ControlYourStory"** hashtag. To help others control their story, a bus from each city we hold conferences in will be donated to Women Who Code or Kids In Tech to use for their organizational travel.

**650,000<sup>46</sup>** **IMPRESSIONS**  
**KPI: AWARENESS, SHARE OF VOICE (SOV), LEADS**

# Guerrilla/Projection

The **"Control Your Story"** campaign would not be authentic if it did not give our partners a chance to showcase how they are controlling their own story. We will partner with several different advertising agencies and various in-house marketing teams within our 13 designated market areas to create custom projections for the side of their buildings that, at sunset, begin to "digitalize" the building, and showcase data about the company and their success related to their partnership to Adobe. The visibility of this projection among the top agencies and businesses will not only create buzz leading up to the Adobe Summit, but it will also show pride in being Adobe's partner and display how successful you can be when you take control of your story. In conjunction with this, we'll also present our partners with a framed gift from Adobe to show we are happy to be a part of their story.

6,913,632<sup>47</sup> IMPRESSIONS KPI: AWARENESS, SOV



# Social

Adobe will optimize peer-to-peer communication to expand awareness and engagement by utilizing LinkedIn, YouTube, Twitter, and Facebook. Decision Makers rely on each of these social platform for business-related content.<sup>39, 48</sup>

**Twitter :** The Adobe Sensei Twitter account will be personified into an all-knowing being with its own voice that will interact with and help users on the platform. A promoted tweet from Sensei will call for people to “Like” the tweet and in return, Sensei will gather data from their profile’s posting history and craft a perfect Twitter bio with the **#ControlYourStory** hashtag. This will show the ways Adobe’s data transparency helps customers take small pieces of information to form a greater understanding of a target.




28,882,093<sup>49</sup>  
IMPRESSIONS

KPI: AWARENESS, SOV

**Facebook/LinkedIn:** Every profile contains personal information about each user. To showcase the ways the user’s data makes them unique, Adobe will ask users for access to their profile picture and information. Using unique data points gathered from their profile, an automated system will create a vector-based profile picture for each individual featuring the **“Control Your Story”** tagline. This custom art will demonstrate the power of optimized data and highlight Adobe’s transparency with the data.



127,216,846<sup>50, 51, 65</sup>  
IMPRESSIONS  
KPI: AWARENESS, SOV

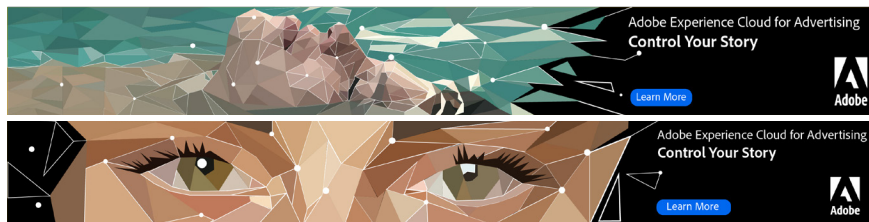
**YouTube:** 70% of B2B marketers believe that video converts qualified leads more effectively than all other forms of content marketing.<sup>40, 52</sup> The short YouTube pre-roll advertisement will showcase the Experience Cloud for Advertising’s capabilities in a quick and captivating format. The video will use music and our campaign’s art direction to catch viewers’ attention, and will end impactfully with the **“Control your story”** tagline.

56,666,667<sup>53</sup>  
IMPRESSIONS  
KPI: AWARENESS, SOV

# Digital

## BANNER

Informative content is key to delivering the strengths of Adobe's offering.<sup>54</sup> We're creating an interactive experience where users can zoom in on specific data points when hovering their cursor over digital banner ads featured on AdAge<sup>55</sup>, AdWeek<sup>56</sup>, Digiday<sup>57</sup> and Fast Company websites, showcasing a core asset of Adobe's adtech: transparency. The copy emphasizes the benefit of Adobe and the campaign's tagline. A "Learn More" button is prominently visible which will take users to the newly designed Adobe Experience Cloud for Advertising landing page.



32,866,084 IMPRESSIONS 176,878<sup>42, 59, 60</sup> INTERACTIONS KPI: AWARENESS, VISITS

## WEBINARS

Adobe Experience Cloud for Advertising will host bi-weekly webinars to provide leads the opportunity to connect with Adobe professionals, while supporting the consumer through their onboarding and user-experience journey<sup>61</sup>.

