

CONNECT WITH CONFIDENCE



AGENCY
826

EXECUTIVE SUMMARY

Connecting with consumers is what advertising is all about, but is it really that simple? Enterprises have the difficult task of creating a strong message for their audience. What is the most effective way to deliver these messages? How are insights drawn from endless amounts of data? Which software can be integrated in campaign execution? These are just a few of the questions that enterprises face daily, but it doesn't end there. Unfortunately, Enterprises are not confident in their solution to connect with their consumers.

Thankfully, we have the solution:

The Adobe Experience Cloud for Advertising (AECA) eliminates the need for troublesome techstacks by seamlessly connecting data and media tools. This integration provides enterprises with the ideal platform to deliver strong messages to the intended target, but there is a lack of awareness that this solution exists.

So, here is what we are doing about it:

Maximizing a budget of \$4M, our campaign will raise awareness of the solutions the AECA provides to our target audience. These are the main objectives provided by the case, which we will use to measure the effectiveness of our campaign:

MAIN OBJECTIVES



Reach the target audience of the AECA to raise awareness



Ensure Adobe will be in the top three for share of voice for earned media



Drive 50,000 visits to the AECA website



Increase advertiser persona contact growth in marketable databases by capturing 10,000 new target accounts

TABLE OF CONTENTS

03 | Research

05 | Insights

07 | Strategy

10 | Creative

15 | Activation

18 | Media

21 | Evaluation

 = KEY INSIGHT

ADVERTISING ASSIGNMENT



To Do:

Develop a campaign that positions the AECA as the leading unified adtech solution for enterprises looking to maximize their annual digital ad spend of at least \$1 million.

Adobe informed us that the awareness level of the AECA was **less than 5%**. With this in mind, our first step was to understand the industry and what enterprises value most in their adtech solutions.



Next Steps:

The AECA considers itself a leader in adtech. So why is awareness surprisingly low? To tackle this problem, we needed expert level knowledge. These questions became the foundation of our research.

Who are our main competitors in the adtech industry?

How does Adobe differentiate themselves from their competitors?

What are enterprises currently struggling with during their day to day operations?

What do our consumers currently think about Adobe?

How are we going to reach our target market?

SCOPING OUT THE COMPETITION

Adobe provided us with a list of competitors, but we needed to know more. After preliminary research, we found that each product in the AECA stack had its own set of competitors.

WALLED GARDENS

83%

We discovered 83% of industry professionals had experience with walled gardens.

amazon



Google

These walled gardens remain competitive by making ad inventory exclusive. Because the AECA is an independent software, it reaches beyond the ad inventory of the walled gardens.

INDEPENDENT

51%

51% of industry professionals have heard of other adtech competitors.



ORACLE



Although these competitors are more well-known, they lack the all encompassing features that the AECA provides. In a single suite, the AECA will guide enterprises through their entire campaign from start to finish.

Our competitive focus is not on a particular company or software, but enterprises' overall aversion to transitioning to *any* new adtech solution. These restrictions include:

Understanding new software involves in-depth training programs

Possibility of losing data in the transfer process

Each department may operate on a different software

When asked what would it take to switch your software industry professionals replied with:

"It would take a lot - likely a mix of glitches, lack of strategic and high-level insights, and difficulty in creating new dashboards to display meaningful data."

-Anonymous

Q Out of all of the AECA's competition, we found the biggest threat was implementation intimidation. In order to find out what motivates enterprises' need to switch, we broke down the profiles of each target.

ADDRESSING THE CHALLENGES

With a better understanding of the key target, our next step was to identify their challenges. Throughout this research, industry professionals most commonly expressed:

DROWNING IN DATA



With large amounts of data available to them everyday, industry professionals spoke out about feeling overwhelmed by their data and possibly missing key insights.

"I definitely feel as though we are drowning in data. The world is full of advanced technology and it is coming to you all at once. I feel that the community is fatigued and overwhelmed with data."

