



Adobe

Experience Relief

**/ri' lēf/ - a feeling of reassurance and relaxation
following release from anxiety or distress**



NOT FOR DISTRIBUTION TO ANYONE
EXCEPT PACE UNIVERSITY STUDENTS AND FACULTY



Our deepest appreciation to Professor Conrad Nankin and Dr. Larry Chiagouris for helping us to *Experience Relief* through their guidance and endless dedication!

President: Mia Janse Van Rensburg
Chief Operating Officer: Taylor Markarian

Account Planning

Department Head: Nikki Noorian
Members: Lara Paikoff
Nicholas Andreotta

Creative

Department Head: Jessie Brand
Members: Madison Pringle
Christian Torrado
Chelsea Cohoon

Media

Department Head: Brandon Bonilla
Members: Nicholas Andreotta
Rishabh Bisht
Nikki Noorian
Lara Paikoff
Sonya Svetenko
Chelsea Cohoon
Miranda Feaster
Erika Ramos

Below the Line

Department Head: Nikki Noorian
Members: Lara Paikoff
Miranda Feaster

Pace University Brand Marketing Team 2020



Presentation Team

Presenters: Jessie Brand
Madison Pringle
Christian Torrado

Executive Director: Lara Paikoff

Executive Producer: Taylor Markarian

Producer: Nicholas Andreotta

Executive Video Editor: Brandon Bonilla

We would also like to extend a special thank you to the following individuals for their generous support and contributions: Melissa Parsons, Ryan McGinnis, and Angel Hermosillo.



Table of Contents

Here is How **We** Experience Relief When We're Not Working.

EXECUTIVE SUMMARY	2
RESEARCH	3
CREATIVE STRATEGY	5
CREATIVE EXECUTIONS	6
MEDIA	10
FLOWCHART	19
MEASUREMENT & EVALUATION	20

Terms Defined:

Adobe Target Personas

- **Decision Makers:** VP or director of advertising, media strategy, brand, or search.
- **Practitioners:** Director or manager of media, brand, demand, or search.
- **Vision Leaders:** CMO, possibly VP of advertising or brand.

Definitions

- **In-Housing:** The process of taking marketing and media buying in house.
- **Qualified Lead:** Someone who has spent at least two minutes on adobe.com/RELIEF.
- **Sequential Advertising:** Presenting ads in a specific order according to a predefined frequency for the target audience.
- **Dynamically Creative Ads:** Dynamic ads select different creative elements to personalize messages.
- **Adobe Experience League:** Adobe's guided learning platform.



Experience Relief with Adobe

Adobe's Experience Relief campaign engages Decision Makers, Practitioners, and Vision Leaders through relatable video and print executions to reflect the concerns that marketers face and the stress they feel when having to make a decision about purchasing adtech.

These concerns are represented as four barriers to adoption: Software Integration of Data, Campaign Integration, Solution Complexity, and Trustworthy Access to Data.

MAKING ADOBE TOP-OF-MIND IN THE ADTECH CONVERSATION

Paid Media

- All paid media in the Experience Relief campaign is optimized through programmatic targeting to reach marketers who show interest in "in-housing" and all things adtech.

Owned Media: Dominating the Conference Ecosystem

- We do more than recommend that Adobe Experience Cloud has a presence at a few conferences. We surround conference attendees using tactics such as beacon technology, programmatic targeting, and live streaming podcasts.
- Conferences feature the **Adobe Experience Relief Lounge** with lectures by thought leaders, live demos, and a place for conference attendees to relax with Experience Relief swag.

Owned Media: The Experience Relief Community

- adobe.com/RELIEF is the gateway to the **Adobe Experience Relief Community**, an open forum to discuss all things adtech.
- A **Community that Cares about Communities** is a program that strengthens Adobe's relationships by supporting clients' most favored causes.
- Top community members, known as **Adtech Allstars**, are celebrated at the Adobe Summit.

THREE EMERGING INDUSTRY OPPORTUNITIES ARE LEVERAGED THROUGHOUT THE CAMPAIGN

In-Housing

- **Appetite for Adtech** engages Adobe's top 50 enterprise prospects to deliver personalized learning experiences over breakfast.
- Adobe produces a 13-webinar series to share with members of the AMA's 70+ chapters.
- A "**Skill Lab**" is hosted at the In-House Agency Forum.

Key Top Spending Industries

- A strong presence is built at industry conferences by focusing on three high-priority industries with the highest digital ad spend: Retail, Automotive, and Financial Services.

Women in Marketing

- **EmpowHERment in Advertising** is a series of adtech workshops that engage women at all stages of their career.
- To celebrate **International Women's Day** on March 8th, during Women's History Month, Ann Lewnes moderates a panel discussion with female industry leaders that is simulcasted to workshops around the country.

4 QUANTITATIVE SURVEYS



75 IN-DEPTH INTERVIEWS WITH MARKETING EXECUTIVES



CONCEPT TEST HIGHLIGHTS

*"The visuals have stopping power ... the messages are strong, there is a clear call to action, they definitely grab your attention." **

– Senior Strategist, ChaseDesign

*"They would definitely stand out in an AdAge or Adweek and catch the eye ... I would definitely go to the website." **

