

ADOBE EXPERIENCE CLOUD FOR ADVERTISING

NSAC
NATIONAL STUDENT
ADVERTISING
COMPETITION



**TEAM
427**

INTRODUCTION

Adobe challenged team 427 to develop a campaign that increases awareness of Experience Cloud for Advertising. Our team took this challenge and reached to the cloud – to increase awareness, drive website traffic, and achieve a greater conversion rate of data from business professionals interested in better adtech. Adobe is making digital advertising the most effective it can be, every step of the way. We know our audiences’ current fragmented, hodgepodge, patchwork pile of adtech is holding them back, and Experience Cloud for Advertising can set them free.

It’s time for an adtech intervention.

Team 427’s campaign provides solutions that exceed expectations for your challenges of increasing awareness of Adobe’s adtech leadership position, reaching the top three for share of voice for earned media, driving visits to Adobe’s Advertising Cloud website, and creating an engaging, personal experience for our audience to encourage conversion.

Table of Contents

1	Introduction
2	Research Findings
3	Target Audience
4	Competition
5	Big Idea
6	Personas
7	Concept Testing / Key Insights
8	Customer Journey
9	Simulation / Game
10	Video / Display Ads
11	Spotify Audio / Social
13	Website Refresh
15	Dynamic Creative Optimization
16	Retargeted Ads
17	Event Advertising
18	Media Strategy
19	Budget / Evaluation
20	ROI / Thank You

RESEARCH FINDINGS

Primary

To gain a better understanding of consumer perceptions about adtech, we conducted six in-depth interviews with representatives from organizations using or in need of adtech products. Only one interviewee was using Adobe Experience Cloud for Advertising. AECA non-users had not used the product or been exposed to its operations. These interviews revealed insights that allowed us to shape our campaign strategy.

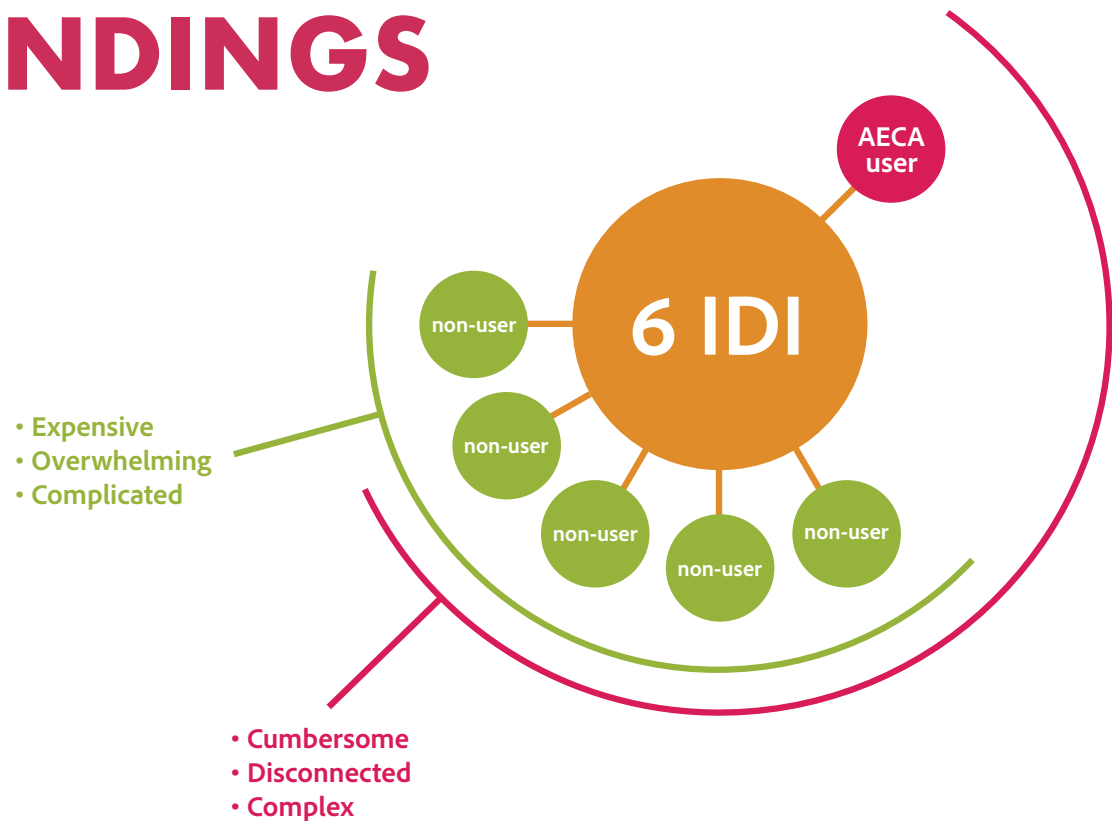
Via IDIs, team 427 found that AECA non-users perceive the product as potentially:

- Expensive
- Lacking technical assistance and training
- Hosted within a complicated interface

IDIs also revealed that adtech users struggle with the following pain points:

- Products currently being used are disconnected and from varying providers
- Cross channel interpretation is difficult or not possible with competitive products

Additionally, the team discovered that interview participants lacked an understanding of AECA capabilities and immediately associated Adobe with Creative Cloud. Non-AECA users lacked awareness of AECA as offering efficient, effective and everywhere solutions.