-Marketing Director & Communications, Realty

INSIGHTS INTO ACTION



It is crucial that enterprises possess the right tools to recognize and implement the valuable insights buried in the large amounts of data collected each day.

"Making the most of big data requires deep expertise, research, context-setting, and ultimately, storytelling and making connections from a very human, psychology-driven perspective – in order to really make a difference and change behavior."

-Global Senior Brand Planner, Advertising

SEAMLESS INTEGRATION



When enterprises utilize disconnected adtech platforms, communication issues arise and insights are easily lost. Enterprises are in need of a seamlessly integrated solution that allows for greater connectivity.

"Currently, it's hard to find integrated software and our two systems do not work together or communicate at all."

- Executive VP, Varney Insurance

Our research produced valuable insights about the challenges enterprises face daily. It is important to understand these obstacles to properly address the solutions that the Adobe Experience Cloud for Advertising offers.

Q All of these challenges have an underlying common denominator - the concern of confidence. The AECA is a powerful tool that guides users towards achieving their goals while simultaneously driving confidence.

CONNECT WITH CONFIDENCE

Enterprises need to feel confident in their adtech software and its ability to share their campaign most effectively. We know this. That is why we are creating awareness for Adobe's all-in-one solution through our campaign: *Connect With Confidence*.

SO WHAT IS CONFIDENCE?

Confidence [*'känfədəns*] (n.) - the state of being certain that a chosen course of action is the most effective.

Successful advertising needs confidence. The messaging of the campaign is determined by the insights gathered. You can't be confident in your messaging without belief in the quality of the insights. Because without confidence, advertising would be meaningless.

Connect With Confidence. It is more than a campaign. It is a call for all enterprises to reach beyond simple software and transform their message from ordinary to meaningful.

To create meaningful advertising is to "Connect With Confidence" through all stages of advertising with an all-in-one solution. Enterprises can seamlessly work together, feeling certain they have connected their strategy to their intended audience.

To effectively convey this strategy, we created a survey to understand how respondents currently view the Adobe brand.

Less than **50%** of survey respondents thought that "personal" described Adobe well.

Only **25%** of survey respondents thought of Adobe as a trusted friend

Almost **40%** of respondents felt that genuine was NOT an accurate description of the Adobe brand

More than **50%** of the survey respondents believe that Adobe is not approachable

Given what we know about the current perceptions and the complexity of adtech software, it was important to make the campaign memorable by humanizing the brand while instilling confidence.

Q We needed a way that best conveyed our message of Connect With Confidence to enterprises. We found the best technique is through personalization and approachability of the brand.

INTRODUCING ADAM

Adam from Adobe is the *real life version* of the AECA. He guides your enterprise to discover the endless possibilities of the AECA. Adam is the key communicator for our messaging because of his ability to connect with enterprises in all industries.

We tested a preliminary version of the Adam from Adobe campaign against the most recent Adobe Experience Cloud advertisement. Overall, our advertisement tested more effectively than the current Adobe campaign. **Our ad proved to be:**

 **MORE**
MEMORABLE

 **LESS**
CONFUSING

 **MORE**
GENUINE

 **MORE**
PERSONALIZED

We have determined that the following traits make Adam the most effective spokesperson for the AECA:

GENUINE.

People trust authenticity. If you are not true to your brand, it will show. Adam's genuine nature will show through his personality and understanding of enterprise challenges.

DEPENDABLE.

Professionals value reliability. Adam's depth of knowledge and experience will help enterprises maximize their digital ad spend while confidently connecting to their target.

EMPOWERING.

Advertisers seek confidence. Adam's support & perspective can curate success for the entire team. This instills confidence in enterprises when making decisions about their adtech software.

Whether you are a Visionary, Decision Maker or Everyday User, Adam acknowledges your advertising needs. He is a personality you will remember and trust because of his genuine, dependable and empowering nature. These essential qualities inspire enterprises to **Connect With Confidence** and we trust that Adam will be the perfect messenger for the task.



