



Adobe[®]

Communications Brief

Adobe Systems

Proposal to Expand “Metrics not Myths” Campaign

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Adobe[®] Marketing Cloud

I. Background

Founded in 1982, Adobe Systems is the industry leader in digital marketing and digital media solutions. Known best for its creative software applications, such as Photoshop, Acrobat, and InDesign, Adobe's line of tools and services empower the world's leading publishers and creative professionals to create the compelling visuals that accentuate our pages and screens.

Adobe bases its business practices around four core values of being: 1) Genuine and trustworthy 2) Exceptional in creating experiences for employees and customers 3) Innovative in connecting new ideas to business realities, and 4) Involved and engaged with the customers, partners, and communities they serve.

This dedication has given them industry recognition in a number of diverse areas, including:

- Top 100 Best Global Brands (Interbrand, 2012)
- FORTUNE's World's Most Admired Companies: #2 Computer Software Company (2012)
- 13 years on FORTUNE magazine's "100 Best Companies to Work For" list
- #14 of the top 500 greenest publicly traded companies in America (Newsweek Green Rankings, 2011)

The President and CEO, Shantanu Narayen, has been with Adobe since 1998, and has the distinct honor of serving as a member of President Barack Obama's Management Advisory Board. Ann Lewnes, Senior Vice President and CMO, joined the company in 2006 from Intel.

Adobe's current focus lies in shifting from license-based software sales to cloud-based subscription services. The company is making this its core mission, dedicating itself to increasing the percentage of recurring revenue, expanding into publishing and media monetization, transforming the impact of digital marketing, and working to build a \$1B SaaS (Software as a Service) business.

II. Challenge/Opportunity

With the launch of Adobe's Marketing Cloud in Q4 2012, the company is positioning itself to become the industry leader in online and mobile marketing solutions for major organizations. The service is a set of analytics, social, advertising, targeting, and web experience management solutions organized around a real-time dashboard, putting up-to-the-minute data at the marketing team's fingertips. Working around the marketing campaign "Metrics Not Myths," Adobe is refuting such myths as "Marketing is BS" and "Social Media is worthless," ultimately seeking to change the way professionals, and the public, look at online and social marketing.

On March 4 – 8, Adobe hosts the Digital Marketing Summit in Salt Lake City, UT. Formerly known as the Omniture Summit (after the data analytics company Adobe acquired in 2009), this event brings together the most influential marketing professionals and thought leaders to discuss and showcase digital innovation. The Summit focuses around such themes as digital advertising, digital analytics, marketing innovation, and

social marketing.

While the Digital Marketing Summit will play a key role in engaging and educating stakeholders and marketing practitioners on the importance of Adobe's Marketing Cloud, the question of how to convert individuals at organizations that do not emphasize digital marketing remains unaddressed. The present challenge Adobe faces is how to bring the energy and excitement of the Digital Marketing Summit, and the power of the Marketing Cloud's technology, to those who are ignorant or apathetic to their importance.

It should be emphasized that Adobe has a tough road to climb. According to their own studies, 53% of respondents think that most marketing is "a bunch of B.S."

III. Communications Plan

Adobe's Marketing Cloud offers a critical solution for making sense of online content and its impact. Because marketing has been generally viewed as, Adobe must convince organizations that their service has a strong ROI and that these tools are crucial to their bottom lines.

Working with Goodby, Silverstein & Partners, Adobe has already developed the strong marketing campaign "Metrics not Myths," focused around web videos, online banner ads, and advertisements in newspapers and magazines. However, Adobe's strategy to use their own campaign as a case study is a unique and savvy move for illustrating the power of Marketing Cloud. Regularly updated information is featured on the Adobe website, taken directly from their own analytics, and allows viewers to see what impact the "Metrics not Myths" campaign is having on the web and social media.

In order to gain maximum impact, the "Metrics not Myths" campaign should be extended to engage a more general audience. This complimentary campaign will be known as "Visualize Your Impact."

Target audience:

"Visualize Your Impact" will engage numerous executives and professionals who are not attending the Summit and who may not understand the importance of data-based marketing. These are individuals working at major firms and organizations who have not made digital marketing a priority.

Media:

"Visualize Your Impact" will rely heavily on the real-time metrics of Adobe's Marketing Cloud. By taking advantage of the broadcasting capability of the Marketing Cloud, we will offer our target audience opportunities to see the service in action on the web and through a number of mobile and handheld devices.

Modalities:

First, the visual metrics panels displayed on Adobe's website should be made readily available to embed into other websites and social media platforms. Many advertising and media bloggers have already commented on the game-changing attributes of the Marketing Cloud, with some specifically commending the bold decision of Adobe's to make their own campaign the highlighted case study.