Secondary

In recognition of adtech pain points and desires via IDIs, team 427 reviewed the case study and discovered that advertising professionals want to:

- Maximize ad spend return across campaigns
- Develop multi-channel campaign strategies
- Do more with less spend
- Optimize performance and efficiency
- Tell a story with data
- Bring programmatic advertising fully in-house

TARGET AUDIENCE

When it comes to sales and marketing, there is no single person unilaterally making the decision to what adtech is chosen and utilized. Input on this decision comes from a team of people, ranging from experts in advertising to those looking at the future and wanting the next best thing. While they all crave efficiency and effectiveness, these professionals have unique pain points that they are looking to ease. We have selected three personas that best represent these adtech users and reflect the case study from Adobe.



The Vision Leader

IT, digital, and business vision leaders that are triggering the buying process.

They seek a strategic perspective on industry challenges and want to fully understand the buy. They need proof of value and ROI.

- 50-year-old female
- Married
- CMO
- Oversees the process
- Needs proof of effective processes



The Decision Maker

High-level managers evaluating costs and approving purchases.

They seek a solution to help demonstrate ROI for marketing expenditures. They're looking to optimize marketing efforts to drive conversion.

- 35-year-old male
- Married
- VP of Digital Media
- Craves efficiency in day-to-day life
- Trend-setter looking towards the future



The Evaluator/Practitioner

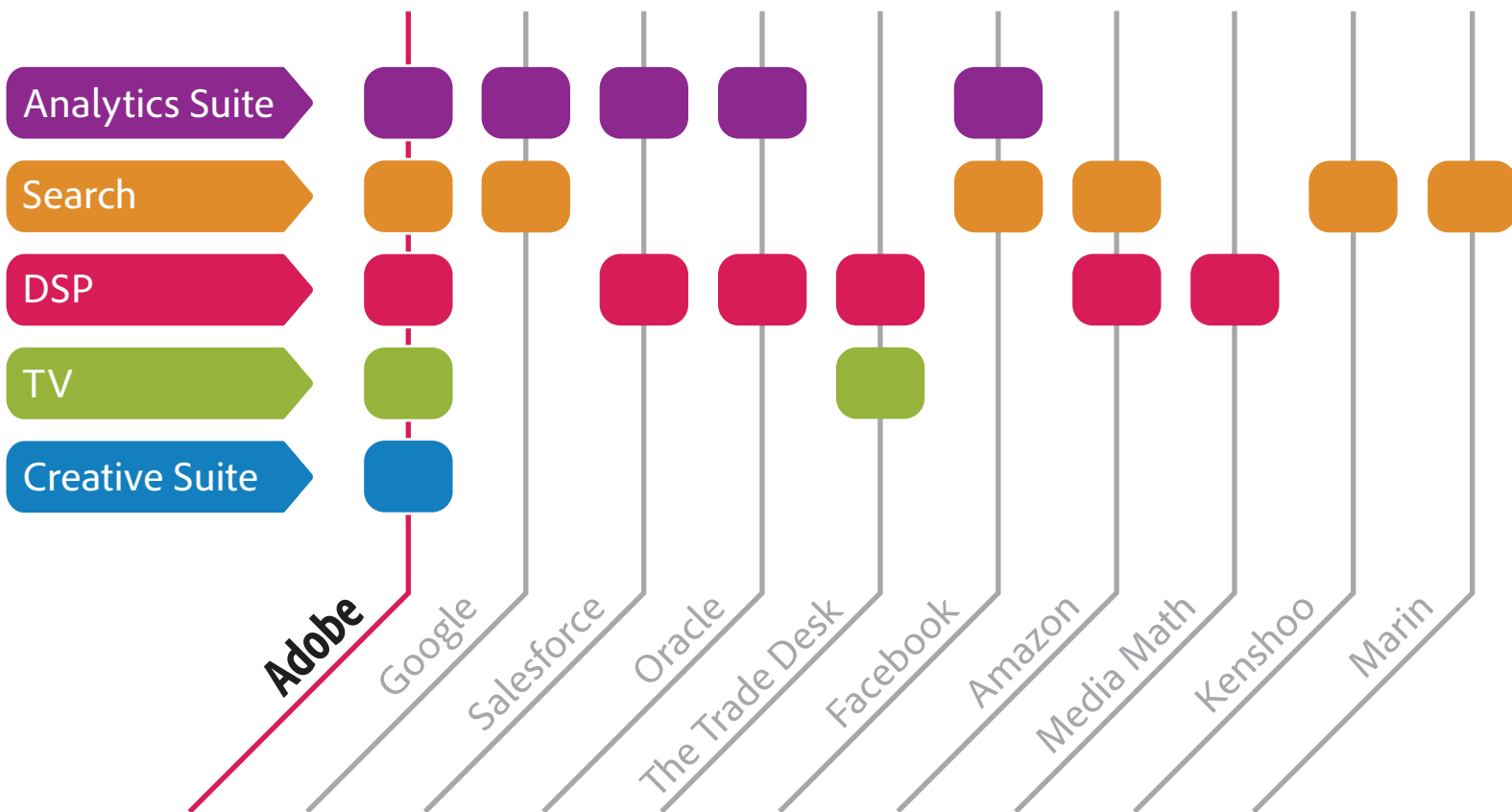
Testers working to create feedback; the end-users who will have hands-on contact with the product.

They want a solution that makes an impact on their company. They want to know the features that will optimize their daily workflow.