Q Based on our extensive research and success of similar advertisements, Adam is the ideal strategy to communicate our messaging throughout this campaign.

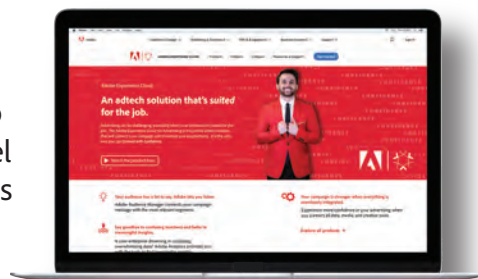
CONNECTED CREATIVE

Main Message:

Our advertisements address the leading enterprise challenges we found through research; drowning in data, inability to turn insights into action, and the need for seamless integration. Adam is our tool for communicating how the AECA is the all-in-one solution.

Call to Action:

Our campaign includes a strong call to action to visit the website for more information on how to **“Connect With Confidence.”** Using our shorter and more memorable URL, website viewers come to a landing page that features a look and feel of our campaign message and incorporates Adam. To build curiosity, we needed an intriguing tagline that would drive industry professionals to the AECA website.



Our shorter URL is easier to recall!

“Connect with Confidence” Tagline:



Our tagline, “Connect with Confidence”, tested **20%** more intriguing than the current Adobe Experience Cloud tagline.

Connect With Confidence is a powerful tagline that acts as the focal point of our campaign. Confidence is the driving factor; ensuring enterprises have chosen the right course for successful advertising, but industry professionals cannot feel confident if they are not connected.

Through consistent visual elements, messaging strategies, and a clear call to action, our campaign will generate high brand recognition and drive curiosity for industry professionals.

Visual Elements:

We chose to use both the Adobe logo along with the Adobe Experience Cloud for Advertising logo. Adobe is a well known brand, but as we have seen through research, the AECA has a significantly lower awareness. Our goal is to use the strength of the Adobe logo to increase recognition for the AECA logo by pairing the two together.



Adobe Experience Cloud for Advertising

To create brand recognition and consistency, we thought it was necessary to stick true to the Adobe red. Adobe's eye-catching red can be seen throughout all elements of our campaign to give Adobe and Adam a bold and confident look.



CONNECTED TO SOCIAL


To raise awareness among industry professionals, we need to reach them through the channels that best fit their lifestyle. That's why we've decided to increase social media presence on LinkedIn, Twitter, Instagram, and Facebook. In our social posts, Adam will continue inspiring confidence through his expertise and enthusiasm of the AECA. Engagement and click-through rates will be tracked utilizing the Adobe Analytics software.

Instagram & Facebook: Raising awareness doesn't stop there. Testimonials from current AECA users on Instagram and Facebook to provide genuine perspectives on the product will be posted. Based on a Demand Gen Report, testimonials proved to be **97% more effective** in increasing credibility in B2B advertising.




CONFIDENCE
E CONNECT WITH
CONFIDENCE
ECT WITH
FIDENCE
ITH CONFID
FIDENCE
CONNECT
CONFIDE
T WITH
CONFID
CE CONN

"The Adobe Experience Cloud for Advertising has helped our team organize data and pull insights better than any techstack we've used before."
-Michelle, SVP of Data Analytics



CONFIDENCE
E CONNECT WITH
CONFIDENCE
ECT WITH
FIDENCE
ITH CONFID
FIDENCE
CONNECT
CONFIDE
T WITH
CONFID
CE CONN

"With the Adobe Experience Cloud for Advertising, our company has improved collaboration across all channels and the results prove it."
-Eric, Account Coordinator



LinkedIn & Twitter: Social media is all about connecting and we plan on doing just that! Through educational posts on LinkedIn and Twitter, we will reach our audience and increase awareness on what the AECA can do for their enterprise. Geofencing will also be used on these platforms during all of the events that the AECA will be attending to directly target the industry's attendees.

To enhance the AECA's social presence, we will post primarily on the independent AECA account. We will also promote the AECA through Adobe's main platforms to gain a following and further awareness.