– Media Strategist, Denstu Aegis Network

*Team 784: Concept Tests¹

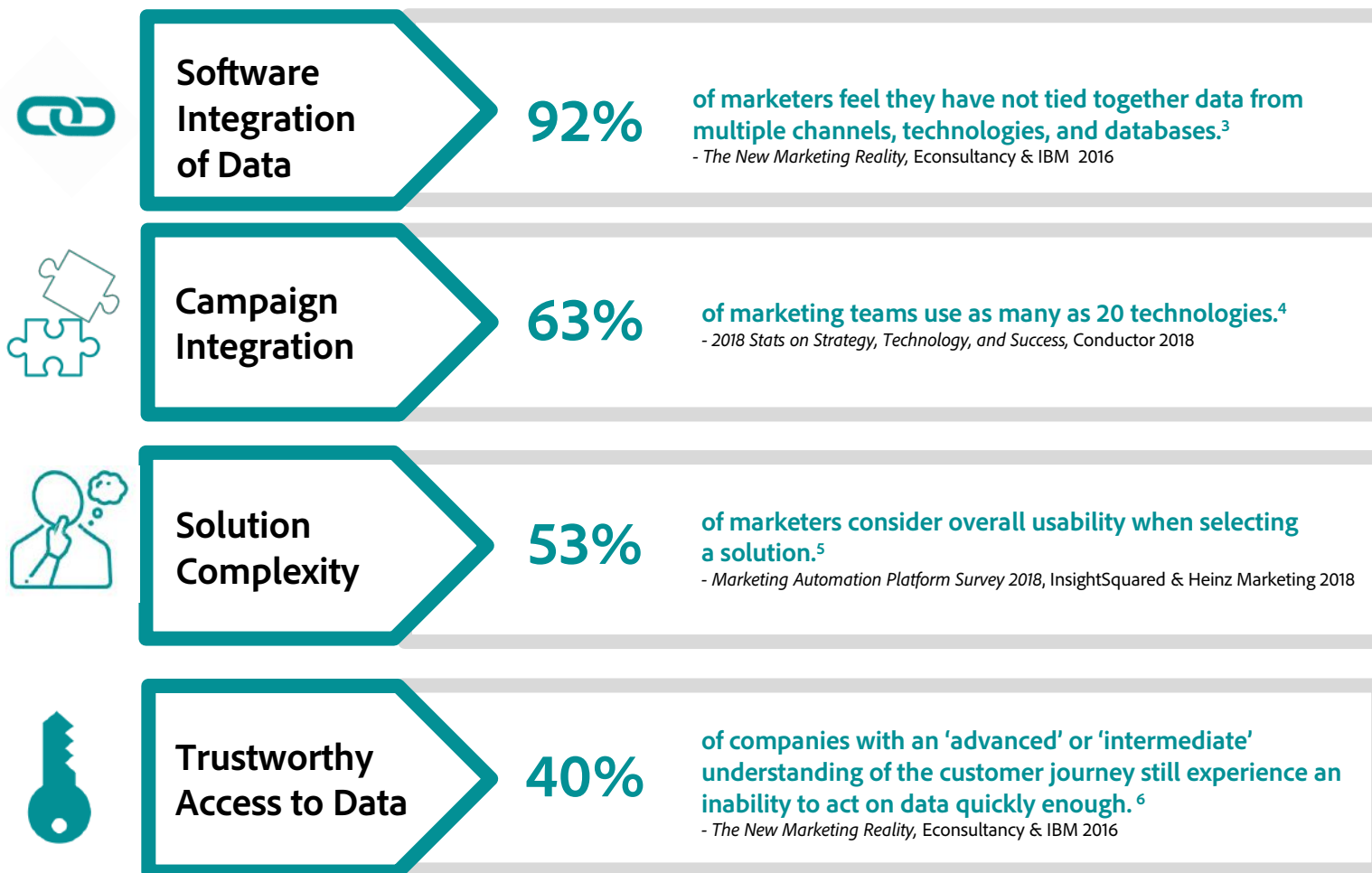


Target: Decision Makers & Practitioners Know **Adtech Drives Results ...**

The campaign weights **Decision Makers** and **Practitioners** because they influence the **Vision Leaders** who approve the final decision.² - Adobe Case Study 2019

... but They Face **Key Barriers to Adoption.**

PERCEIVED BARRIERS



*"[Integration] is make it or break it. I would rather have an encompassing, all-in-one platform."*⁷

Carly London

Former Director of Media & Acquisition Dollar Shave Club

-Team 784: In-Depth Interview 2019



Emerging Opportunities are Leveraged Throughout the Campaign

Campaign Weights "In-Housing"

"In-house agency penetration is rising and workloads are increasing." ⁸

- ANA 2018

Of ANA members surveyed:

90%

reported a substantial increase in the workload of their in-house agency in the past year. *

78%

have some sort of in-house agency (a 20% increase since 2013). *

59%

offer data / marketing analytics services. *

* - ANA 2018 ⁹

Women in Marketing

The number of women in C-suite and managerial positions are growing and present an opportunity for targeting.

48%

in C-Suite Management ¹⁰

- Marketing Moves Q1-Q2, Russell Reynolds 2019

54%

in Advertising & Promotions Management ¹¹

- Employment and Earnings by Occupation, U.S. Department of Labor 2017

Key Industry Spending is on the Rise

The top three highest digital ad spending industries:

RETAIL	FINANCIAL SERVICES	AUTOMOTIVE
\$33.12B*	\$18.25B*	\$18.15B*

* Projected 2020 Digital Ad Spend

* - U.S. Digital Ad Spending by Industry 2019, EMarketer 2019 ¹²



From Barriers to Benefits:

A Message of Relief



KEY INSIGHT

The vast majority of senior marketing professionals are searching for a competitive edge through adtech. However, many face difficulty in identifying the best in-class adtech solution due to recurring barriers to adoption such as the concerns:

- About not being able to easily access trustworthy data from a variety of sources.
- That solutions are too difficult to learn and use.
- That no one solution will be able to integrate all aspects of a campaign.
- That any new adtech purchased will not be able to work with current enterprise software.



MESSAGE

Adobe Experience Cloud for Advertising is the one independent, integrated, and only true omni-channel solution on the market that can be tailored to your needs, that you can depend on to deliver trustworthy insights about your customers, and that has the ability to target them through all channels and at whatever touch point they might be in their customer journey.



REASONS TO BELIEVE

- Adobe integrates data seamlessly with all third-party sources.
- Adobe does not sell content. It is entirely independent.
- Adobe provides trustworthy insights for personalizing the customer journey.
- Adobe is considered a leading adtech solution by both Forrester and Gartner.



TONE

Friendly and Lighthearted

ORGANIZING IDEA

Videos (:30s and :15s) feature an "Adtech Relief Squad" who are independent volunteers that symbolize members of the Experience Relief Community that respond to marketing department adtech problems and then provide relief by elucidating the advantages of the Adobe Experience Cloud for Advertising. All executions play on the relief theme and end by inviting the audience to visit adobe.com/RELIEF where they can join the Adobe Experience Relief Community, an open community of like-minded marketing professionals where all aspects of adtech are freely discussed.

TAGLINE

Experience Relief
Adobe Experience Cloud for Advertising



Video Spots Address the Barriers Associated with Adtech...

LACK OF TRUSTWORTHY DATA*

30 - SECOND SPOT

TIME

00:02

IMAGE



AUDIO

ADTECH RELIEF SQUAD MEMBER (ARSM): Where's the problem?

VIDEO

Establishing Shot of the Adtech Relief Squad at the office reception area.
SUPER: Adtech Relief Squad

00:04



SENIOR MARKETER (SrM): Marketing! Our team needs data we can trust!
ARSM: No worries!

Pan to Long Shot to include SrM standing across from the Adtech Relief Squad in reception.

00:03



ARSM: Let's go with Adobe Experience Cloud for Advertising.

Cut to ARSM pointing to computer screen while speaking to SrM.

00:04



ARSM: In fact, both Gartner and Forrester names Adobe a leader in adtech.

Cut to Close Up shot of a computer screen with a list of the Adobe Experience Cloud for Advertising advantages. The first advantage is highlighted.

TIME

00:06

IMAGE



AUDIO

ARSM: It's the one independent, integrated, and only true omni-channel solution.

VIDEO

Continue shot and highlight the second advantage.

00:03



ARSM: With Adobe's support, you'll experience relief every time.

Cut to Medium Shot of SrM and ARSM shaking hands.

00:04



NARRATOR 1: Join a marketing community on adobe.com/RELIEF to discuss all things adtech.

Cut to a photo mosaic that includes the logos of Adobe's clients and headshots of Experience Relief Community members. The photo mosaic zooms out and morphs into the Adobe logo.

00:04



NARRATOR 2: Experience Relief. Adobe Experience Cloud for Advertising.

Shot of Adobe logo on white background. The tagline, website, and phone number appear on screen.

***Each spot produced will address a different barrier.**

Difficulty of Use: "Our marketing team needs user-friendly adtech!"