- 26-year-old male
- Single
- Media Planner & Advertising Buyer
- Tech-savvy
- Seeking a promotion

COMPETITION

When it comes to adtech, it can feel like you're swimming in a sea of different programs. There are many companies – both big and small – that offer solutions for digital advertising. After looking at the key features Experience Cloud for Advertising offers, it's clear to see that Adobe is the whole package. While other companies may focus their software on one or a few pieces of the advertising process, Experience Cloud for Advertising's software gets you from the beginning to end, running alongside you the whole way. Adobe is the only company to excel at offering an end-to-end advertising stack that integrates all the pieces together, while also offering a high standard of independence and transparency. From this integration comes efficiency and effectiveness in workflow that allows personalized ad experiences that have proven ROI. This elevates Adobe above the rest when it comes to adtech.



BIG IDEA

Adobe is leading the industry with revolutionary adtech that changes the world through digital experiences. However, advertising professionals are hesitant to break free from their current adtech solutions.

Our campaign helps them kick their bad adtech habits by emphasizing Adobe Experience Cloud for Advertising's greatest strengths:

Efficient

A true advantage to advertising professionals is efficiency. With Experience Cloud for Advertising, day-to-day work is made easier. This end-to-end platform simplifies the way you manage and deliver every piece of digital and TV advertising.

Effective

Effective adtech is Adobe Experience Cloud for Advertising's forte. Named a leader in Forrester and Gartner's reports, it's a proven asset to have this connected advertising platform generating positive results in your advertising game.

Everywhere

Whether you're at a gas pump, scrolling through social media, or shopping online, you're bound to see many advertisements grasping for your attention. Advertising is everywhere you go, and so is Adobe Experience Cloud for Advertising.

Adobe Experience Cloud for Advertising is the full package, offering freedom from disintegrated platforms and bad adtech habits.

Are you ready for your adtech intervention?

PERSONAS

We identified four personas representative of both the target audience as well as their pain points and desires. These personas are in need of an adtech intervention:

The Pack Rat

The person who will use as many pieces of adtech as possible to get the job done, but worries they are stretching themselves too thin.

- Covered in clutter
- Fixated on an excess of unrelated adtech
- Lacks efficiency due to a multitude of processes
- Fears not having something needed on-hand for a scenario

The Wandering Eye

The person who is always on the lookout for the next best thing in adtech, but does not know if the grass is always greener.

- Has too many irons in the fire
- Outsources too much throughout the advertising process
- Constantly on the phone and communicating through various platforms
- Processes aren't streamlined

The Data Freak

The person who wants to gleam every insight they can, but feels crushed under a pile of useless data that they don't understand.

- Obsessive about KPI, ROI and ad engagement
- Overwhelmed by the all the advertising components
- Has the data available, but is unsure of how to utilize it
- Lack of integration
- Is being held back by numbers
- "I can't seem to complete the story with all of my big data"

The Risk Taker

The person willing to go all in for a successful advertising campaign, but worries they might come up short if luck is not on their side.

- Plays the odds
- Chasing their losses
- Always taking shots in the dark, hoping for big pay off
- Makes one-off gambles on ad placements
- Searching for the data and information to confirm ROI
- "If only I could do more with less spend"

These adtech users will realize Adobe Experience Cloud for Advertising will set them free with efficient, effective and everywhere solutions not thought possible before. They realize it's time to face their adtech intervention to set themselves free using the power of Adobe.

CONCEPT TESTING / KEY INSIGHTS

In order to execute our creative in the most effective way, ensure clarity of message, and provide visual appeal, we tested our creative concepts through 10 IDIs. These interviews revealed direct association with personas with responses such as **"That's me!"** or **"I know someone like that"** and **"My colleague is a Pack Rat through and through."**

Aside from direct responses, we assessed IDI participant emotional responses. Depending on persona, participants either laughed, smiled, or nodded, indicating that our personas were relevant, entertaining, and humorous – a value of successful B2B digital marketing strategies (Contently.com).

For creative execution, IDIs revealed that ad designs left some participants confused about product association. Mostly, this was attributed to small body copy and lack of product branding, which we intentionally left off designs to meet project research guidelines.

Upon learning concept insights, we developed creative to better connect with our audience. We tested our new creative using heat map surveying and found that viewers directed their attention to headlines, branding, and CTAs. We also asked participants if they connected to personas and if so, which ones. Overwhelmingly, 92% of our participants associated with a persona.

"I'm just looking for a little bit of consistent activation. Lady luck's on my side... well most of the time. Awwwww... Who am I kiddin'? I'm tired of taking shots in the dark with one-off advertising gambles. Honestly, only HALF my advertising works... and I don't even know which half!"

playing the odds • a roll of the dice • a game of chance • a numbers game (analytics) • a shot in the dark (vs hitting the mark) • card counting • flipping a coin • adrenaline junkie • reckless • chasing their losses • blowing on the dice • risky fashion • professional with a crumbling veneer

"C'mon, just one more time."
"I can't afford another bust."
"When the chips are down..."
"I can't fail another time."
"If I can just get one big win..."
"If only I could do more with less spend."

The risk taker makes one-off gambles on ad placements.



