Unlock **Your** Experience

Adobe Experience Cloud For Advertising

Adobe

NSAC
NATIONAL AAF STUDENT
**ADVERTISING
COMPETITION**

TEAM
768
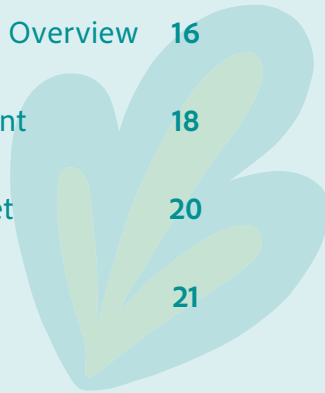
Executive **Summary**

In 1982, in John Warnock's garage, a company was born that would forever change the world. Introducing their revolutionary breakthrough: PostScript, **Adobe** would continue to be an unparalleled tech innovator. Now one of the most diversified software companies in the world, Adobe is expanding its preeminent reach into the adtech industry with the Adobe Experience Cloud for Advertising; yet, advertising professionals struggle to recall Adobe's adtech capabilities unprompted. Here is the opportunity to further Warnock's vision by connecting with a new audience and dominating an entire industry with their breakthrough technology—once again.

With multiple integrated adtech solutions saturating the market, Team 768's task was to inform a very niche group of advertising professionals that there is a better experience for them to discover. An experience that enables more meaningful work through streamlined collaboration, honest reporting and the ability to deliver end-to-end messaging to their audiences.

To communicate a new world that awaits advertising professionals, we've focused on creating a highly experiential campaign that demonstrates Adobe's business and technical expertise through thought leadership. Our digital, traditional and earned media work synergistically fulfill our objectives with tactics that not only meet the advertiser where they are to get leads but keep that relationship alive with content they care about.

Adobe's commitment to revolutionizing how people engage with ideas is as strong today as it was in 1982. Through a unique streamlined process with transparent reporting and creative content management, the Adobe Experience Cloud for Advertising **unearths a new world of adtech**.

Potential: **Unlocked**

Adobe presented **Team 768** with the challenge of expanding their advertising business by 25% with new business targets across the Adobe Experience Cloud for Advertising by September 2021. Our campaign will reach and surpass the given objectives—proving to our target that the Adobe Experience Cloud for Advertising is more than just streamlined adtech: it's an innovative world that gives them the key to unlock their fullest and most profitable advertising experience.

Campaign Objectives

RAISE unaided awareness of Adobe's adtech leadership position with Adobe Experience Cloud for Advertising with our target audience by two percentage points.

OBTAIN a position in the top three for share of voice for earned media.

DRIVE 50,000 visits to Adobe.com and Advertising Cloud.

CAPTURE 10,000 new decision makers and practitioner leads from enterprise accounts with ad spend of over one million dollars per year.

STRENGTHS [1-16]
- Strong established brand presence within the creative community
- A leader in the adtech industry
- Integrated adtech combines the capabilities of different areas of advertising
- Independent adtech solution with transparent reporting
- Well-established IT program ensuring the safety of assets

WEAKNESSES
- Lack of brand awareness as an adtech provider
- Lack of robust billing interface
- CPQ, service, field service and sales force automation aren't supported by Adobe itself

OPPORTUNITIES
- Establish Adobe's name as a well-known adtech provider
- Reinvigorate and redefine the adtech market landscape
- Become a top three leader in the adtech industry
- Use pre-existing industry reputation to bolster the presence of Adobe's adtech

THREATS
- Tough competition [2]
- Oversaturation of adtech landscape
- Walled Gardens' investments help publishers fund their work
- Pre-existing loyalty to current adtech providers
- Consumer confusion with Adobe's adtech functionality
- Switching adtech platforms demands time, resources and training

A Walk Around the **Walled Garden**

As an independent adtech solution, **Adobe** offers higher transparency, wider omnichannel capabilities and other honest reporting features. Adobe invites users of programmatic platforms like Google and Facebook to escape these constricting garden walls and unlock a door leading to a new world of experiences with Adobe's own independent DSP.

Google and Facebook's programmatic ad sales hold a duopoly on the market, and when followed by Amazon, a problem is evident in the adech space. These three adtech solutions restrict the industry and outside independent DSPs from buying ad space and user data on their platforms, forcing advertisers to use several different solutions. By nature of their access to massive amounts of data, the members of the Walled Garden can be seen as **untrustworthy by consumers**.