Lack of Integration Capabilities: "Marketing! We can't integrate some data into our campaigns!"

ARSM: Adtech Relief Squad Member





SrM: Senior Marketer





Stressed Marketer Experiencing Relief.

LACK OF INTEGRATION CAPABILITIES*

15 - SECOND SPOT

TIME	00:03	00:04	00:04	00:04
IMAGE				
AUDIO	SENIOR MARKETER (SrM) HEARD OFF SCREEN: Our marketing team can't integrate this data into our campaigns!	ARSM: No worries! With Adobe's support you'll experience relief every time.	NARRATOR 1: Join a marketing community on adobe.com/RELIEF to discuss all things adtech.	NARRATOR 2: Experience Relief. Adobe Experience Cloud for Advertising.
VIDEO	ECU of the ARSM badge.	Zoom out to ARSM turning head to speak to SrM, both sitting at desk.	Cut to a photo mosaic that includes the logos of Adobe's clients and headshots of Experience Relief Community members. The photo mosaic zooms out and morphs into the Adobe logo.	Shot of Adobe logo on white background. The tagline, website, and phone number appear on screen.

06 - SECOND SPOT

TIME	00:02	00:04
IMAGE		
AUDIO	NARRATOR 1: Adtech problems?	NARRATOR 2: Experience Relief. Adobe Experience Cloud for Advertising.
VIDEO	Medium Shot of the SrM sitting at desk surrounded by the rest of their team, looking puzzled at the computer screen.	Cut to Adobe logo on white background. The tagline, website, and phone number appear on screen.

ARSM:
Adtech Relief Squad Member

SrM:
Senior Marketer

***Each spot produced will address a different barrier.**

Difficulty of Use: "Our marketing team needs user-friendly adtech!"

Lack of Trustworthy Data: "Our marketing team needs data we can trust!"

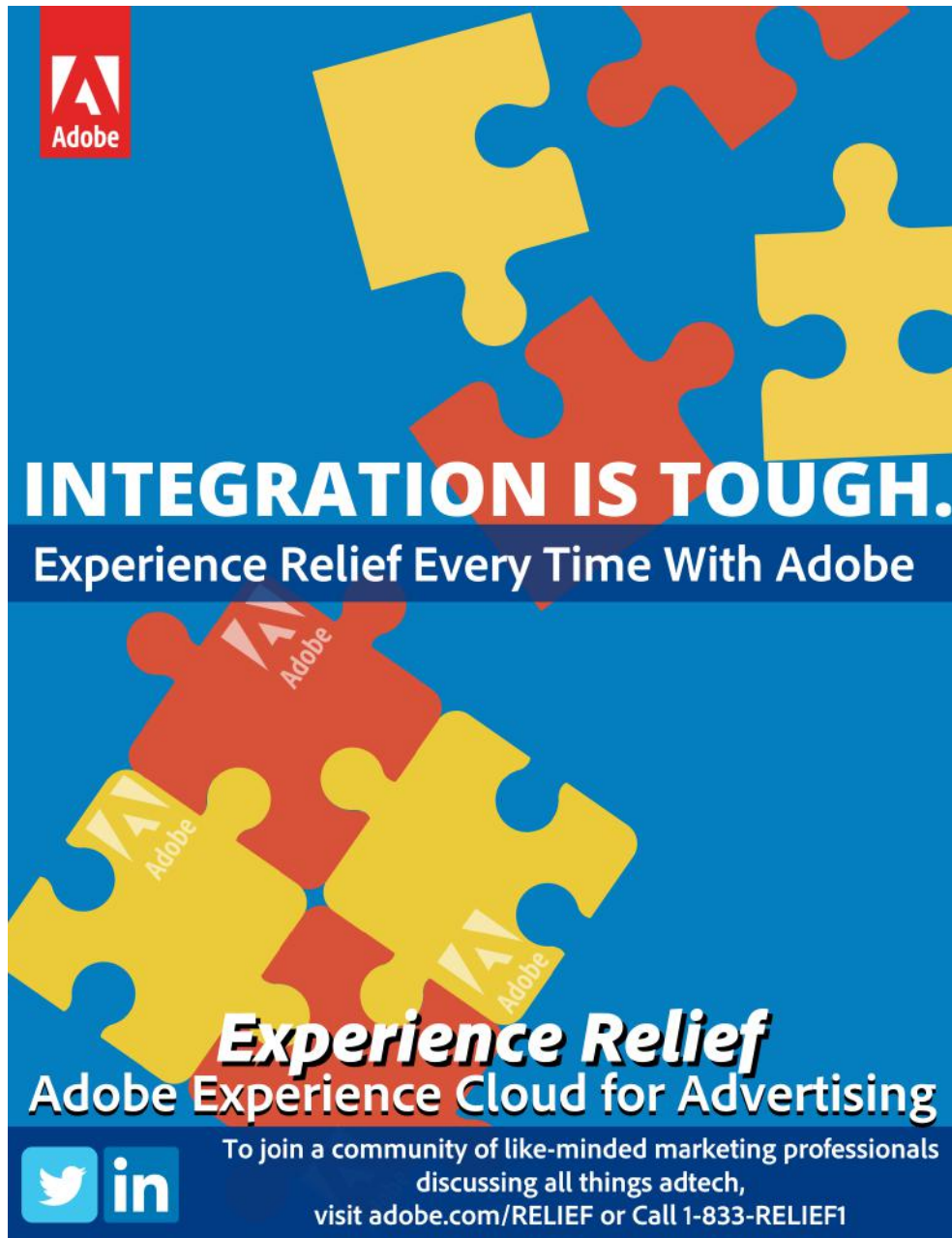
Where Can You Experience Relief?

All Creative Executions Can Be Found in the Dropbox Folder.

- 30 Second Execution:** Team784_30SecSpot1.mp4
- 30 Second Execution:** Team784_30SecSpot2.mp4
- 15 Second Execution:** Team784_15SecSpot1.mp4
- 15 Second Execution:** Team784_15SecSpot2.mp4
- 6 Second Execution:** Team784_6SecSpot1.mp4



Print Ads Convey the Message to Decision Makers & Practitioners.





Adobe

INTEGRATION IS TOUGH.
Experience Relief Every Time With Adobe

Experience Relief
Adobe Experience Cloud for Advertising

To join a community of like-minded marketing professionals discussing all things adtech, visit adobe.com/RELIEF or Call 1-833-RELIEF1

ART DIRECTION

Each illustration shows a graphic which represents one of the barriers that marketers face when adopting adtech.

COLOR

Each execution's color palette is bright and vibrant to emphasize the relief that marketers experience with Adobe Experience Cloud for Advertising.

CALL TO ACTION

A blue band at the bottom of all print ad executions serves as a unifying element for our call to action to join the Experience Relief Community on adobe.com/RELIEF or to call 1-833-RELIEF1.