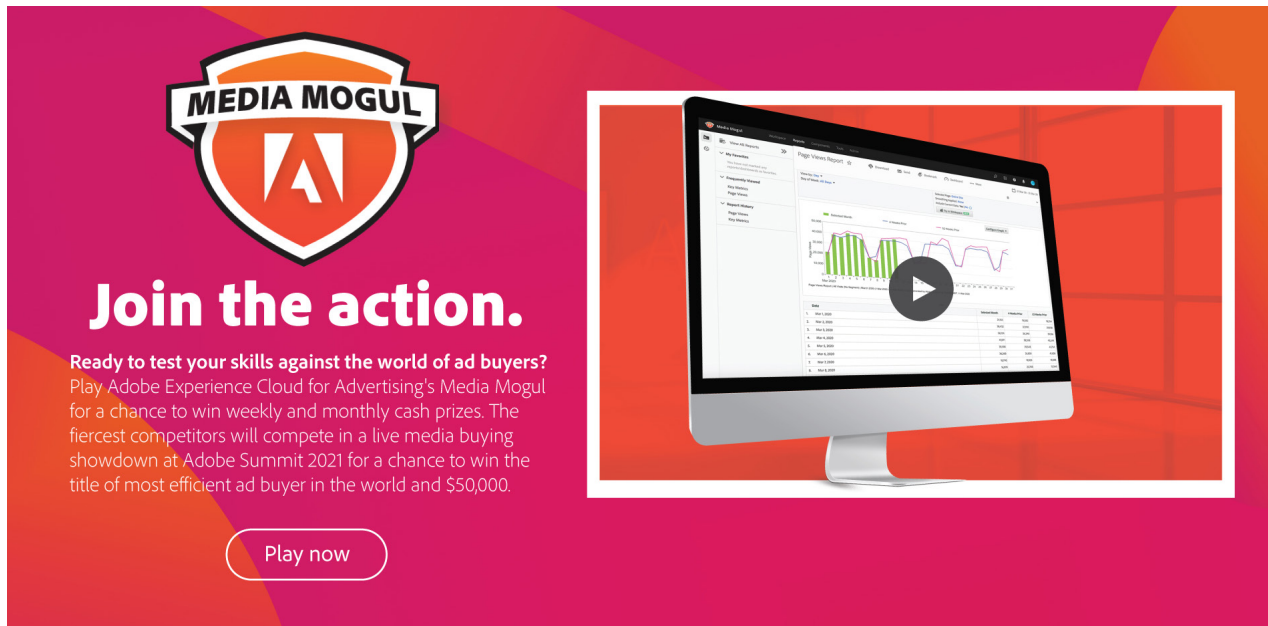
CUSTOMER JOURNEY

Adobe Experience Cloud for Advertising provides deep integration with targeted advertising based on customer's habits and interests. Our campaign aims to utilize Adobe Experience Cloud for Advertising to successfully deliver an increasingly personalized experience through the progression of the customer journey. Our customer journey consists of three levels that gradually escalate through the information seeking process.



SIMULATION / GAME

The simulation aims to give users an in-depth peek into Adobe Experience Cloud for Advertising. The simulation will consist of two levels: a surface level walkthrough of the platform and an intense competition to find the most efficient ad buyer in the industry. The tutorial will consist of a basic sandbox environment that allows potential customers to experiment with the ad buying platform. Users will be given predefined data and creative pieces to see how the program works in action. Players will be given interactive callouts that encourage efficient ad buying behavior and emphasizes the capability of the program. This part of the simulation will allow users to experience the platform in an untimed, no strings attached environment.

A promotional banner for the Media Mogul competition. On the left, there is a shield-shaped logo with 'MEDIA MOGUL' at the top and a large 'A' in the center. Below the logo, the text 'Join the action.' is written in a large, bold, white font. Underneath that, a paragraph in smaller white text describes the competition: 'Ready to test your skills against the world of ad buyers? Play Adobe Experience Cloud for Advertising's Media Mogul for a chance to win weekly and monthly cash prizes. The fiercest competitors will compete in a live media buying showdown at Adobe Summit 2021 for a chance to win the title of most efficient ad buyer in the world and \$50,000.' At the bottom left, there is a white button with the text 'Play now'. On the right side of the banner, there is a white-bordered rectangle containing an image of a computer monitor. The monitor displays a dashboard with a bar chart and a line graph, with a large play button icon overlaid in the center.