According to Datanyze, **MediaMath** and **The Trade Desk** take the lead among independent adtech providers, controlling 9.48% and 4.8% of the entire market, respectively. Both have high name recognition and offer clients freedoms that adtech within the Walled Gardens don't, such as integrating outside tools and managing their own data. [26,27,11]

	Adobe	MediaMath	theTradeDesk	Facebook	centro	Google
Creative Integration	⊘	⊘				
Omni-Channel	⊘	⊘	⊘		⊘	⊘
Mobile	⊘	⊘	⊘	⊘	⊘	⊘
Connected Television	⊘				⊘	
Native Advertising	⊘	⊘	⊘			
Video Advertising	⊘	⊘	⊘	⊘		⊘
AI Assistant	⊘	⊘	⊘		⊘	
Anti-Ad Fraud Software	⊘	⊘	⊘			
DMP	⊘	⊘	⊘		⊘	⊘
Search	⊘				⊘	

62.9% of digital ad spend in 2019 went through only Walled Garden operators

Uncovered Truths: Industry
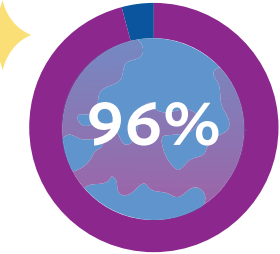
96% of those surveyed stated that **adtech** was the driving force behind their move **in-house** [83]

7.8% adtech share by 2022 as the industry's push for automation continues [35]

[34] The U.S. is the biggest programmatic ad market worth **$24B**

38% average **yearly growth** for advertising software from 2016 - 2019 [84]

80% of all advertising processes will be **automated** by 2022 [34]

Through unearthed research, Team 768 discovered that the adtech industry is headed towards creative content management and vertically integrated features. The Adobe Experience Cloud for Advertising offers a streamlined, end-to-end solution that is best suited for advertising professionals looking for a unified adtech stack. Advertisers want to engage consumers with highly relevant, personalized, fun and valuable content at all points of their customer journey. Their adtech needs to efficiently and cost-effectively identify, reach and engage high-value segments across all channels. The seamless solution that meets our Chosen Few's needs is waiting to be unlocked. [33,34]

Four of every five digital display dollars transact programmatically [36]

US marketers will **increase their investment** in marketing technology by 27% spending **$122 Billion** on advertising tech between 2018 - 2022 [91]

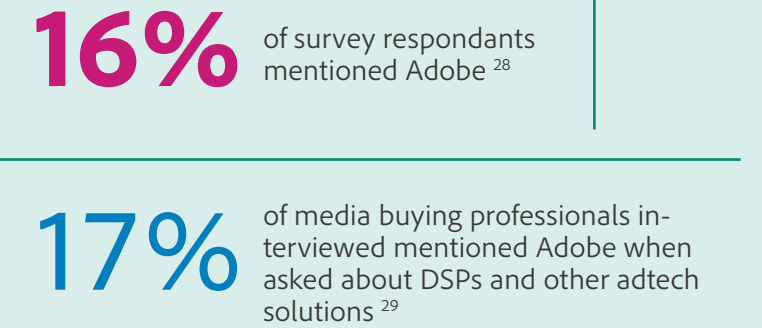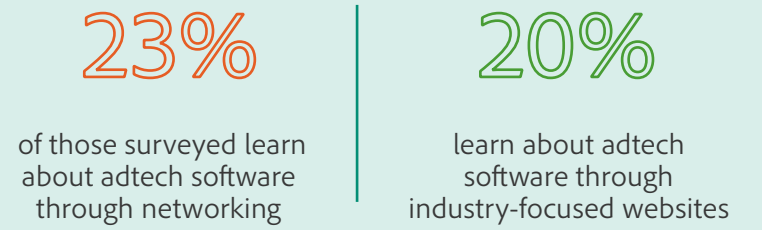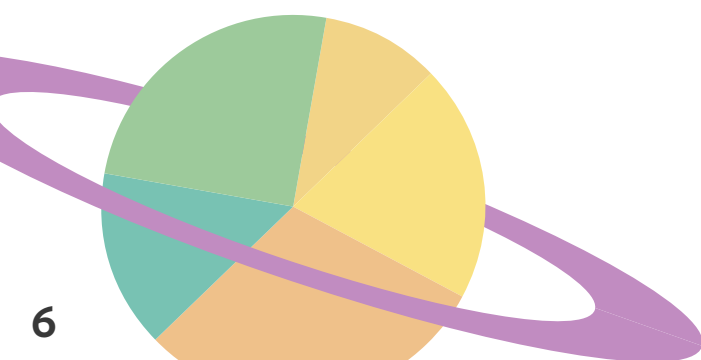[90] Per year, programmatic TV spend has a budget increase of **28%**

Uncovered Truths: Consumer

Team 768 delved into the world of adtech—conducting hands-on research including one-on-one interviews and focus groups with media buying professionals to unearth vital information. Through our research, we uncovered that current awareness of the Adobe Experience Cloud for Advertising is lacking among our **Chosen Few**. This low awareness is due to low media presence paired with little audience engagement. Our **Chosen Few's** current adtech consists of multiple DSPs and dashboards. A survey revealed that the top reason to switch would be vertically-integrated functionality into one platform. Adobe has the opportunity to uncover an experience that optimizes control, capability and connection.

