

## Adobe Transforms Creativity - and It's Brand - with the Launch of Creative Cloud

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Edelman and Adobe Systems Incorporated, Jan 1, 2013

**Summary:** 2013 Silver Anvil Award of Excellence Winner — Marketing Business-To-Business — Products

The CREATE Now campaign marked a transformational shift and changed market perceptions of Adobe, elevating the brand from a design-tools maker to a champion of creativity. The launch of Creative Cloud, a new, cloud-based business model, extended its flagship product line, Creative Suite, to a much broader audience than creative professionals and fundamentally changed the creative process. A custom research study tied the launch of Creative Cloud to broader societal concerns that creativity is suffering globally. First-quarter sales surpassed expectations – Adobe secured 90,000 Creative Cloud subscribers with 75 percent committed to annual subscriptions.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

### **Full Text:** SITUATION ANALYSIS

With only six weeks before the launch of its new Creative Cloud offering, Adobe's Chief Marketing Officer charged Edelman to make the moment much bigger than just another product release. The launch of Creative Cloud, a new, cloud-based business model, would extend its flagship product line, Creative Suite, to as much broader audience than creative professionals and fundamentally change the creative process. The company wanted to signal to the world that it was also reinventing itself as something bigger than the workhorse of graphic design tools and turn this milestone into a breakthrough for the Adobe brand.

### RESEARCH

As Adobe evolved its business model to provide more affordable and accessible creative tools, it was targeting a more mainstream consumer audience that stretched beyond its core stable of graphic designers and creative professionals.

To tie the launch of Creative Cloud to broader societal concerns, Adobe commissioned custom research from Edelman's research firm, Edelman Berland, to analyze attitudes toward creativity in five of the world's largest economies. The research exposed compelling insights based on a survey of 5,000 adults in the U.S., U.K., Germany, France and Japan with questions about how they perceive their personal creativity and its impact on society. An accompanying infographic stimulated media interest and visually communicated the story.

- 80 percent of people feel that creativity is critical to economic growth.
- Only one in four people believe they are living up to their creative potential.
- 75 percent said there is increasing pressure to be productive rather than creative at work; but at least 50 percent agree that they are increasingly expected to think creatively in the workplace.
- A universal concern exists: the educational system is stifling creativity.

### PLANNING

Edelman championed the idea that Adobe should re-define what it means to create and ignite a broad conversation about the value of creativity. Based on this insight, Edelman developed the *CREATE Now* manifesto. It became, a corporate credo, addressing

- everyone's urge to create and Adobe's role as an advocate for creativity. It became Adobe's "Just Do It" rallying cry. The *CREATE Now* campaign served as a core tenet of the company's brand platform, communicating a transformational shift in Adobe's business.

Through the *CREATE Now* campaign, Adobe and Edelman together sought to:

- Reinvigorate the brand by driving a broad conversation about creativity.
- Showcase Creative Cloud as transforming the creative process.
- Position Adobe's offerings as relevant to a broader audience beyond traditional designers and creative professionals.
- Drive sales and membership adoption of the new Creative Cloud offering.
- Aggressive objectives for press coverage and social media engagement were established for the campaign.
- 500 U.S. news articles and broadcast coverage focusing on Creative Cloud and Creative Suite 66.
- 100,000 conversations ignited across the Web.
- 600 product reviews and 10 industry and product awards to drive demand and product sales.
- 1 million YouTube views of product sneak-peek videos.

## EXECUTION

*CREATE Now* was brought to life by:

- Establishing a strong point of view with a global study to initiate a conversation about the worldwide creativity gap.
- Creating a compelling visual with a research infographic to tell a powerful story.
- Making a grand gesture to demonstrate a societal commitment to the *CREATE Now* philosophy.
- Igniting Adobe's 7-million-strong social community online and offline.
- Celebrating the launch of Creative Cloud with simultaneous events in major design meccas across the globe.

Adobe and Edelman combined PR and social media to engage audiences and amplify conversations:

- Leaked exclusive product features to encourage buzz building via social channels, including sneak-peek videos on YouTube.
- Leveraged the NAB (National Association of Broadcasters) conference to pre-announce upcoming product news and drive early excitement before launch.
- Executed multi-city media tours and virtual press conferences; briefed 300-plus U.S. media/bloggers and analysts.
- Invited press to "First Looks" events and Reviewers Workshops.
- Hosted press events in London, Tokyo and San Francisco; live streamed the San Francisco celebration from the de Young Museum.
- Established the Adobe Foundation Creativity scholarships, a new \$1 million global initiative intended to unlock the creative potential of high school students.
- Mobilized the social community through active conversation and a socially driven scavenger hunt online and across San Francisco, with a \$10,000 grand prize.
- Organized a "30 Days of Giveaways" Facebook sweepstakes to drive fan growth and sustain excitement around access to Creative Cloud.
- Kicked off a creative spotlight blog series – focused on customers – that extended the spirit of the "Why I Create" videos.
- Partnered with Adobe's advertising agency, Goodby Silverstein, to feature a temporary art installation of 30-foot branded balloons across San Francisco.

## EVALUATION

- *First-quarter sales of Creative Cloud surpassed expectations – 90,000 subscribers with 75 percent committed to annual subscriptions over month-to-month. Adoption of Creative Cloud increased throughout 2012, with approximately 11,000 new subscribers signing up each week.*
- *In less than one week, Photoshop public beta, which was released early to build buzz, was downloaded half a million times.*
- Secured 650-plus broadcast, print and online stories including Associated Press, TIME and Bloomberg BusinessWeek.
- Received 435 reviews and 20 Editor's Choice and product awards for Creative Cloud and Creative Suite 6 (ongoing program).
- Spurred one tweet per second during the 60-minute live streamed event from the de Young Museum, with #CreativeCloud and #CS6 trending in the U.S.
- Drove more than 3 million visits to Adobe.com through social media during launch.
- Earned the Creative Cloud Facebook Page 14,500-plus new fans and generated 32 million impressions.
- Grew the Photoshop YouTube channel by 12,000-plus subscribers after 2.3 million YouTube views of product sneak peek videos.
- 16 percent of Creative Cloud preorders were driven by social channels, yielding a ten-fold ROI on social.
- Generated more than 83,000 social media posts within just the first five days.

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