MEDIA MOGUL

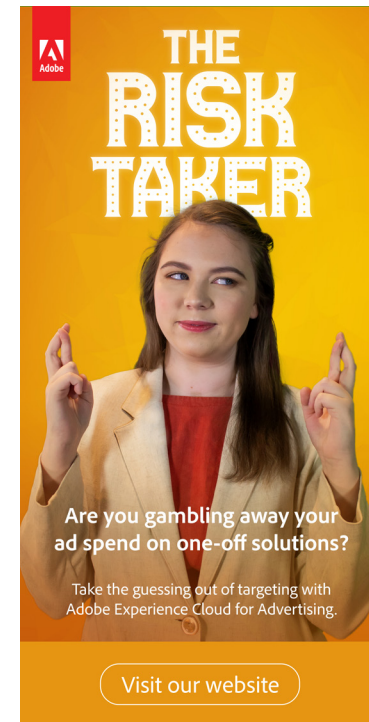
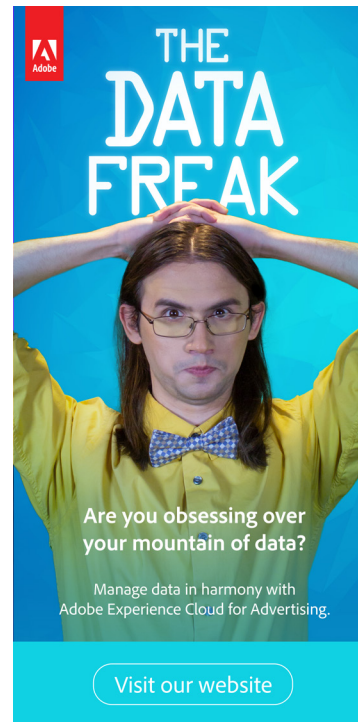
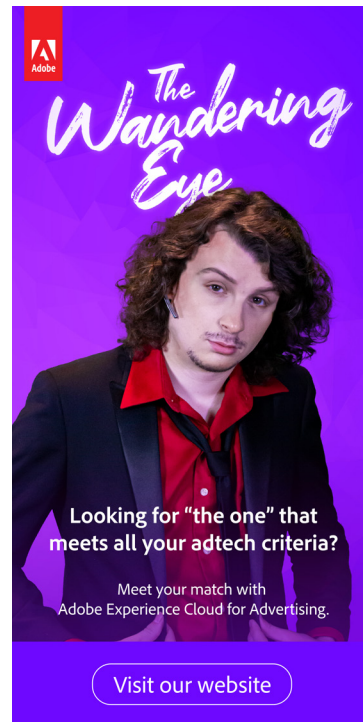
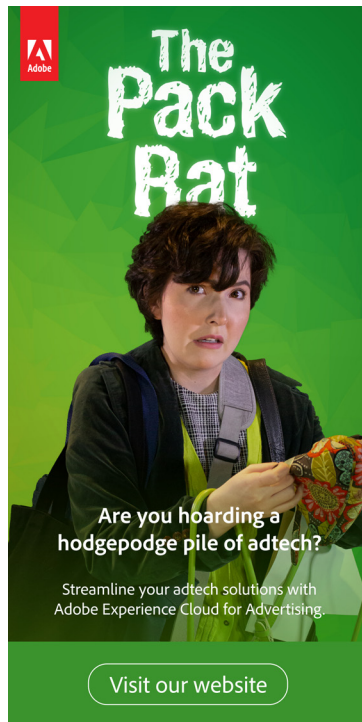
Join the action.

Ready to test your skills against the world of ad buyers?
Play Adobe Experience Cloud for Advertising's Media Mogul for a chance to win weekly and monthly cash prizes. The fiercest competitors will compete in a live media buying showdown at Adobe Summit 2021 for a chance to win the title of most efficient ad buyer in the world and \$50,000.

[Play now](#)

After learning the ropes of the simulated Adobe Experience Cloud for Advertising platform, users will be challenged to put their skills to the test against other trial users. Daily objectives will be displayed in the platform to perform the most efficient ad buys. Users will be ranked on a national leaderboard. Weekly winners will be selected for the entirety of the campaign, each winning \$1,000. From the weekly winners, monthly winners will be awarded \$10,000 each. The six monthly winners will be selected to compete in the Adobe Experience Cloud for Advertising Media Mogul Competition held live at Adobe Summit 2021 for a grand prize of \$50,000. This fierce contest will seek to find the most efficient ad buyer in a winner takes all showdown.

VIDEO / DISPLAY ADS



Static ads are the bread and butter of any display ad strategy. We are choosing individual websites, such as *Forbes* and *Business Insider*, for ad placement. We chose websites that our target audience would be likely to visit. For our display ads, we have cleanly designed heroic images, a clear CTA, included the Adobe logo and remained on brand while representing our campaign.

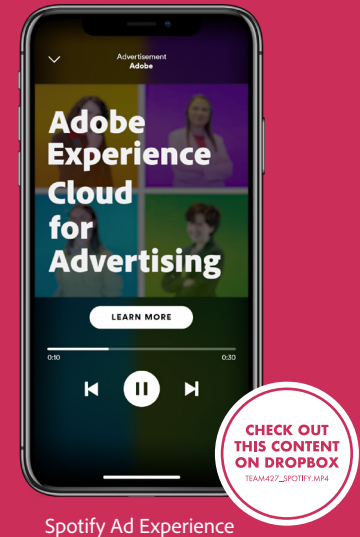
Video advertising is a crucial component to any campaign and ours is no different. "Video ads have extremely high engagement rates. According to comScore, video ad impressions surpassed 20 billion in June 2013, and video ads reached nearly 54% of the population an average of 121 times per month" (Marketo, p. 55). Our video advertisement spotlights the fact that Adobe Experience Cloud for Advertising is the single piece of adtech that provides every solution.



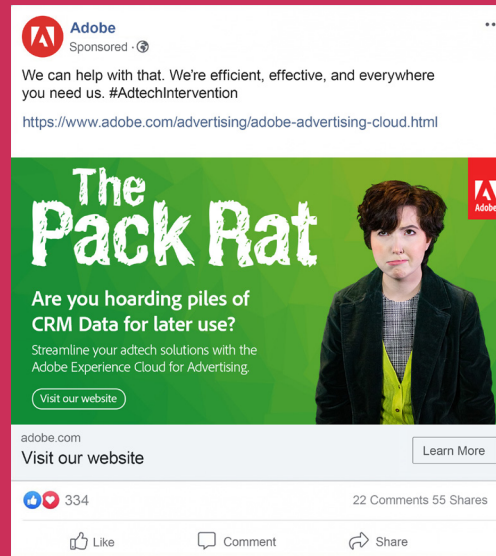
SPOTIFY AUDIO / SOCIAL

With streaming services and platforms becoming more prominent, Spotify is a major asset to employ in our campaign. Per Nielsen, audio ads are proven to supercharge the amount of impact on ad recall by 68%, brand awareness by 26% and purchase intent by 18%. Multiformat campaigns that include audio ads have a 160% increase in purchase intent over video advertisements, according to Nielsen. By leveraging this trend, we can use Spotify to reach our target audience not only with a display banner/motion graphic but with audio as well.