IMPRESSIONS: 97,384,045 TOTAL

INFLUENCERS

We will partner with two highly regarded influencers, Ann Handley and Neil Patel, that focus on marketing education and digital practices. Our reach will be elevated through Patel and Hadley's Twitter, LinkedIn and YouTube accounts. Posts will include promotion of the AECA product and upcoming sponsored events.

Over 50% of users prefer getting product information from influencers and other users rather than straight from brands or advertising.



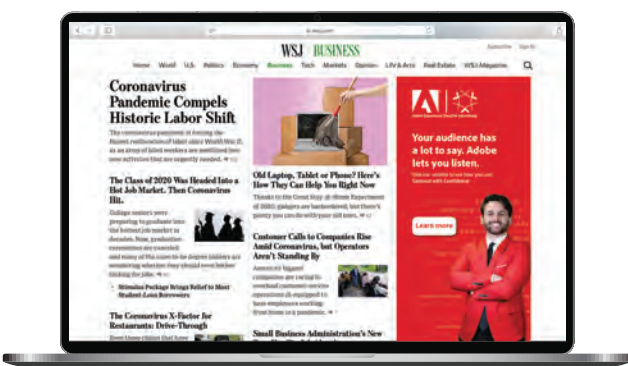
PATEL	HANDLEY
 348.7k	 852.8k
 397,634	 408,796
 555k	

THE DAILY NEWS

The decision to advertise with digital banners in online publications and e-newsletters was made to reach industry professionals more effectively. Online publications and premium newsletter subscriptions, most notably Adweek, are popular among industry professionals interested in consuming daily advertising related content. We will also employ programmatic advertising to ensure our ad placement is in accordance with our target's demographics and interests. We are confident these will be the most efficient channels to connect with our target.


DIGITAL MARKETING DAY


On Digital Marketing Day, December 16, 2020, the AECA will be doing homepage takeovers on the Wall Street Journal and Adweek. These eye-catching interactive takeovers will promote curiosity of the AECA and drive viewers to the website.



Our research confirmed that **50%** of our target audience visits ad tech related news sources more than once a day.



 **Advertising so seamless, no need for alterations.**
Visit our website to see how you can **Connect with Confidence.**

 [Learn more](#)

 **An adtech solution that's *suited* for the job.**
Visit our website to see how you can **Connect with Confidence.**

 [Learn more](#)

IMPRESSIONS: 157,216,666 TOTAL

AECA ON THE GO

All of our Out of Home ads (OOH) are strategically placed in the location of Adobe and AECA sponsored events. These ads focus on raising awareness that the AECA is sponsoring events such as Adweek, and the Adobe Summit. Our choice to place OOH ads near the Adobe Summit was due to the large percentage of attendees who are familiar with the Adobe Creative Cloud. These users are already predisposed to the brand and they will feel inclined to learn more about the AECA. Each form of transportation features our tagline "Connect With Confidence."

BUS WRAPPING

Seen all around New York City, bus wraps are a bold way of sharing important messages. This will generate thousands of impressions by attendees who are in the area throughout those 4 days. Bus wrapping brings a tactical advantage because the advertisement will be constantly moving around Adweek.



SUBWAY

Subways are a common mode of transportation for many AdWeek attendees. Panels will be strategically placed at subway stations along the route to the event.



MONORAIL

The Las Vegas monorail train ads will run through the duration of Adobe Summit and CES events. The placement of these ads will directly increase the number of impressions among industry professionals in the area.



IMPRESSIONS: 4,429,002 TOTAL

TOOLS OF CONNECTION

Now that we have established the foundation of our campaign, our activations will engage the Visionaries, Decision Makers and Everyday Users with interactive events and conference add-ons. Our audience will connect with the brand while elevating both the awareness of the AECA and the message of our campaign, *Connect with Confidence*.

THE CONNECTION CAFE



The Adobe Summit 2021 in Las Vegas, NV
The Women in Marketing Conference in Los Angeles, CA

Cafes are all about connection.