"What programmatic has allowed us to do now it's now cut my job to what would take me a couple of weeks to figure out with data, to a couple of hours or couple of minutes.[30]" **- Eric N.** *SVP, Media Director*

"You run a campaign for 6 months, and 6 months later, you'll get the results. It feels as if your machine's learning stage is years behind, limiting how well your can implement changes to your campaign.[31]"

- Mark P. *Media Director*

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32 Online Survey Responses
Sent to local digital media and programmatic collective

7 Industry Professional Interviews
Ideal target market for Adobe adtech stack
Multiple years of combined Media Buying Experience

23%
of those surveyed learn about adtech software through networking

20%
learn about adtech software through industry-focused websites

16% of survey respondants mentioned Adobe [28]

17% of media buying professionals interviewed mentioned Adobe when asked about DSPs and other adtech solutions [29]

"Programmatic is just three main things. It's data (audience data), and technologies (DSP), and inventory (where will your ad will run).[32]"- **Jackie N.** *Media Director*

The **Chosen** Few

This campaign targets a specific community of **highly skilled advertising professionals** -- they are influenced by experiences, while at the same time, their minds are always evaluating strategy. These professionals know the value of making an impact on their own target audiences, which is all the more reason to make a powerful, personal impact on them. They are our campaign's "Chosen Few." [17 - 25]

Executive Eliza   VP of Digital Marketing

Eliza has been a **motivated employee** for her 17-year career and she's now in a leadership role. She oversees all major digital marketing decisions for a financial institution that spends over $1B on media buying annually. She is also responsible for the success of practitioners, project managers and the people who report to them. She keeps herself on the forefront of marcom and adtech developments in order to maintain an edge in a competitive marketplace. As an executive, she has to constantly prove that her leadership effectively increases revenue every quarter. Eliza is an advocate of honest reporting and needs to know that every choice she makes is the most cost-effective option. She **trusts earned media** and personal experiences -- her own and her colleagues' -- when making decisions on new opportunities.

Decision Maker Dan
Director of Media Strategy

Dan has been working in **media planning** for almost 10 years and witnessed the exponential evolution of adtech. He manages a team of seven media practitioners at a consumer goods company that spends about $120M in media buying annually. He knows that the #1 metric his performance is assessed by is return on ad spend (ROAS). To increase the productivity of ad spend investments, **Dan has to practice swift, calculated judgement and needs to make sure he targets the right consumers on every step of their customer journey**. Since he isn't exactly new to the advertising industry, he finds himself fatigued by played-out marketing tactics and is indifferent to most online and mobile ads; but, as someone who values being informed, he responds well to media like online educational content.

Practitioner Patrick
Media Coordinator

In his 3 years as a **media coordinator**, Patrick has proven himself to be highly efficient and detail oriented. The result? General high return on ad spend (ROAS) for the ads he places. He uses a number of DSPs and 3rd party ad servers to traffic creative assets and campaign elements, and the frustration they cause is a mutual gripe with his peers. His department at a mid-sized ad agency is responsible for about $3M in media buying annually and he must prove to his superiors that every dollar spent is making the most impact possible. Patrick responds to personal, relevant advertising and promotional materials that he can use to persuade his leaders that his choices are the right ones.

Consumer **Journey**

By leading our Chosen Few along their buying journey, we introduce them to a unique and immersive experience. This exposure has the power to change their outlook on traditional adtech by giving them the keys to unlock success through the efficient, streamlined experience that is the Adobe Experience Cloud for Advertising.

Connect

Connection is the phase in which a relationship between the advertising professional and Adobe begins to take form, resulting in leads. This phase paves the way for a more tailored interaction with the advertiser, building value and reasons to believe in the Adobe brand.

Discover

Discovery is focused on making our Chosen Few aware of the promise of honest advertising within the programmatic landscape and how the Adobe Experience Cloud for Advertising works specifically for them.

Explore

Exploration begins by meeting the Chosen Few where they are. Creating experiences that speak directly to our audiences' interests breaks through the noise of our competition and demonstrates Adobe's leadership in the adtech realm to continue discussions and garner reputable attention where our Chosen Few are already looking.

Nurture

Nurture concentrates on growing the relationships established in phase three. It's essential to nurture our connections to not only satisfy our KPIs but facilitate a change to pave their path to purchase. Nurturing the Chosen Few with continued relevancy and updates ensure that Adobe is top of mind for their audience.

Unlock Your **Experience**

Team 768's **Unlock Your Experience** campaign will introduce advertising professionals to an innovative new world that is the Adobe Experience Cloud for Advertising. A new world of honest reporting, streamlined processes and creative content management. More data, more profit.

Through discovering the Adobe Experience for Advertising, exploring its end-to-end features, connecting with Adobe as a company and having that relationship nurtured throughout - our campaign will draw the media buyer into a realization that the Adobe Experience Cloud for Advertising is the only experience for them.

The Adobe Experience Cloud for Advertising is the key to unlocking meaningful advertising experiences that shatter the barriers between you and your audience.It's the missing piece to your advertising operations. It is the scope to view your company's increasing growth. The ultimate adtech experience.

But what kind of experience exactly? Let us show you.