12,000<sup>62, 63</sup> IMPRESSIONS KPI: AWARENESS, VISITS, LEADS

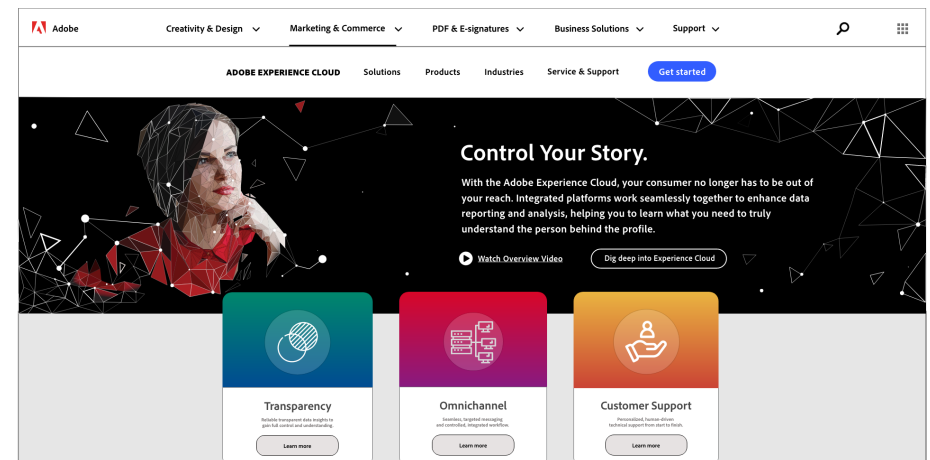
## GOOGLE SEARCH

A successful Google Ads Strategy optimizes the most connecting and common words in the advertising and marketing industry within our DMA's to drive engagement and awareness.

1,044,923<sup>64</sup> IMPRESSIONS KPI: AWARENESS, VISITS, LEADS

## WEBSITE REDESIGN

We will redesign the Adobe Experience Cloud for Advertising landing page to correlate with the rest of our campaign's art direction and messaging strategy, **"Control Your Story."** The website will strategically emphasize two key product benefits, transparency and omnichannel integration, while providing easy-to-find access to our support page.



## EMAIL

Throughout our campaign we will be sending out a weekly email catering to Decision Makers and Practitioners, creating a narrative of trust and support. We will be building our email leads through our conference experiences, shuttle ride promotions, webinar registrations, and other parallel advertising.

136,220 IMPRESSIONS KPI: AWARENESS, VISITS

# Experiential

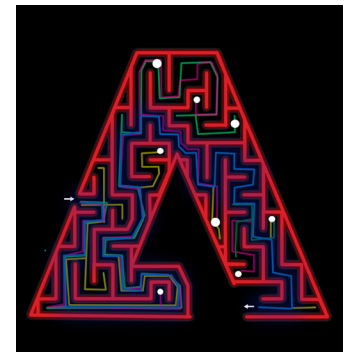
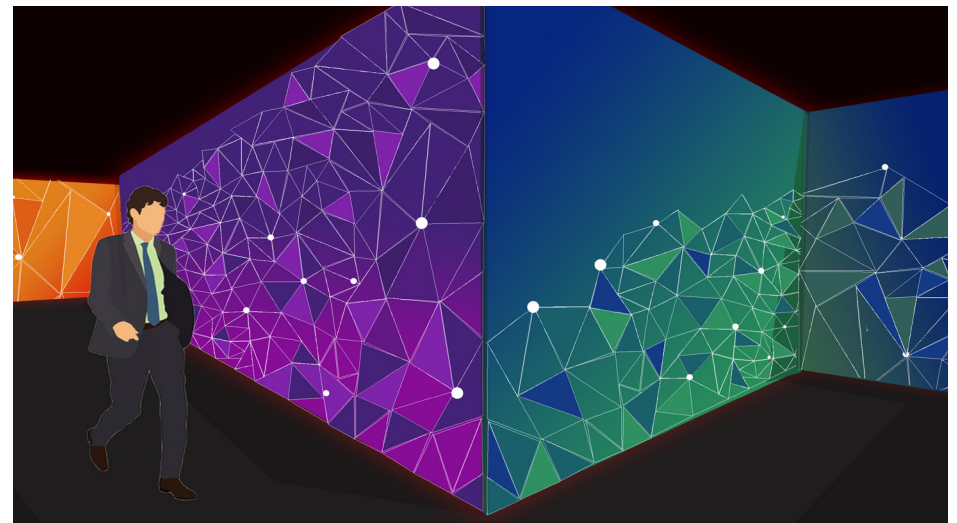
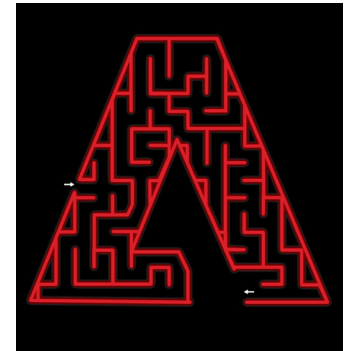
Professional conferences provide an opportunity for immersive engagement with our target, while also allowing Adobe the chance to capture email addresses through participation with the Adobe Maze. The Adobe Summit will feature a physical maze to remind users they are in control of their story, and if they get stuck, Adobe is there to help at one of the support stations located throughout the maze.