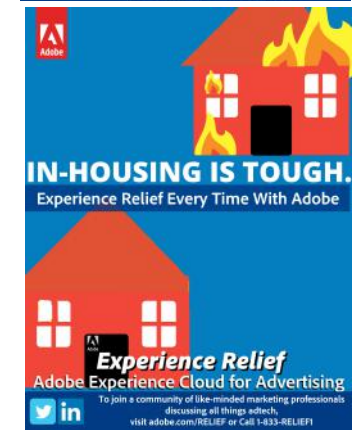
Adobe

TARGETING IS TOUGH.
Experience Relief Every Time With Adobe

Experience Relief
Adobe Experience Cloud for Advertising

To join a community of like-minded marketing professionals discussing all things adtech, visit adobe.com/RELIEF or Call 1-833-RELIEF1





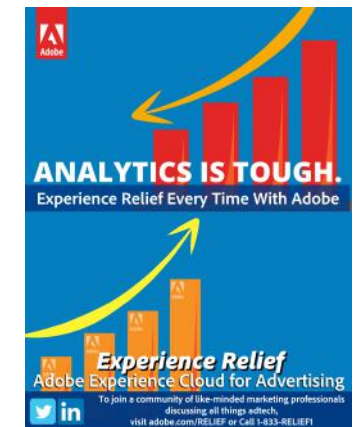
Adobe

IN-HOUSING IS TOUGH.
Experience Relief Every Time With Adobe

Experience Relief
Adobe Experience Cloud for Advertising

To join a community of like-minded marketing professionals discussing all things adtech, visit adobe.com/RELIEF or Call 1-833-RELIEF1





Adobe

ANALYTICS IS TOUGH.
Experience Relief Every Time With Adobe

Experience Relief
Adobe Experience Cloud for Advertising

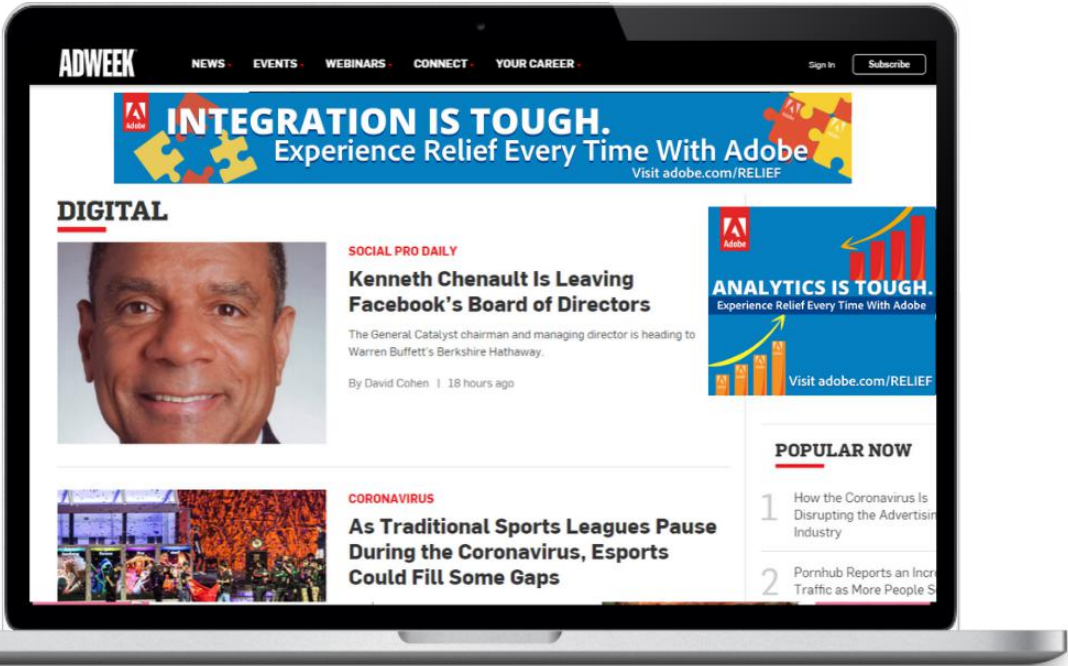
To join a community of like-minded marketing professionals discussing all things adtech, visit adobe.com/RELIEF or Call 1-833-RELIEF1



Digital Ads Engage on Social & Key Publications.

HOMEPAGE TAKEOVERS ON KEY INDUSTRY PUBLICATIONS



Homepage Takeovers on Key Industry Publications:

- Digital banner ads appear on the homepages of sites like Adweek, AdAge, The Drum, and MediaPost that, when clicked, lead to adobe.com/RELIEF.

*"Instead of one-way interruption, web marketing is about delivering useful content at just the right moment the buyer needs it."*¹³

David Meerman Scott
American Author and Marketing Strategist

IN-FEED ADS ON TWITTER AND LINKEDIN



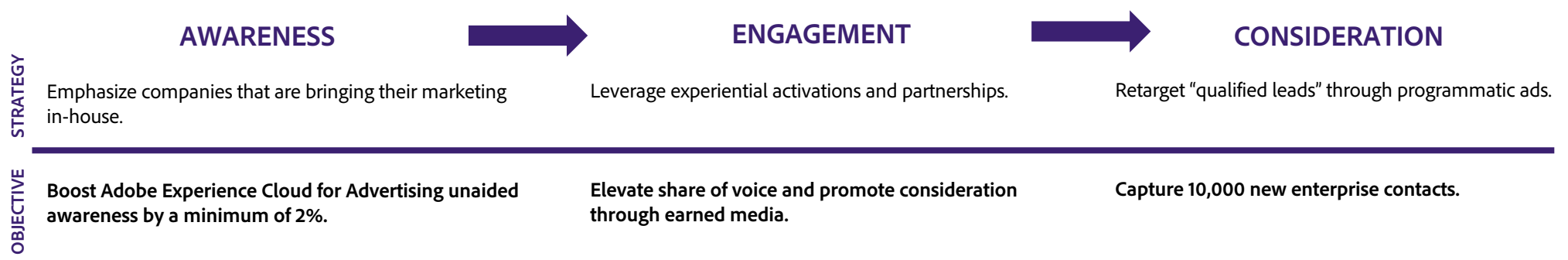
Sponsored In-Feed Ads:

- Videos (:30s, :15s, and :06s) and display ads with clickable links that lead to adobe.com/RELIEF.



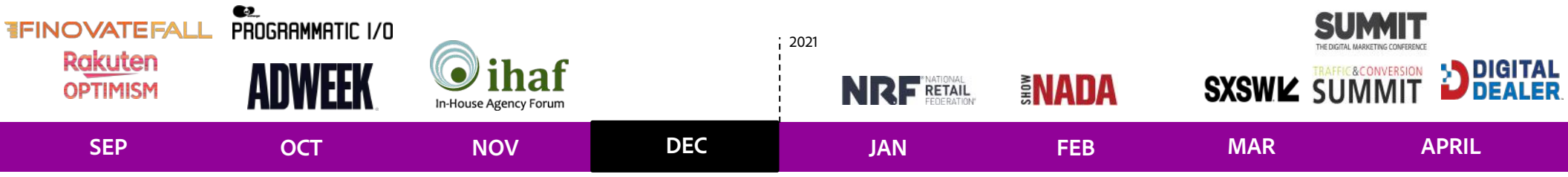
Goal: Top-Of-Mind in the Adtech Conversation

STRATEGY: TARGET PERSONAS' JOURNEY



Dominate all major in-house marketing conferences and leverage key industry conferences throughout the campaign. The campaign spans eight months and goes dark during the holiday season.