Our Art Direction

KEYS & KEYHOLES
"Unlock" -- brought to life

TELESCOPES
Demonstrates reach

PUZZLE PIECES
Demonstrates creativity

LEAVES & ORGANICS
Depicts growth

PEOPLE
Demonstrates control

ANALYTIC ELEMENTS
Depicts product features

Our Three Worlds

Close your eyes and imagine three worlds. These three worlds contain a delicate balance between all of your adtech wants. These perspectives exist together as the different USPs of the Adobe Experience Cloud for Advertising. The keyhole, the puzzle piece and the telescope are the entrances into these worlds of possibility. Each world is represented by these objects that reflect the power of Adobe. The keyhole unlocks the analytical side of Adobe's Experience Cloud for Advertising, the puzzle piece fills in creative management and the telescope magnifies audience reach. Overall, visual elements along with our primary key objects come together to Unlock an Experience for our Chosen Few.

Media Vehicles

- 📱 Digital
- 📍 Experiential
- ✉️ Traditional
- 🏅 Earned
- 🎯 Thought Leadership
- 🤝 Partnership

Our Strategy

Team 768 has curated an end-to-end advertising experience with our Chosen Few spanning from September 2020 to March 2021. This geographically targeted campaign will make connections with advertising professionals in industry-dense cities across the United States: Los Angeles, San Francisco, Las Vegas, Austin, Chicago and New York City. Through an organic pull strategy, Team 768 will aid advertising professionals' discovery that Adobe Experience Cloud for Advertising is a collaborative ecosystem, with the power to integrate audience data, analytics and creative management in an autonomous as well as efficient way. This process of discovery is catalyzed by using highly relevant, personalized, and valuable content at all touch points along the customer journey.

Honest Advertising Initiative

With the Honest Advertising Initiative, Adobe is making strides to revolutionize the landscape of programmatic by creating a push for the global enactment of Universal ID, all while reinforcing how important honesty and transparency are to the core of the Adobe brand. Professionals in support of this movement will be invited to complete the Adobe Experience League's online learning platform to show their allegiance and unite with other like-minded individuals to unlock a more transparent future for advertising—this time, for the advertiser [43].

### UnlockYourExperience.com 📱
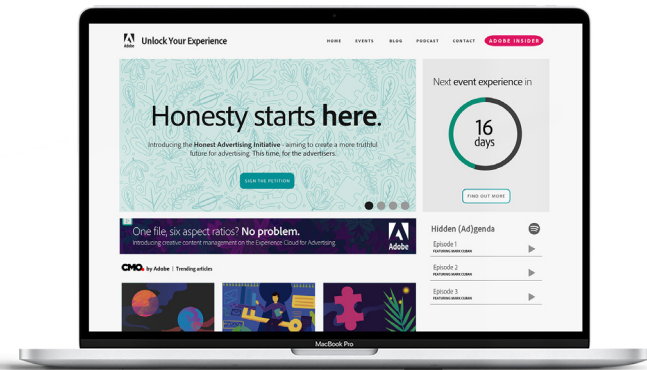
Unveiling in September, UnlockYourExperience.com is the epicenter for advertising professionals on their journey to unlocking their Adobe experience. Hosting thought leadership from both CMO by Adobe and a new podcast; event appearance countdowns; and home to our Honest Advertising Initiative, this new site offers a dynamic experience of immersive and informative content curated with the advertiser in mind.

> The percentage of organic traffic to a microsite is 21.05% whereas the percentage of organic traffic to the parent website is only 6.49% [40].

Content Series - A Chosen Experience 📱

This four part mini-content series will introduce our campaign's Chosen Few as they embark on their journey to unlock the benefits of the Experience Cloud for Advertising. Although their journeys begin separately, these videos will tease the launch of our microsite where the heroes will converge and their fate will be revealed. The storyboard below demonstrates the struggle advertising professionals are going through on a daily basis.One of our Chosen Few discovers a mystical space with a vision of the Adobe Experience Cloud for Advertising and its capabilities. Using the puzzle piece found in their pocket, they unlock their own experience as they are engulfed by the innovative world of Adobe. The Adobe Experience Cloud for Advertising is the piece they've been missing in their work-life, unlocking a world of endless possibilities.
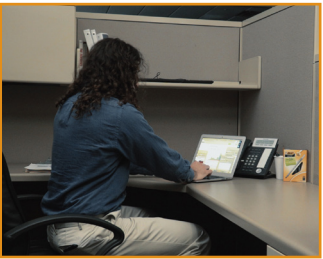
Shot 1
Man Looking at desk
SFX: Office sounds, soft chatter, phone calls

Shot 2
Man showing frustration
SFX: Office sounds, soft chatter, phone calls

Shot 5
Man Getting Water
SFX: Soft trickle of water

Shot 7
Man notices wall has a missing piece
SFX: Mystical music

Shot 14
Man pulls puzzle piece out of his pocket
SFX: Mystical Music

Shot 15
Man looks at puzzle piece quizically
SFX: Mystical Music

Social Media Plan 📱

Our presence on Facebook, Instagram, LinkedIn and Twitter will immerse our Chosen Few further into their journey of discovery with wondrous visuals of the three worlds symbolic of Adobe Experience Cloud for Advertising. Snapshots of our presence at major events (NoBull 2020, SXSW, AdWeek NYC, Adobe Summit) and engaging discussions with advertising professionals as they **#ExperienceUnlocked** are also included.