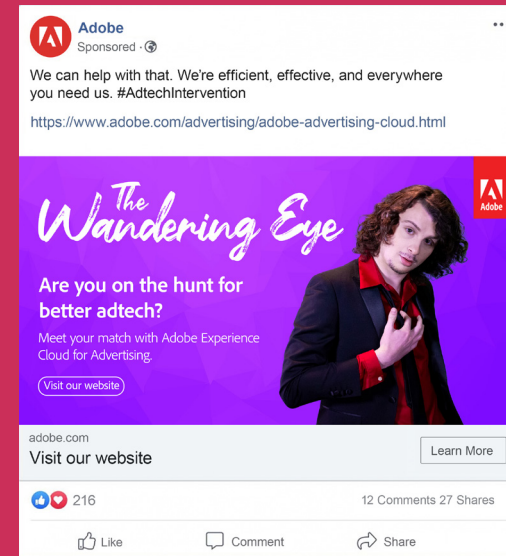
Social media ads are the heart of our campaign and are proven to be some of the most successful advertisements. Through social media, we will target the right buyers and deliver our message to our audiences' favorite channels. To accomplish this, we're targeting Facebook, LinkedIn, Instagram and YouTube. According to Hootsuite, 94% of B2B marketers use LinkedIn for content marketing, and 43% of those who use the internet are utilizing social media for work purposes. These ads are going to be targeted using Adobe Experience Cloud for Advertising to ensure they reach our audience at the right time and place. These cutting edge and comedic ads will peak curiosity of just how Adobe's adtech solutions can set advertisers free and lead them to take the first step of their adtech intervention.



Facebook Video

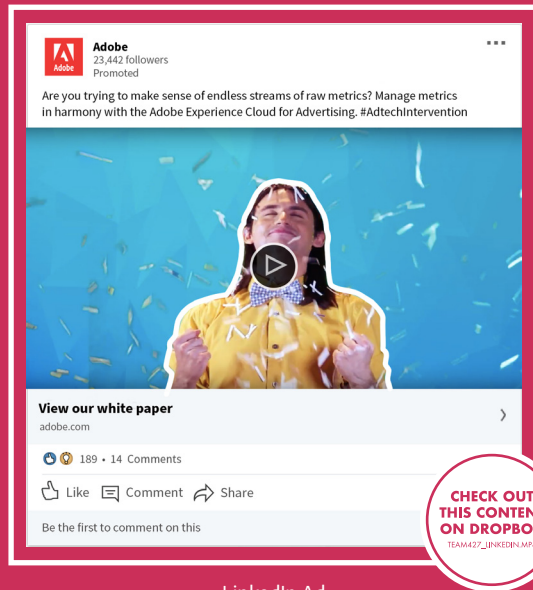


Facebook Ad

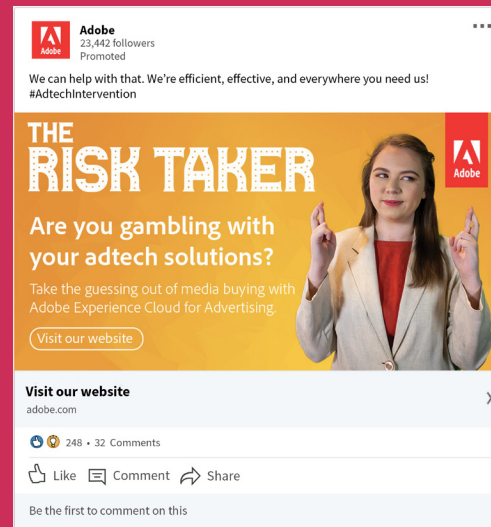


Facebook Ad

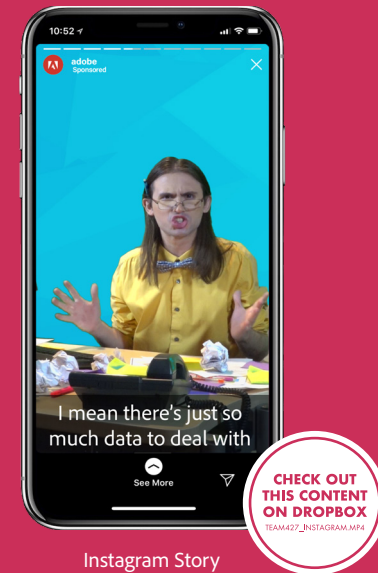
SOCIAL



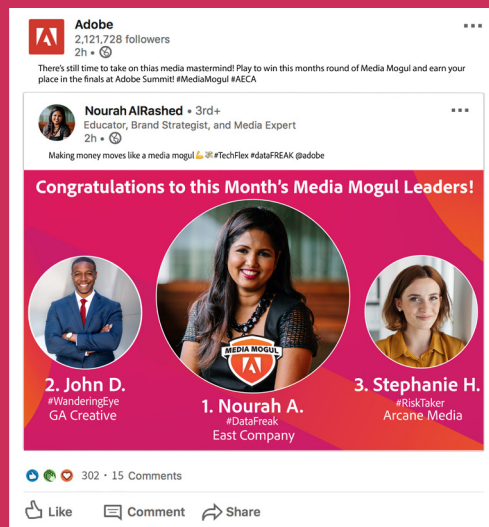
LinkedIn Ad



LinkedIn Ad



Instagram Story



LinkedIn Ad

For our initial social media presence, it's important for us to allow the consumer to discover our ads in a way that catches their interest across a multitude of platforms. The LinkedIn ad to the left features how we would get some gas behind our Media Mogul competition. Featuring a monthly winner and prompting them to share their success is a great way to light up the views and participation. According to INK Agency, the reason social media challenges are so effective is because they are spontaneous and unique. INK Agency also claims that it creates an urge to one-up your challenger. In this case, our competition is sure to have your potential leads going, "If Nourah can do that, I can DEFINITELY beat her!" Additionally, there is a tremendous potential to gain followers and even become trending, which will allow for a boost in brand awareness.