Key Industry Conferences



The Campaign Focuses on Three Industry Opportunities

In-Housing

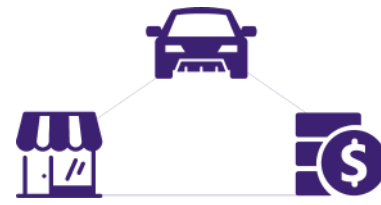
"The explosive growth of in-house agencies is one of the most significant trends in the advertising and marketing industry today."¹⁴
- ANA 2018



63% of in-house marketing strategies utilize channels that can be enhanced with the use of adtech.¹⁵ - IHAF and Forrester 2018

High Priority Industries


Retail, Automotive, and Financial Services represent the highest digital ad spenders in the U.S. and are among the top four industries in overall ad spend.¹⁶
- U.S. Digital Ad Spending by Industry 2019, EMarketer 2019



Prioritized Conferences: FinovateFall, Rakuten Optimism, NRF 2021, NADA Show, and Digital Dealer.

Women in Marketing

The campaign highlights and incorporates women due to their prominence in the marketing industry.



Women make up 64% of the marketing industry's workforce.¹⁷
- ANA and AIMM 2018



The Awareness Journey Begins with Paid Media and is Optimized with Programmatic.

DISPLAY & PRINT:

Total Cost: \$689,000 | Total Impressions 6,700,000

Place ads where marketers go to stay abreast of their field.

Digital and Print Ad Placements in Top Industry Publications

Publication	Monthly Digital Readers	Monthly Print Readers	Percentage of Budget
AdAge ¹⁸	2,000,000	60,000	24.38%
Adweek ¹⁹	4,200,000	157,500	23.22%
Digiday ²⁰	1,000,000	165,000	15.38%
The Drum ²¹	1,400,000	30,000	15.24%
MediaPost ²²	643,015	N/A	10.89%
AdExchanger ²³	223,000	N/A	10.89%

SEARCH

Total Cost: \$350,000 | Total Impressions: 9,110,000

Paid Search

Bid on campaign-related keywords as well as competitor keywords.

For example: adtech, adtech relief, Adobe adtech, experience cloud, Google adtech, martech software, advertising technology, Salesforce adtech, adtech companies, Amazon Web Services, advertising week, advertising cloud, etc.

- 59.5% of Marketing Executives have clicked on Google Search ads.²⁴ - AudienceScan, Salesfuel 2019

Geo-Targeted Search

Deliver search ads around key conference locations.

SOCIAL: LINKEDIN AND TWITTER

Total Cost: \$150,000 | Total Impressions: 20,900,000

Sponsored In-Feed Ads: Video (:30s, :15s, and :06s) and display ads with clickable links that lead to adobe.com/RELIEF.

Start the campaign by running :30s, then run :15s and :06s as the campaign progresses.

Marketing Executives:

- 128% more likely to use LinkedIn, and 44% more likely to use Twitter.²⁵ - Simmons Spring 2018
- 66% preferred to watch a short video to learn about a product.²⁶ - The State of Video Marketing, Wyzowl 2020

PROGRAMMATIC STRATEGY USING ADOBE EXPERIENCE CLOUD FOR ADVERTISING

Total Cost: \$300,000 | Total Impressions: 67,000,000

Use "dynamically creative ads" to retarget qualified leads with "sequential advertising" as they go through their buyer's journey.

- 55.8% of Marketing Executives have responded to digital display ads.²⁷ - AudienceScan, Salesfuel 2019

"If you're asking me what the thing of the future is, it's sequencing and making sure you're serving relevant content, and not overexposing people to one message. A programmatic platform allows you to do that better than you could going direct."²⁸

Steve Weeks

Director of Media Strategy & Planning, Adobe

Additional Messaging During Select Conferences.

EMAIL

Total Cost: \$86,000 | Total Impressions: 1,780,000

Sponsor Four Key Industry Newsletters

Be the sole sponsor during Advertising Week NYC, Rakuten Optimism, SXSW, and Adobe Summit. MediaPost (Marketing Daily), AdAge (CMO Strategy & Wake Up Call), Adweek (AdFreak)

Adobe Newsletters

Send industry-specific case studies about Adobe Experience Cloud for Advertising to the top 50 enterprise prospects.

- 62.3% of Executive Managers have responded to email advertisements and newsletters in the past 12 months.²⁹ - AudienceScan, Salesfuel 2019

HOME PAGE TAKEOVERS

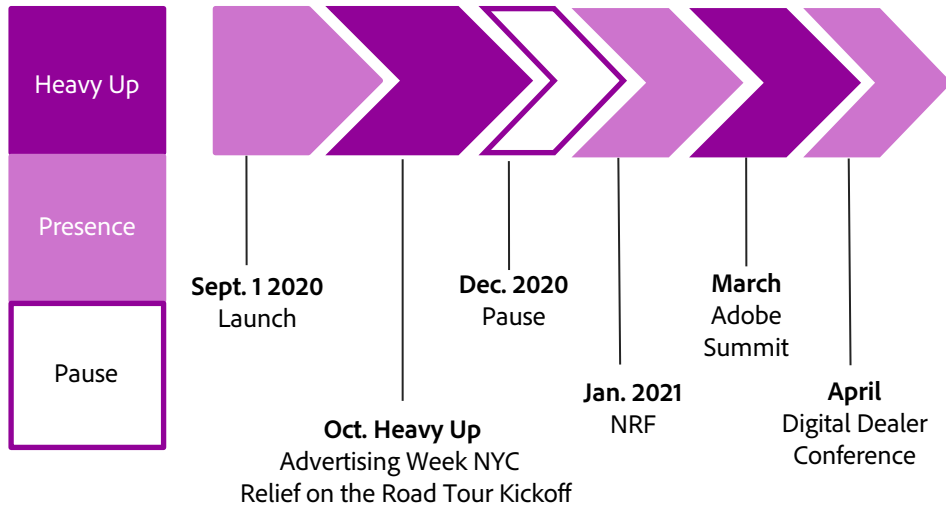
Total Cost \$391,000 | Total Impressions: 6,400,000

Leverage landing pages of high interest sites during the first day of Advertising Week NYC and Adobe Summit. Adage, Adweek, MediaPost, The Drum



Dominate the Marketing Conference Ecosystem..

PAID MEDIA DURING HIGH PRIORITY CONFERENCES



ADOBE LOUNGE

Setup Cost: \$300,000

Adobe's conference booth becomes a transformative lounge allowing attendees to Experience Relief as they learn and relax.



- Thought leader lectures on adtech, in-housing, etc. streamed on LinkedIn Live
- Adobe reps discussing Experience Cloud for Advertising
- Live demonstrations
- Couches and charging stations
- Healthy refreshments
- Experience Relief branded swag (stress balls, hydroflasks, essential oils, etc.)
- Post event recap videos on LinkedIn and Twitter

...Inside and Outside Convention Centers.