This hands-on experience will help communicate to our partners that they can reach out to Adobe at any point throughout their journey for guidance, promoting Adobe's commitment to support. The words **"Control Your Story"** will be the first thing to greet them as they walk inside the maze, and continuing through, the walls will begin to "build" with digital information around them designed to help them complete the maze. Overall, this experience will remind users that with complete data, they can control the story.

An interactive projection tunnel will be placed at the entrance and exit of the Summit, branding the campaign's art style from start to finish and welcoming them inside with a projected "Control your story" on the ground as they walk through. By increasing exposure frequency, we increase the likelihood of confirming qualified leads. Outside of the Summit<sup>66</sup>, Adobe will be featured at Digital Summit Chicago<sup>67</sup>, AdWeek NY<sup>68</sup>, Programmatic I/O<sup>69</sup>, MarTech<sup>70</sup>, and Digital Summit Dallas<sup>71</sup>.

104,300 IMPRESSIONS

KPI: AWARENESS,  
SOV, LEADS<sup>72</sup>



# Campaign Schedule

	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.				
								<b>Budget</b>	<b>Impressions</b>	<b>Interactions</b>	<b>Leads</b>
<b>Social</b>											
Facebook								\$300,000	41,724,618	371,349	2,971
Twitter								\$255,000	28,882,093	188,889	1,511
YouTube								\$255,000	56,666,667	283,333	2,267
LinkedIn								\$330,000	85,492,228	1,316,580	10,533
<b>Digital</b>											
AdAge								\$205,000	27,000,000	124,200	994
AdWeek								\$110,750	2,550,000	11,730	94
Digiday								\$177,000	1,800,000	8,280	66
Fast Company								\$54,900	322,941	1,486	12
Google Search								\$17,874	1,044,923	25,183	766
Webinar								\$6,000	12,000	6,000	2,400
Email								\$6,600	136,220		
<b>Print</b>											
AdAge								\$270,000	120,000	7,680	
AdWeek								\$127,000	300,000	19,200	
Fast Company								\$126,000	650,000	41,600	
Forbes								\$300,000	12,600,000	806,400	
<b>Conferences</b>											
Digital Summit Dallas								\$50,000	1,700		34
Digital Summit Chicago								\$50,000	1,700		34
AdWeek NYC								\$50,000	98,000		1,960
Programmatic I/O								\$50,000	1,500		30
Martech Boston								\$50,000	1,400		28
Adobe Summit								\$50,000			
<b>Out-of-Home</b>											
Billboards								\$176,000	114,690,916		
Buses								\$187,000	650,000		1,725
<b>Guerilla</b>											
Projection								\$195,000	6,913,632		

Production Cost **\$400,876**

Contingency **\$200,000**

**Total \$4,000,000 381,660,538 3,205,910 25,423**

Light Moderate Heavy

# Evaluation & Analytics

**Goal:** Raise unaided awareness of Adobe's Experience Cloud for Advertising as a top adtech provider by 2%.

**Evaluation:** Surveys of our target audiences at the beginning, middle, and end of the campaign.

**Expected Result:** Significant increase in unaided awareness based upon the **381,660,538 impressions** gained across all channels, in addition to share of voice earned from guerilla and social channels.

**Goal:** Boost Adobe to top 3 for share of voice and earned media.

**Evaluation:** Social listening throughout the campaign. By counting hashtags and mentions of Adobe compared to the rest of the industry, a calculation can be made for growth in share of voice.

**Expected Result:** Thanks to our social and guerilla channels, we expect a significant boost in share of voice for earned media. Twitter and Facebook users will share their experiences with Adobe Sensei, and projections should create a buzz for our earned media.

**Goal:** Drive 50,000 visits to Adobe.com and the Advertising Cloud.

**Evaluation:** Tracking tags will be placed in each ad on all social and digital channels, and QR codes in print ads. Each unique tag will allow us to continuously track the source of each visit to the Adobe website throughout the campaign so we can make adjustments accordingly.

**Expected Result:** Based upon industry averages we anticipate 3,205,910 visits to the Adobe website through social and digital channels. QR codes on print will drive an estimated **874,880 visits** to the site, leading to a total of **3,205,910 visits**.<sup>42</sup>

**Goal:** Acquire 10,000 new Decision Maker and Practitioner contracts

**Evaluation:** Using the same tracking tags placed in digital, social, and print ads, we can continuously track the conversion rate of visits to the Adobe website into leads. Conferences are expected to generate high quality leads, and these can be tracked using a separate tracking tag as well, allowing us to track performance of each conference individually.

**Expected Result:** We predict **25,423 total leads** generated from our social, digital, print, and experiential channels.<sup>42, 43</sup>