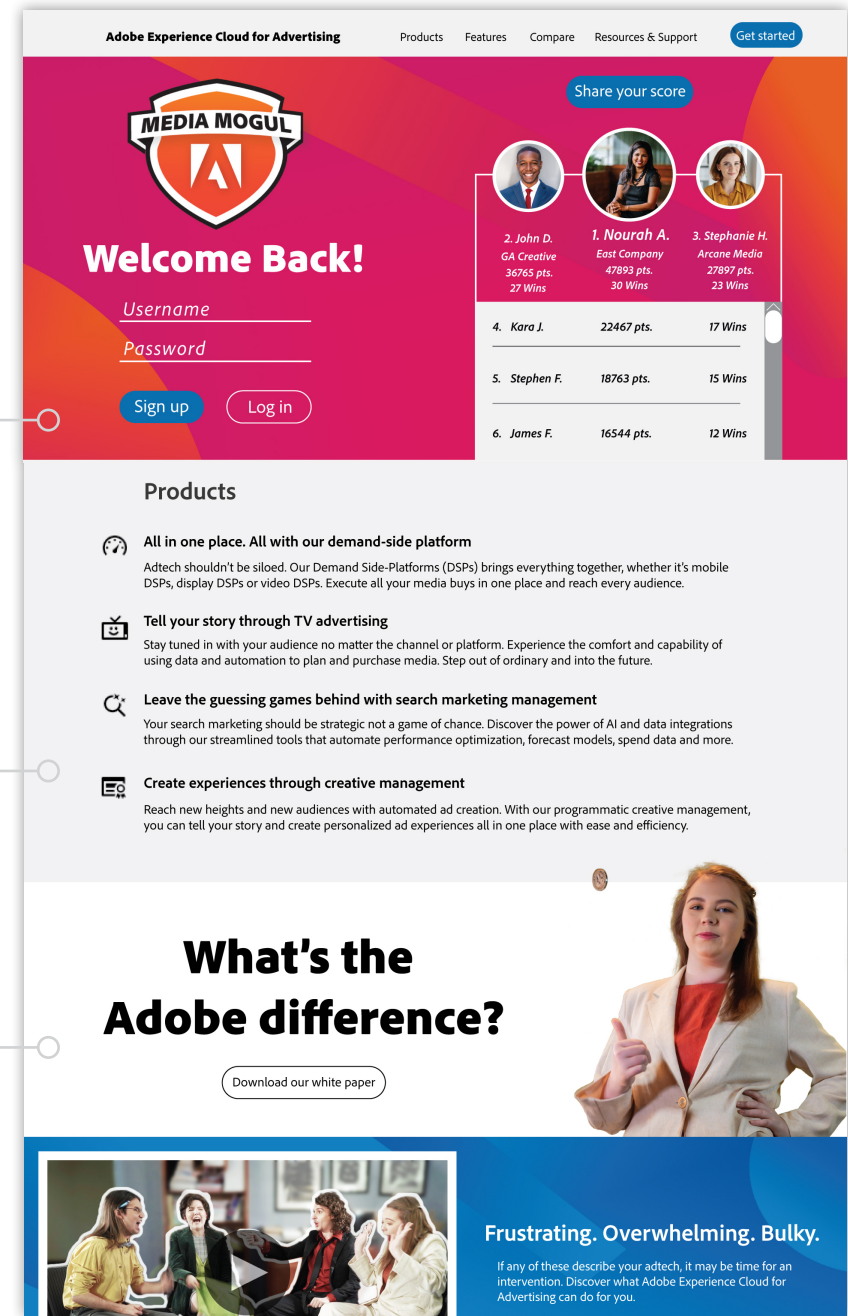
WEBSITE REFRESH

Landing pages are the hub of digital advertising. It is a place where potential buyers can go to find all the information they need. Customized campaign websites are a “critical part of conversation and optimization when it comes to advertising” (Marketo, p. 84). This will be the home of our white paper, simulation, game and will feature our leaderboard.

Users will be encouraged to return to Media Mogul every day to complete different, 15 minute challenges. Points will be awarded based on the efficiency of ad buys by players during daily challenges. A leaderboard with point totals will be present at the beginning of every login to encourage users to share their progress, improve their standings and attempt to become the most efficient ad buyer in the United States.

As one of the goals is to drive 50,000 visits to Adobe Experience Cloud for Advertising’s website (per case study), a refresh based on our campaign will help pull visitors in as a part of the “evaluate” stage of the customer journey.

A white paper will be available to download by prospective buyers and encompass it all, providing a comprehensive review of exactly how Adobe Experience Cloud for Advertising is the intervention solution.



WEBSITE REFRESH

"No matter how much time or money you spend on a digital advertising campaign, if your landing page does not resonate with your audience, they will bounce" (Marketo, p.83). This is the focus of our personas. They are personified versions of our target audience's pain points.

Visitors will have their information tracked and the landing page will transform as they scroll to fit their unique pain points and visit behavior.