As a community meeting place that stimulates conversation, the Connection Cafe encourages attendees to build relationships in their respective industries.

At the cafe, baristas brew the perfect cup of coffee just for you, mirroring the way the AECA personalizes your advertising. A branded, reusable coffee tumbler will be given to you with a QR code that leads to the AECA website. Make the most of each conference break, connect over a "cup of confidence" and scan the QR codes of other attendees' badges to connect with each other on LinkedIn.

CONFIDENCE KITS

The AECA knows the key to making connections is being confident in yourself. In response, we have created Confidence Kits which provide professionals tools to feel confident in the workplace just as the AECA helps you feel confident in the connection you have made with your consumers.

The box will include mints, floss, a thumb drive, chapstick, a calendar. The calendar will feature QR codes that lead to information on future AECA events, lectures and webinars.

Using a targeted B2B database, Confidence kits are distributed to 10,000 targeted enterprises and all attendees of our campaign social cause, the Women in Marketing Conference.

Adobe encourages each kit recipient to create a post on how the kit helped them *#ConnectWithConfidence* and tag AECA on social media for a chance to win free entry to the Adobe Summit 2021



 **HITTING THE OBJECTIVES (Cafe):**
Capture new target accounts | Generate earned media

 **HITTING THE OBJECTIVES (Kits):**
Drive traffic to AECA website | Raise awareness

ACTIVATION ACTIVITIES

ACTIVATION FAIRWAY

CES Summit 2021 in Las Vegas, NV

Golf, like advertising, is a game of confidence. It is parallel to the business world leading to connections and conversations. At CES, the golf simulation allows each person to take a swing at hitting their target audience.

Each player can play and receive:

- a 3-pack of AECA golf tees for participation
- an AECA Visor for using the Adobe Analytics driver and driving it over 150 yards, achieving maximum insights
- a 3 pack of AECA golf balls if you connect with your intended target, and sink in a 10-foot putt with the Audience Manager putter
- **BONUS!** Hit a Par on any hole to receive an AECA golf polo

The AECA is the all-in-one solution – *a hole in one!*



AECA POP-UP

Adweek October 2020 in New York, NY

New York is known as a hub for creativity for advertisers and professionals alike. The AECA wanted to POP out as one of the most popularized events in the industry, Adweek! That is why the AECA is bringing a ball pit to the center of this event.

Consumers struggle with identifying valuable insights in large pools of data. The AECA analyzes meaningful insights in real time to eliminate the feeling of drowning in data.

To visually represent this challenge, we will feature a ball pit with red balls representing the valuable data in a sea of white balls of excess data. The red balls will be easily identifiable and symbolize how the AECA makes insights more tangible.

WOMEN IN MARKETING



“Only 1 in 4 leadership roles at large tech companies are held by woman.”

-TrustRadius

According to TrustRadius, in 2019 women were outnumbered three to one in tech. Adobe recognizes this inequality, especially within the tech industry. By connecting the right tools and strategies, Adobe encourages confidence in women throughout the business world.

The Women in Marketing conference event brings female industry professionals together to build meaningful connections, and experience the latest innovations in marketing technology. Through a title sponsorship, Adobe will engage with professional women and promote our message to **“Connect with Confidence”**.

Adobe will present Ann Lewnes, their Executive Vice President and Chief Marketing Officer as an invaluable keynote speaker.

Conference breaks are used to build connections over a “cup of confidence” at the AECA Connection Cafe. Each of the 200+ attendees and guest speakers will receive a Confidence Kit and be asked to engage on social media through the hashtag **#ConnectWithConfidence**.

ANN LEWNES

Adobe will present Ann Lewnes, their Executive Vice President and Chief Marketing Officer as an invaluable keynote speaker.



MEDIA STRATEGY

MEDIA OBJECTIVES

Below are the objectives that we will achieve through the strategically chosen media channels:



Reach industry professionals on digital media platforms that they frequently visit.