INSIDE

ATTRACT AND INTERACT WITH ATTENDEES

IN-HOUSE AGENCY FORUM "SKILL LAB"

Cost: \$7,500

Host a hands-on workshop to help IHAF attendees see for themselves the advantages of Adobe Experience Cloud for Advertising.

- **Large US Advertisers:** 78% have an in-house agency. ³⁰ - ANA 2018
- **Marketing Executives:** 84% believe in-person events are critical. ³¹
-The 2019 Event Marketing Report, Bizzabo 2019

EXPERIENCE RELIEF CONFERENCE APP + BEACON TECHNOLOGY

Cost: \$15,700

Conference attendees can download the app to:

- View the LinkedIn Live schedules and live stream.
- Sign up for Adobe Experience Cloud for Advertising demos.
- Access adobe.com/RELIEF.



Beacon technology delivers Bluetooth notifications to drive attendees towards the Adobe Lounge, thought leader lectures, and to download the Experience Relief Conference App.

- Beacon notifications are clicked on by approximately 15% of attendees. ³² - BeaconStac 2019

OUTSIDE

SURROUNDING CONFERENCES WITH DIGITAL TACTICS

PROGRAMMATIC RETARGETING AT HOTELS

Cost: \$50,000 | Impressions: 11,100,000

Retarget conference attendees at their hotels to further engage them as they continue to use their phones and computers.

PROGRAMMATIC TAXI DISPLAYS

Cost: \$30,000 | Impressions: 12,000,000

Use digital video displays, with location targeting, on top of taxis in range of conferences.

- 81% who noticed OOH ads engaged with the messaging. ³³ - Nielsen 2019

PODCAST PRE-ROLL ADS

Cost: \$35,000 | Impressions: 2,000,000

Run 15 second pre-roll ads on marketing podcasts.

Recommended podcasts: The Digiday Podcast, AdExchanger Talks, and Talking Stack.

- Podcast ads lift the purchase intent for B2B by 14%. ³⁴ - Nielsen 2018



Focus Efforts to Target In-House Marketers...

Discussing the advantages of Adobe Experience Cloud for Advertising for in-house marketers.

AMA CHAPTERS' "SMART MARKETING" WEBINARS

INFORM A QUALIFIED AUDIENCE

Cost: \$100,000

Adobe hosts a 13-webinar series discussing adtech, in-housing, and the Adobe Experience Cloud for Advertising to share with members of the AMA's 70+ chapters.

- Reaches an audience of more than 50,000 mid-level and senior marketing professionals. ³⁵ – AMA New York 2019



APPETITE FOR ADTECH

AN IMMERSIVE IN-OFFICE EXPERIENCE OVER BREAKFAST

Cost: \$100,000

Catered breakfasts for the top 50 enterprise prospects across the three targeted industries to discuss:

- Overcoming barriers to bringing adtech in-house.
- How Adobe Experience Cloud for Advertising can provide better insights and an increased return on ad spend.

The sessions give **Decision Makers and Practitioners** the opportunity to increase their knowledge of adtech and Adobe solutions.



...while Educating Through LinkedIn.

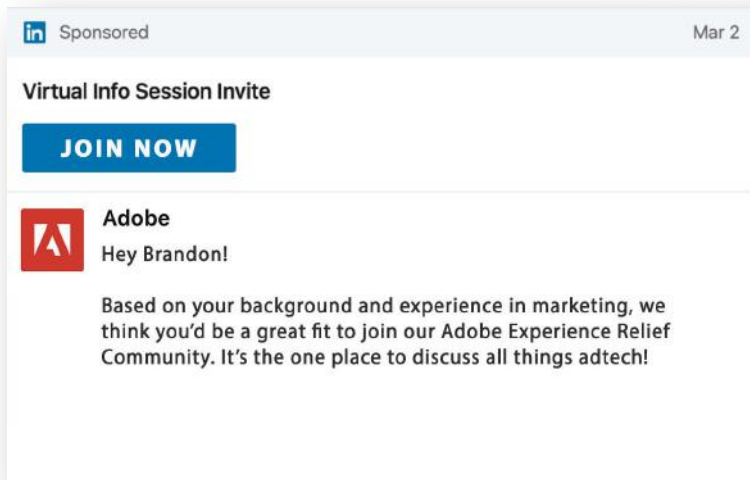
LINKEDIN MESSAGE ADS

DIRECT MESSAGES SENT TO PROSPECTS

Cost: \$77,900 | Impressions: 10,300,000

Decision Makers and Practitioners receive a sponsored LinkedIn message, inviting them to join the Adobe Experience Relief Community.

- More than 1 in 2 prospects open a message ad. ³⁶ - LinkedIn Marketing Solution 2019



"Instead of using technology to automate processes, think about using technology to enhance human interaction." ³⁷

Tony Zambito
Founder and Managing Director,
Center for Buyer Insights

LINKEDIN LIVE

PODCASTS STREAMED FROM THE ADOBE LOUNGE

Cost: \$51,000

Marketing thought leaders are invited to key industry conferences to share their experiences with adtech, bringing marketing in-house, etc.

Podcasts are accessible on adobe.com/RELIEF and highlights will be posted on Adobe's LinkedIn and Twitter accounts.

- Influencer marketing can drive annual incremental sales at a rate of 11x vs traditional digital advertising. ³⁸ - Nielsen Catalina Solutions 2016

Recommended Influencers:



Zareen Fidlon
VP of Marketing
CSTMR Fintech



Rory Holland
Founder and CEO
CSTMR Fintech



Kristina Harrison
Senior Director, Digital Media GTM
Adobe



Christian Beckner
Senior Director
Retail Technology for NRF



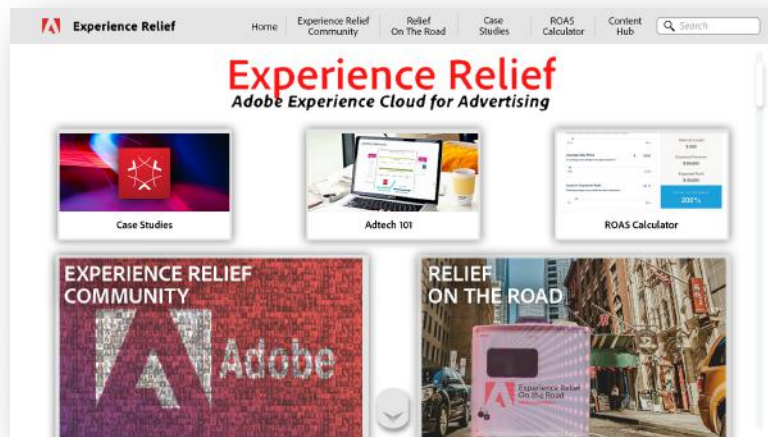
Joy Falotico
CMO
Ford



Adobe Experience Relief Community

Drives Engagement on Adobe.com/RELIEF.