- Facebook users click on 11 ads per month and Facebook accounts for 80.4% of U.S. social referral share to ecommerce sites.
- With brand stories having an 85% completion rate and 62% of people stating they have become more interested in a brand or product after seeing it in stories.
- 97% of B2B marketers use LinkedIn as a content distribution channel. [44-46]

Email 📱

Emails provide a touchpoint to reach our Chosen Few so that we can extend exclusive insights and offers such as links to the Hidden (Ad)genda podcast and promotional information on upcoming Key:notes.

Our trade show appearances are designed to meet our Chosen Few where they are during their time on the show floor. With three immersive booths located around the perimeter of the show floor, showgoers Unlock Their Experience by engaging with a 15 foot interactive puzzle piece replicating the mystical world of the Adobe Experience Cloud for Advertising. They will also enjoy cans of Empathy Wine with an augmented reality overlay at our keyhole-themed bar and will capture their memories into a shareable photo keepsake at the interactive device tunnel, outfitted to craft an advertising campaign tailored around them in just two minutes. [47-50]


You: Unlocked

You: Unlocked" is an interactive device tunnel that starts with a dynamic motion photo booth. As attendees walk through the tunnel, they will activate their very own campaign as their dynamic motion photo is automatically reprogrammed for different ads before their eyes in a Instagram Boomerang. At the end of the interactive tunnel, attendees receive a print-out picture of them in the motion capture booth with a barcode they can scan to unlock their one minute campaign—all about them—and formatted for easy social sharing

65% of consumers say that live events and demonstrations helped them understand a product better than any other method [48].
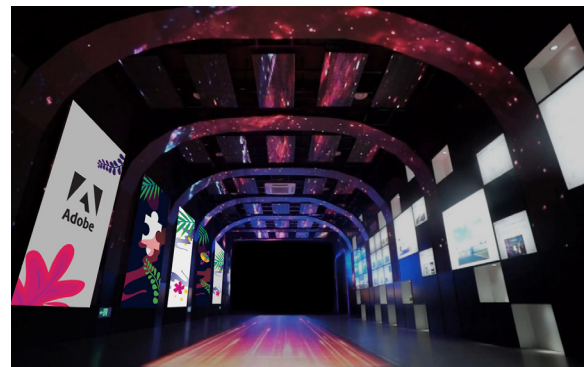
Unlock SXSW

At the biggest tech event of the year, Adobe is bringing notable transparent brands together to unlock an elevated experience for our Chosen Few, immersing them in a cohesive experience that promotes working hard but playing harder. From Business Select flights from our established partners at Southwest Airlines* and Lyft rides to Austin's JW Marriott, Adobe will provide our Chosen Few with complimentary accommodations to the hands-on event. Once there, a VIP experience awaits with delectable Austin food and signature craft cocktails in luxury seclusion to help them decompress and take in exclusive thought leadership panels from speakers. These partnerships will create an environment that will spark our Chosen Few's curiosity in the Adobe Experience Cloud for Advertising. [50, 48, 55,56]

Our SXSW Partners

Earned Media

National Programatic Advertising Day

Adobe is making its mark on National Programmatic Advertising Day, a nationally registered holiday that occurs each year on November 7. On this day, we will visit each of our six target cities with an Adobe Experience Pop-Up, outfitted with complimentary cookies—a nod to the data specific kind—and Empathy Wine. The pop-up is set to be joined by a 15ft prismatic puzzle piece art installation, sure to be a stellar photo op for our attendees. Using this day for advocacy for our Honest Advertising Initiative, Adobe will create a conversation around honesty in advertising face-to-face, reminding advertising professionals that identity is more than just cookies, but the missing piece of understanding their customer at their core. [51-54]

Broken Partnership

Furthering our National Programmatic Advertising Day efforts, Adobe will partner with the Netflix original docuseries, *Broken* is described as an investigative series showing how negligence and deceit in the marketing of consumer items often results in dire outcomes, the creators of *Broken* already expose how dishonesty in advertising affects consumers. As a one-time documentary release on November 7, we will partner to unearth how dishonesty, such as false reporting and automated engagements, affect advertisers. This release will be in support of our Honest Advertising Initiative.

Key:notes presented by Adobe

Advertising professionals are invited on a subscription basis (by signing up for Adobe Insider) to free talks. These talks also serve as social networking events allowing professionals to discuss upcoming trends, industry motivations and how to unlock their greatest career potential. These talks would happen quarterly, in each of our six cities, featuring marketing thought leaders such as Jeb Blount, Grant Cardone, Mark Cuban and Seth Godin. Guests are invited to enjoy a can of Empathy Wine while they take part in productive and insightful conversations with industry leaders. [60-65]

Press Kit Direct Mail

With the data gathered from our scheduled trade show appearances, our campaign will use direct mail as a means to follow up with those who unlocked their Adobe experience at our tradeshow events.