Adobe can reach out to some of its most influential clients and offer them the opportunity to embed their own analytics into their corporate blogs and websites. Already, Adobe has worked with Caesars Entertainment, Discovery Communications, Scotttrade, and Snapfish, among others, to develop Marketing Cloud success stories. The opportunity to highlight in real-time the impact of the Marketing Cloud offers Adobe and its clients mutual benefits, highlighting the forward-thinking and openness required of 21st century firms and their marketing campaigns.

To reach individuals who may not be tapped into the online networks of other advertisers and marketers an attention-grabbing street campaign should be implemented. This portion of the campaign will be known as the “Marketing Metrics Grid.” Key strategic sites will be determined in 4 to 6 major cities, where Adobe will set up a wall of large flatscreens. These flatscreens will display a number of different data visualizations from the “Metrics not Myths” campaign highlighting the real-time nature of the analytics. 2-3 of the screens will be touch-screen enabled allowing individuals to work their way through the data and see the myriad ways it can be visualized and exploited. At the top of the wall, 2-3 of the screens will cycle through the logos and branding of major clients who are utilizing the Marketing Cloud. Adobe representatives will be present with tablets that viewers can use to explore the many facets of the Marketing Cloud and answer any questions or concerns.

Other potential areas for broadcasting Adobe Marketing Cloud analytics include screens inside elevators, taxicabs, and airport terminals, and the use of such alternative venues should be further explored.

Desired Outcome:

Showcasing Adobe as a digital marketing firm and creating a larger and more diverse demographic of business professionals showing interest in the Marketing Cloud. Online, the embeddable metrics panels are being widely shared and distributed among industry and media websites, blogs, and social media.

For the Marketing Metrics Grid, the desired outcome is that people on the street stop to ask questions and interact with the grid. General buzz online and offline is created about the visually-engaging grid and the Marketing Cloud in general.

Timeline:

The timeline for this campaign will be a 2-month initial stage, with the possibility of expanding to 6 months. During the initial stage, the Marketing Metrics Grid will be in one city for approximately 2-3 days, switching in-city locations after each day.

IV. Implementation

As discussed above, if the capabilities of the Adobe Marketing Cloud do not allow for embedding metrics panels into external websites, this should be developed first and foremost. It will be important to launch the “Visualize Your Impact” campaign shortly after the end of the Adobe Digital Marketing Summit. This will allow time to spread the word about the campaign and attendees of the Summit can create anticipation through word of mouth and online venues.

In order to gain the cooperation of Adobe's clients, they should be reached out to and brought on board to assist with the campaign. It should be emphasized that showcasing their metrics-based marketing will position them as an innovative firm.

The current "Metrics not Myths" campaign, as well as the demographics from the current database of Marketing Cloud sales inquiries should be analyzed to develop a list of key target audience attributes. These attributes should be used to determine critical cities and metropolitan areas to deploy the Marketing Metrics Grid. Once such cities are determined, street marketing logistics should be determined and coordinated.

With the visual spectacle of the Marketing Metrics Grid, passersby and interested parties will explore the possibilities of digital marketing and become more aware of its use and importance. The ultimate goal will be to create interest among the target audience, bringing them to the Adobe Marketing Cloud website, seeking further information and adding their contact information to the sales inquiry list.

Success will be measured by monitoring diversity (the sales inquiry list requires specifying company, industry, department, and job title) and volume of new inquiries. An increase in diversity of 25% will be considered successful, and an increase of 50% will be considered highly successful.

V. Summary and Recommendations for Action

The Problem:

Because the Marketing Cloud is in its nascent stage, many of Adobe's potential clients are unaware of the impact digital marketing can have on their businesses. Furthermore, they do not associate Adobe with digital marketing. The "Metrics not Myths" campaign is an excellent start to changing hearts and minds, but it must be expanded to reach a larger demographic.

The Plan:

Extend the current marketing campaign to target a more general audience of professionals. This extension, known as "Visualize Your Impact," focuses on exposing the target audience to the visual data and analytics that make up the core of the Adobe Marketing Cloud. To disseminate this information to as diverse group as possible, the service should be developed so that visual data from specific campaigns can be embedded into websites and social media platforms. Additionally, we will devise a street marketing campaign based on a wall of flatscreens, called the "Marketing Metrics Grid," which will be deployed to strategic points around a host of major cities.

To help ensure the "Visualize Your Impact" campaign is successful, we recommend the following action be taken:

If web embed capabilities are not currently available within the Marketing Cloud, we recommend prioritizing this development. Concurrently, Adobe partners and clients should be encouraged to join the campaign, offering key metrics to be shared on websites and social platforms. Specific customer demographics and the cities such individuals populate should be researched and street marketing logistics should be determined for deployment of the Marketing Metrics Grid.

Questions:*Corporate*

- Are there other companies that would be open to sharing their Marketing Cloud metrics?

Technical

- What sort of timeframe would be necessary to develop embedding capabilities?
- Would there be security issues with embedding Marketing Cloud metrics into public sites?

Legal

- What type of liability issues would we need to be concerned about when coordinating this campaign with other companies?