ADOBE.COM/RELIEF



FEATURES

- Gateway to the Adobe Experience Relief Community.
- Industry-Specific Case Studies: Showcase how successful clients use Adobe Experience Cloud for Advertising.
- Adtech 101: Instructional videos on Adobe Experience Cloud for Advertising.
- ROAS Calculator: Online calculator that allows visitors to estimate ROAS with Adobe Experience Cloud for Advertising.
- Adobe Experience Relief campaign Videos.

ADOBE EXPERIENCE RELIEF COMMUNITY

A PLACE FOR LIKE-MINDED MARKETING PROFESSIONALS

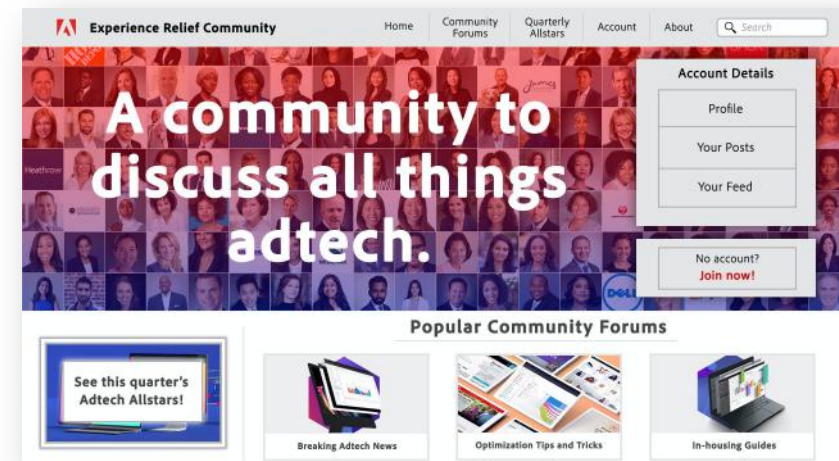
A COMMUNITY FOR DISCUSSING ALL THINGS ADTECH

Adobe monitors conversations and addresses ongoing concerns, questions, comments, and criticisms.

An **Adtech Allstar** designation is given to the most helpful community members. Different tiers of rewards are offered quarterly to Adtech Allstars based on their level of involvement in the community:

- **Tier 1** - Adobe Branded Swag: Adobe merchandise to enhance the spirit of the community.
- **Tier 2** - Appetite for Adtech: A catered breakfast where the Adtech Allstar's team learns about Adobe Experience Cloud for Advertising.
- **Tier 3** - Adtech Allstar Cause of Choice: The Adtech Allstar's company has an opportunity to partner with Adobe on an important, cause related effort.

Since it is open to all marketers and not solely product oriented, **the community increases awareness beyond what the Adobe Experience League does.**



Celebrating the Community...



A COMMUNITY THAT CARES ABOUT COMMUNITIES STRENGTHENING ADOBE'S RELATIONSHIPS WITH ITS CLIENTS BY PARTNERING ON MOST FAVORED CAUSES

Adobe Action Teams join client employees to provide relief to clients' most favored causes by offering Adobe's full suite of products, services, and employee knowledge.

*"If a brand wants to build social communities, capital and influence, it must become the chief celebrant of its community, not its celebrity. This simple shift in approach unlocks enormous transformative potential for brands."*³⁹

Simon Mainwaring
Creative Director of Saatchi & Saatchi

...at the Adobe Summit

THE ADOBE RELIEF AWARDS

GRAND PRIZE: ONE YEAR OF EXPERIENCE CLOUD FOR ADVERTISING
AND A \$5,000 DONATION TO A FAVORED CAUSE

The top 3 Adtech Allstars from the Experience Relief Community are named to the Adtech Relief Squad for their contribution to the community, as voted on by the members.

- **Grand Prize:** One year of complimentary Adobe Experience Cloud for Advertising services and \$5,000 to a cause of the winner's choice.
- **Second Prize:** Discounted one-year of Adobe Experience Cloud for Advertising services.
- **Third Prize:** Appetite for Adtech breakfast for their team.

All winners receive a campaign audit by Adobe.

THE AWARDS CEREMONY & AFTER PARTY

WINNERS CELEBRATED AT THE ADOBE SUMMIT

The Awards Ceremony

- The top 3 Adtech Allstars are invited on stage to be recognized.
- Each winner is awarded a plaque to display their Adtech Allstar status.
- The Grand Prize Winner's chosen cause is announced.



The Awards After Party

All Adtech Allstars are invited to the after party held at a hotel, such as The Venetian, to celebrate with:

- A DJ and dancing.
- An open bar with Experience Cloud inspired cocktails.
- Live musical performances.



Empowering Women's Experiences in the Workplace

EMPOWHERMENT IN ADVERTISING ADTECH WORKSHOPS FOR WOMEN

Adobe partners with female empowerment and industry organizations to host a series of female-led adtech workshops for women in advertising.



Workshops

- Teach how to best utilize and optimize campaigns with Adobe Experience Cloud for Advertising.
- Respond to specific questions about adtech.
- Record and make available as webinars.

Partner Organizations

- **She Runs It** encourages and promotes women's roles in the advertising industry.
- **The Alliance for Women in Media** is committed to supporting women across all media segments, expanding networks, educating, and celebrating accomplishments.
- **The Female Founder Collective** is a network of businesses led by women, supporting women.

She Runs It and The Alliance for Women in Media are organizations within our key target personas, and The Female Founder Collective focuses on women in creative industries.

ADOBE x BUILT BY GIRLS CONNECTING INDUSTRY LEADERS TO NEXT-GEN THINKERS

Adobe teams up with BUILT BY GIRLS to connect female leaders in adtech with young women in high school and college.



These relationships and connections:

- Make Adobe top-of-mind with the next generation.
- Encourage networking, career building, and exposure to advertising.

BUILT BY GIRLS prepares the next generation of leaders to step boldly into careers powered by technology.

INTERNATIONAL WOMEN'S DAY AMPLIFYING FEMALE VOICES OF ADTECH DURING WOMEN'S HISTORY MONTH

A panel discussion, moderated by Ann Lewnes, featuring female industry leaders expressing the importance of women in adtech is simulcasted to EmpowHERment in Advertising workshops being held in major advertising cities such as New York, Chicago, and LA.

- The Experience Relief Community connects members with She Runs It, The Alliance for Women in Media, and The Female Founder Collective.
- BUILT BY GIRLS members are invited to attend local workshops.
- Experiences are shared on both LinkedIn and Twitter.



“At Adobe, we believe that when people feel appreciated and included, they can be more creative, innovative, and successful.” 40

Katie Juran
Sr. Director, Diversity & Inclusion, Adobe



Sharing Relief with Decision Makers, Practitioners, and Vision Leaders

RELIEF ON THE ROAD

THE EXPERIENCE RELIEF RV VISITS TOP PROSPECTS



THE EXPERIENCE RELIEF RV'S NATIONAL TOUR KICKS OFF IN OCTOBER

- The RV parks near prospective clients' key offices from 8am-6pm.
- Decision Makers and Practitioners are invited to participate in the experience via an e-vite.
- Interested executives can request an e-vite via adobe.com/RELIEF.
- An "Adobe Adtech Expert" provides an in-depth preview of Adobe Experience Cloud for Advertising.