Press drops will be sent out to relevant press personnel set to attend our scheduled events, including an event-specific lanyard and an invitation to our event space. [66-71]
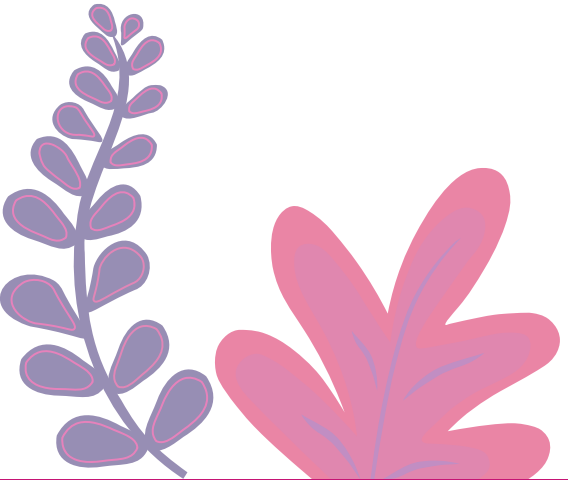
Print

Our print advertisements unlock the means to meet the Chosen Few where they are, through outlets they trust. A tri-fold print ad will be featured in AdWeek with a scannable augmented-reality code that sends the Chosen Few back to our microsite for an interactive showing of "A Chosen Experience" where they control the fate of the characters.

In addition, one inside cover single-page ad will run in Adweek to promote National Programmatic Advertising Day and act as an invitation to visit the Adobe Experience Pop-Ups on November 7. A print ad in Southwest The Magazine will run the month ahead of SXSW on flights to and from Austin.

Podcast

The Hidden (Ad)genda Podcast is an experience that explores an honest discussion about the current trends of programmatic data. During these podcasts, Adobe uses knowledge to fight a key stigma that has existed within the advertising industry for years. Demonstrating their thought leadership and credibility by actively fighting for transparency and honesty, Adobe will advocate for media buying professionals to acknowledge this industry flaw by providing an incentive for offices to sign the Honest Advertising Initiative and complete a certified training course. Selected guests for the Hidden (Ad)genda Podcast will include those selected for our Key:note talks. [57,28,58,59]

Tactic Rationale & Overview

UnlockYourExperience.com (Digital, KPI 3/4)

The informational hub for advertisers, with easy access to Adobe's Honest Advertising Initiative, relevant CMO articles, event countdowns, the Adobe Insider subscription that unlocks Key:notes and podcast episodes.

- "We see that the percentage of organic traffic to the parent website is 6.49%, while the percentage of organic traffic to the Microsite is 21.05%. [43]

Honest Advertising Initiative (Digital, KPI 3/4)

A petition that offers modules highlighting the industry misuse of reporting, the Universal ID movement and ways to create a more transparent experience for the customer.

- 2016 Association of National Advertisers and Forrester survey says advertisers have a great mistrust of their programmatic reporting as data cannot often be independently validated.[78]

Video Content Series (Digital, KPI3)

15-second ads featuring three unsung heroes Unlocking Their Experience by discovering the Adobe Experience Cloud for Advertising.

- Only 17% of participants claim that pre roll ads interrupt the user experience.
- Each social platform will work in synergy with the goal to drive consumers to the microsite, where they will unlock their experience- Instagram stories, Facebook groups, Twitter discover hashtags, LinkedIn "For You Page" and promotions.
- 78% of B2B marketers say LinkedIn is most effective platform for content marketing[79]

Social Media Plan (Digital, KPI 1/3/4)

Each social platform will work in synergy with the goal to drive consumers to the microsite, where they will unlock their experience- Instagram stories, Facebook groups, Twitter discover hashtags, LinkedIn "For You Page" and promotions.

- 78% of B2B marketers say LinkedIn is most effective platform for content marketing[46]

Trade show appearances (Earned, KPI 2/4)

Show-goers will experience three immersive worlds at our 15 foot interactive puzzle piece, keyhole bar home to Empathy Wine, a planetarium inspired photo booth and an interactive device tunnel.

- An astounding 91% of consumers say they have more positive feelings about brands after attending events and experiences. [43]

National Programmatic Advertising Day - 11/7 (Earned, KPI 2/4)

Artistic installation with a 15 foot puzzle piece that acts as a prism in each of our geographic locations, a transparent cookie pop-up shop and a partnership with the Netflix docuseries "Broken."

- "A nationally registered day that occurs each year on Nov. 7, aims to recognize the tireless efforts and advances made by programmatic traders in the digital media ecosystem."[51]

SXSW // Southwest Airlines // Marriott // Lyft - #UnlockSXSW (Earned, KPI 2/4)

Partnership with Southwest Airlines and Lyft will deliver an exclusive South by Southwest experience for select advertising professionals and reporters across our target cities, with Southwest A-List Preferred roundtrip flight accommodations, complimentary Lyft rides, and complimentary stay at JW Marriott Hotels.

- 59% of people attending SXSW in 2019 said they attend conferences to find new business opportunities. Meeting people where they are is imperative.[58]

Tactic Rationale & Overview Cont.

Direct Mail (Direct Comm., KPI 1)

A follow up with those who unlocked their Adobe experience at our events, as well as press drops sent to relevant press personnel set to attend our events- includes an event-specific lanyard and invite to our booths.