Increase spending before and during events that the AECA attends during the campaign.



Target our industry professionals multiple times using different platforms so they can gain awareness of the AECA.

SOCIAL MEDIA **48.3%** OF THE BUDGET

LinkedIn: This is the most prominent and appropriate platform to reach our target audiences increasing overall brand awareness. We will be sharing our ads through both educational and sponsored posts. **63%** of marketers rated LinkedIn as the most effective B2B social media platform according to Content Marketing Institute.

Instagram, Twitter and Facebook These platforms will feature posts from the AECA's individual account, along with sponsored video advertisements targeted to personal feeds. Facebook and Instagram stories will be shared to encourage engagement with our target through their preferred social media channels. When surveyed, **50%** of our target said their primary source for general news was a social media platform.

YouTube: As one of the most popular platforms worldwide and with billions of users engaging in content, many individuals look to this site for informational purposes. Advertisements will run through True-View, based on high traffic and user likability. Video Discovery Ads will also display as the user navigates the platform.

STREAMING **7.4%** OF THE BUDGET

Hulu uses precise targeting to direct our ads to industry professionals based on their age, interests, and the shows they watch. Compared to linear television advertisements, Hulu ads are **61%** more effective in increasing top-of-mind awareness amongst consumers.

MEDIA STRATEGY



ONLINE PUBLICATIONS:

17.4% OF THE BUDGET

Programmatic advertising automates the placement of our ads on online publications that industry professionals often interact with. Our research revealed that **44% of media users** read a variety of online publications for advertising and ad tech-related news.



Email Newsletters:

8.4% OF THE BUDGET

Due to a wide variety of advertising-focused email newsletters, we are displaying AECA ads programmatically throughout various newsletters with contextual and data targeting.



Podcasts:

5.7% OF THE BUDGET

69%

of podcast listeners agreed that podcast ads make them more aware of products or brands (Marketing.Toolbox)

46%

of marketing and advertising professionals said they listen to podcasts related to their profession

Based on our research, most industry professionals listen to a diverse range of podcasts. We will deliver programmatic ads that best target industry professionals based on their personal interests.

OOH:

12.6% OF THE BUDGET

Bus wraps will be placed on the outside of buses that travel throughout the area of the Adweek event. Vehicle advertising in the New York area can generate up to 92,000 impressions in 4 days according to Blue Line Media.

Subway Two-Panel ads will be placed in 3 different stations, near the Adweek event.

Nearly 5.6 million people travel on the subway on weekdays, some of whom are everyday users and decision makers commuting to this industry event as reported by Blue Line Media.

The Las Vegas Monorail AECA ads will be placed inside and outside of multiple monorail trains, as well as, placed inside of multiple stations on the exit walls and columns. The monorail is visible daily to more than:



40,000
automobiles



10,000
hotel rooms



67,000
passengers

Creative Team:

Creative Director:

Haley Watt

Art Director:

Katie Johnson

**Associate Creative
Director/Copywriter:**

Lauren Gonthier

**Associate Creative Director/
Head of Production:**

Nick Stanglewicz

Copywriters:

Jacob Faretra
Samantha Leone
Tyler Marchioni

Design Team:

Karissa Chandler
Ryan Dobrowski
Bailey Eckersley
Bella Malvinni
Sorangel Peguero

Brand Management

Head of Brand Management:

Kristi Dolan
Haley Pozzuto

Brand Management Team:

Joseph Pleva
Rachel Ramos
Kristina Renaud

Media Planning

Head of Media Planning Team:

Megan Ward

Media Planning Team:

Kerry Clark
Hanae Wada

Brand Activation

Head of Brand Activation:

Joey Gulino
Alexandria Kindle

Brand Activation Team:

Rachel Bruno
Riley Flowers
Tatiana Rios-Castro
Nicole Russo

Presentation Team:

Katie Johnson
Alexandria Kindle
Tyler Marchioni
Nick Stanglewicz

Special Thanks to:

Dr. Geraldo Matos