RELIEF WITH RELAXATION

Guests Experience Relief through massages, mini manicures, health drinks, juice shots, essential oils, and more.

HEADSPACE APP SUBSCRIPTION

Guests receive a complimentary 30-day trial of the meditation app as part of a joint promotion with Adobe.

EXPERIENCE RELIEF ON THE ROAD ONLINE

Event recap videos from each tour stop are posted to all owned media. Guests may share their experiences using "#AdobeReliefOnTheRoad".

EXEC-IN-A-BOX

SHARING THE ADOBE EXPERIENCE

Vision Leaders of Adobe's top 50 enterprise prospects receive a hologram message from a senior executive, currently using Adobe's adtech solution, explaining how it makes their marketing more effective.



The hologram box is so unique that it stands a good chance to become a shareable moment on LinkedIn and Twitter.

ADTECH RELIEF HOTLINE

EXPERIENCE 24/7 RELIEF

Specifically for prospective clients and within Adobe's existing call center, a relief hotline with no sales-pressure

- Speak with an "Adobe Adtech Expert".
- Receive immediate, high-quality, individualized support.



"For prospective clients, press 1.
For current clients, press 2."

"Don't push people to where you want to be; meet them where they are." 41

Meghan Keaney Anderson
VP Marketing, HubSpot

Experience Relief Flowchart

The campaign spans eight months and goes dark during the holiday season.

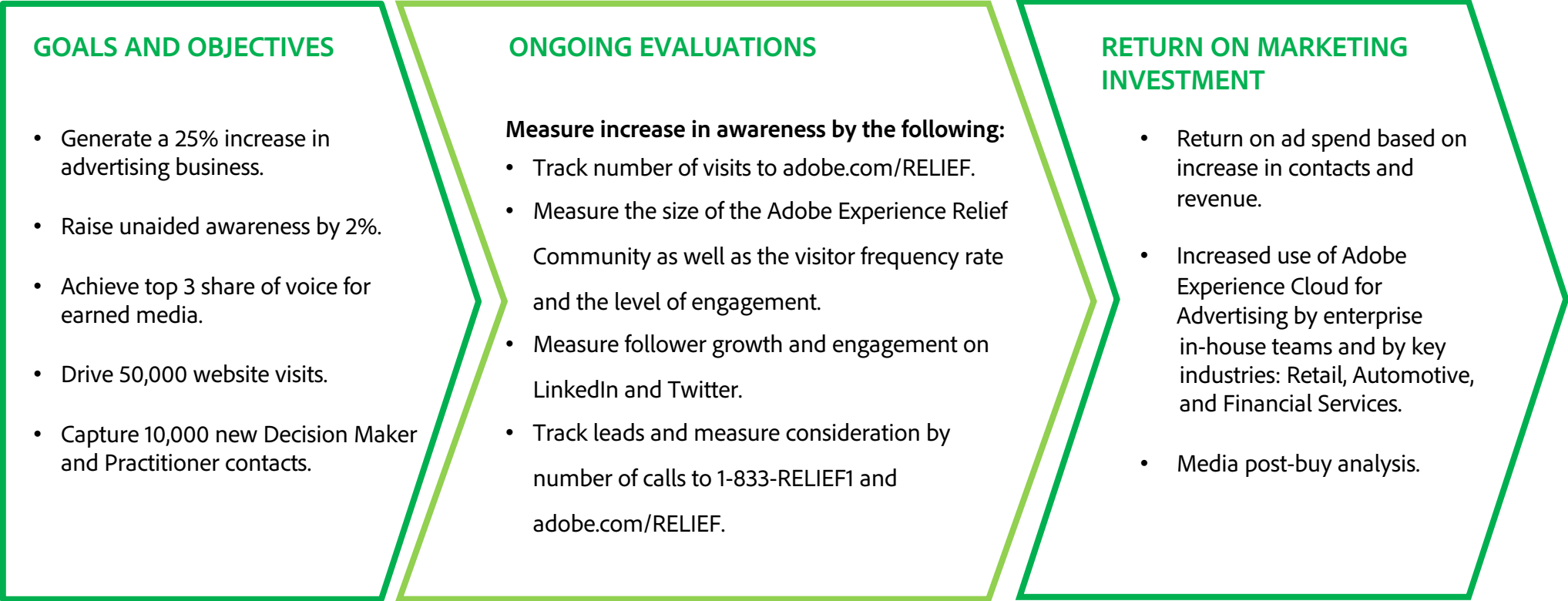
	September	October	November	December	January	February	March	April	Total	% of Budget
Digital									\$1,060,892	26.52%
Digital Display									\$566,000	
Homepage Takeovers									\$373,892	
Email									\$86,000	
Podcast Ads									\$35,000	
Programmatic									\$380,000	9.50%
Digital Display									\$300,000	
Hotel Retargeting									\$50,000	
Digital Taxi Displays									\$30,000	
Print									\$123,000	3.08%
Print Publications									\$123,000	
Social Media									\$227,900	5.70%
LinkedIn Video & Static Ads									\$100,000.00	
LinkedIn Message Ads									\$77,900.00	
Twitter Video & Static Ads									\$50,000.00	
Search									\$350,000	8.75%
Keyword Bids									\$200,000	
Conference Geofencing									\$150,000	
Experiential									\$707,500	17.69%
Adobe Experience Relief RV									\$500,000	
AMA Smart Marketing Webinars									\$100,000	
IHAF Skill Lab									\$7,500	
Appetite for Adtech									\$100,000	
Direct Mail									\$55,000	1.38%
Hologram Direct Mail Boxes									\$55,000	
Partnerships									\$0*	0.00%
Headspace									N/A	
EMPOWHERMENT									N/A	
Built By Girls									N/A	
Conferences									\$631,450	15.79%
Adobe Lounge									\$300,000	
Podcast / LinkedIn Live Setup									\$51,000	
Experience Relief Conference App									\$15,700	
Adobe Summit: Adobe Relief Awards									\$10,800	
Adobe Summit After Party									\$50,000	
Conference Booth Reservations									\$203,950	
Owned Media									\$40,000	1.00%
adobe.com/RELIEF									\$30,000	
Adobe Experience Relief Community									\$10,000	
Production Costs									\$300,000	7.50%
Opportunistic Buys									\$124,200	3.11%
TOTAL COST									\$3,999,942	

* In exchange for Adobe sharing knowledge and learning sessions about the Experience Cloud for Advertising, our partners offer their space, services, members, etc. to coincide with the partnerships' needs and the building of mutual communities.

Measurement & Evaluation

"What skills are most important to the modern CMO? Relentless focus on results and exceeding expectations." ⁴²

Ann Lewnes
Executive Vice President and Chief Marketing Officer at Adobe



Return on Marketing Investment

Based on the case, the assumption is that a 2% increase in awareness yields 50,000 website visits, 10,000 new contacts, and a 25% increase in revenue.

We believe, based on our concept testing, that the Experience Relief campaign's impact will be an estimated 5% increase in awareness – not 2%.

Based on Adobe's most recent, publicly available financial statement, such an increase in awareness yields a sales increase of approximately \$1.875 billion.