- 42.2% of direct mail recipients either read or scan the mail they get.[81]

Key:notes (Direct Comm., KPI 1/4)

Networking events in target cities aimed at ad professionals from all three target personas to chat about upcoming trends, industry motivations, and how to unlock their greatest potential at their jobs.

- "Today, more than 140 million students take these courses online, and the site is growing by 10 million new students each month." These TED talk style talks can really boost people's awareness.[82]

Print Ad (Direct Comm., KPI 1)

A striking, tri-fold piece featured in Adweek to meet audience where they are, through outlets they trust. One inside cover, single page ad in Adweek to promote National Advertising Day, invite our audience to join, and a scannable code that leads to the microsite.

- "82% of people trusts print ads slightly more than they trust other channels" [71]

Podcast (Direct Comm., KPI 1/4)

Part of Adobe's initiative to own the discussion on transparency in advertising and universal ID, this podcast will explore an honest discussion about the current trends of programmatic data.

- "51% of the U.S. population has listened to a podcast, and it is expected that by 2022, 132 million people in the U.S. will listen to podcasts;" [58]

Our Geographic Key

The targets of our campaign are: New York, Los Angeles, Chicago, San Francisco, Austin and Las Vegas because of their higher ad spend. By targeting these cities, we have more potential to hit our Chosen Few who spend at least $1 million on advertising. With our budget and a specific target audience to connect with, our campaign understands the importance of more intimately focusing on cities with high industry density rather than sweeping the nation. Our geographic approach allows us to build meaningful connections with advertising professionals who are engaged in the industry and ready to unlock their ultimate adtech experience. [72,73]

KPI & Measurement
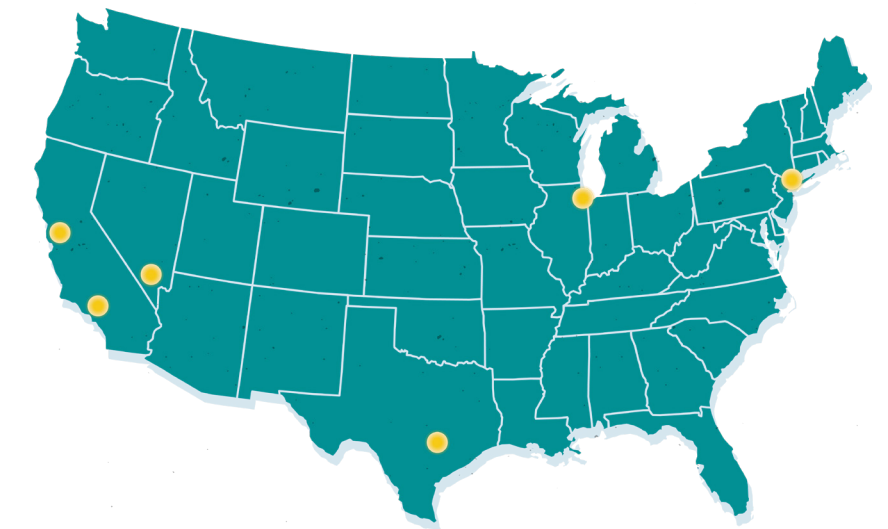
What's in it for Adobe?

Deliberately crafted to meet our audience where they are, the fully-integrated Unlock Your Experience campaign delivers an unparalleled B2B experience to our Chosen Few through a variety of different touch points. This ensures that KPIs will be not only be met—but exceeded, as our tactics pave way to a successful campaign. [58, 74,75,76, 71,57, 49, 77,58]

Raise unaided awareness of Adobe's adtech leadership position with Adobe Experience Cloud for Advertising with our target audience by two percentage points.

Social Media: (KPI 1/3/4)
- Brand awareness starts with building relevant, transparent, and insightful social content on Facebook, Twitter, Instagram, and Linkedin. Our KPIs will be measured by engagement with social media content engagements.

Print Ad: (KPI 1)
- Our print advertising will be placed in leading industry publications because of high readership. Since viewers trust print advertising more than other media, this tactic will not only place us in front of advertisers eyes, but our presence will be more welcomed.

Podcast: (KPI 1/4)
- The podcast will build awareness by hosting talks that advertising professionals are interested in, while we can gauge listenership and virality rate.

Be in the top three for share of voice for earned media.

South by Southwest // Southwest Airlines // Marriott // Lyft - #UnlockSXSW (KPI 2/4)
- PR efforts will develop from partnership with Southwest Airlines, Marriott Hotels, Lyft and SXSW. Press releases will be sent out early to press personnel at SXSW to ensure they have first release. This will include special access and VIP incentive both at and on the way to SXSW through Southwest Airlines. Media and press attendance at SXSW is 4,331.

National Programmatic Advertising Day - 11/7 (KPI 2/4)
- National Programmatic Advertising Day will encourage earned media and social sharing with it's large outdoor display play on universal ID and data specific cookies that will capturing the attention of advertising professionals. Partnering with the creators of Netflix's "Broken" to create industry specific content, Adobe will be a thought leader in the space around transparency resulting in media traction.

Press Kit Direct Mail (KPI 1/2)
- Press drops will be sent out to relevant press personnel set to attend future events, including special access pass incentives. Inviting these personnel will show them the experience Adobe is creating for their audience and the encourage them to with their audiences who have a genuine interest in industry growth.

KPI & Measurement Cont.

Drive 50,000 visits to Adobe.com and the Adobe Experience Cloud for Advertising webpage

UnlockYourExperience.com (KPI 3/4)
- UnlockYourExpereince.com is not only the informational epicenter of this campaign, but is incredibly effective in raising Adobe.com's SEO score. This microsite offers us the ability to embed links in articles and dynamic content -- raising SEO score of the parent website, and therefore increasing traffic. Overall, the higher our SEO score, the more clicks we can generate to Adobe.com and the Adobe Experience Cloud for Advertising.

Video Content Series (KPI3)
- This unique four part mini-content series showcases the Chosen Few unlocking the potential of Adobe Experience Cloud for Advertising, demonstrating product benefits through insightful storytelling. Individually running as YouTube pre roll ads that redirect to the microsite, driving hits to Adobe.com and the Adobe Experience Cloud for Advertising.

Capture 10,000 new decision makers and practitioner leads from enterprise accounts with ad spend of over one million dollars per year.

Honest Advertising Initiative (KPI 3/4)
- Through a cause marketing initiative that is in advertisers best interest, signing the petition that enforces this movement translates directly into leads. Gaining audience information through consumer activism gives us a starting point with leads that can turn into a beneficial sales relationship. According to Gartner Iconoculture, 62 percent consumers engage in some kind of consumer activism.

Key:notes: (KPI 1/4)
- Adobe Key:notes are available as invite only through Adobe Insider on UnlockYourExperience.com, this subscription is free, but requires email and basic information about the advertising professional. The performance and impact of Key:notes will be demonstrated through attendance, but a lasting relationship can be maintained with the individuals who sign up for this subscription.

Trade show appearances (KPI 2/4)
- Appearances at relevant events like NoBull, Adweek NYC, SXSW and Adobe Summit bring our experience to the Chosen Few. Three booths create a unique world that have several touchpoints designed to generate leads and get the information of our audience to later follow up and provide engaging industry content to them.

Through the use of multifaceted inbound marketing tactics, Team 768 made every dollar in the $4 million dollar budget count with the "Unlock Your Experience" campaign. Maximizing reach by meeting our Chosen Few where they are, funding the development of highly specialized content and establishing Adobe as a thought leader in the adtech space creates momentum fit for longevity—even beyond the window of this campaign.

Project Implementation 2020 - 2021

	SEP	OCT	NOV	DEC	JAN	FEB	MAR	COSTS	POSSIBLE MAX REACH
DIGITAL									
Microsite								$500,000	1,000,000
Email								$300,000	100,000
Social Media								$400,000	2,000,000
Video/Content Series								$280,000	4,000,000
Netflix Documentary: *Broken*								$110,000	500,000
EXPERIENTIAL									
Honest Ad Initiative								$50,000	100,000
NoBull 2020								$50,000	50,000
Ad Week NYC 2020								$50,000	108,000
National Prog. Ad Day								$450,000	50,000
SXSW 2021								$225,000	474,000
Adobe Summit 2021								$50,000	16,000
Key:notes								$300,000	600,000
DIRECT COMMUNICATIONS									
Print								$255,000	100,000
Hidden (Ad)genda Podcast								$80,000	300,000
Direct Mail								$900,000	400,000
TOTAL								4,000,000	9,798,000

Conclusion

Similar to Adobe transforming the world through constant innovation, the Unlock Your Experience campaign will continue that legacy by introducing advertising professionals to the innovative world of the Adobe Experience Cloud for Advertising. Like the adtech it's promoting, the Unlock Your Experience campaign is an end-to-end advertising experience carefully crafted for the experience makers—the Chosen Few, who are able to transform data into an engaged audience, a sales pitch into a riveting story and ads into unforgettable experiences.

Through our effective usage of experiential, digital, earned and traditional media, Team 768 shattered media barriers to uncover our Chosen Few, encouraging them to Unlock an Experience curated specifically for them. From building value with our audience through expanding thought leadership in the adtech space, to making strides to revolutionize the landscape of programmatic advertising as a whole with a push for the global enactment of Universal ID, the Unlock Your Experience campaign showcases Adobe's commitment to our Chosen Few's craft.

After the Unlock Your Experience campaign, all of Team 768's given objectives will have been transcended. Adobe will be known as the adtech experience and advertising professionals will share its praise throughout the industry—an industry that strives for transparency in advertising and streamlined experiences for the advertising professional and the people they market to. An industry that is forever changing and evolving. An industry where Adobe will always be ahead of the curve, continuing to pave the way through new territory: territory they have created. Whether you're a media buyer looking for more meaningful connections or an advertising professional longing for a transparent world of programmatic advertising, Adobe and Team 768 invite you to discover the Adobe Experience Cloud for Advertising. Unlock Your Experience.