Within a digital space, this is the perfect place to point potential Experience Cloud for Advertising customers to learn more and dig deep into how Adobe can set them free.

What's the Adobe difference?

[Download our white paper](#)



Frustrating. Overwhelming. Bulky.

If any of these describe your adtech, it may be time for an intervention. Discover what Adobe Experience Cloud for Advertising can do for you.

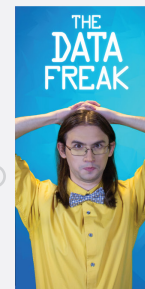
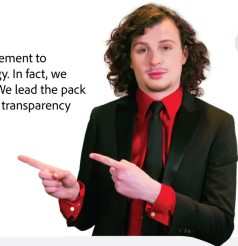
[Talk to a representative](#)

The Adobe Experience Cloud for Advertising difference.

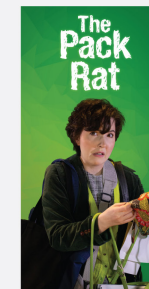
We reinvented the wheel with the creation of the PDF. Now we're doing it again with advertising.

Adobe Experience Cloud for Advertising has it all from audience management to analytics. We are currently the #1 overall leader in advertising technology. In fact, we were named a leader on Forrester's 2019 Report on Video Advertising. We lead the pack in omnichannel advertising, brand safety, media quality, independence, transparency and creative management.

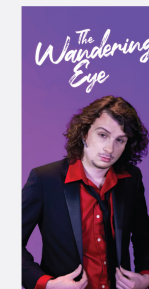
So, are you ready to experience Adobe?



Are you being crushed under a pile of data?



Are you hoarding too many adtech solutions?



Are you ready to settle down with one adtech solution?



Are you tired of risking it all for one successful advertising campaign?

Adobe Advertising Cloud

Products

[Creative Cloud](#)
[Experience Cloud](#)
[Document Cloud](#)
[Elements 2020 Family](#)
[Special offers](#)
[View all products](#)

Blogs & Community

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[Adobe I/O](#)
[Creative Magazine](#)
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[Integrity](#)

DYNAMIC CREATIVE OPTIMIZATION

Using the power of Adobe Experience Cloud for Advertising, our campaign will use dynamic creative optimization to personalize our ads based on identifiable customer information. The dynamic creative will become increasingly personalized through the customer journey to capture leads.

Optimization Channels



Digital



Spotify



Social



Website

Logo

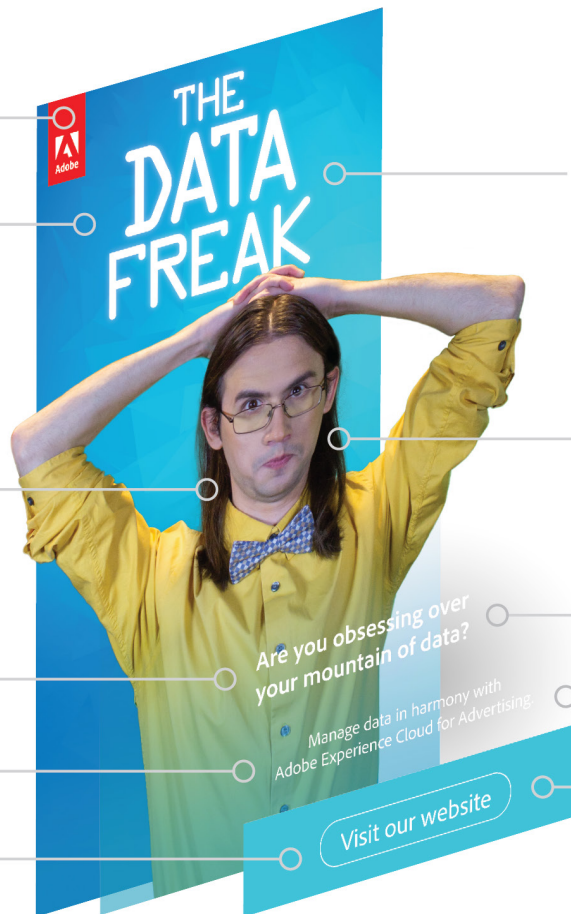
Expressive Header

Hero Image

Header

Sub Header

Call to Action



The Wandering Eye

The Pack Rat

THE RISK TAKER



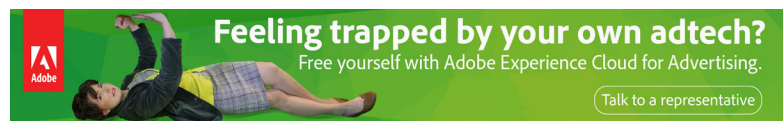
Looking for "the one" that meets all your adtech criteria?

Check your boxes with Adobe Experience Cloud for Advertising.

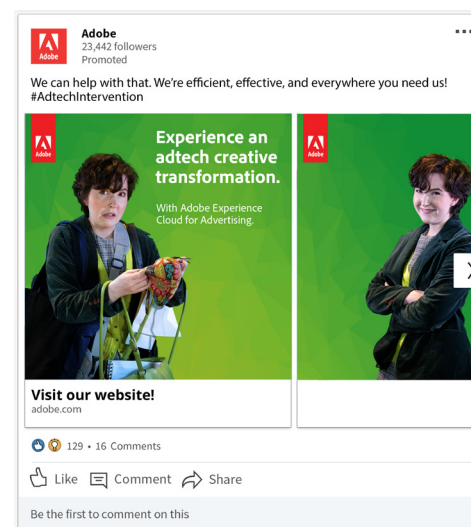
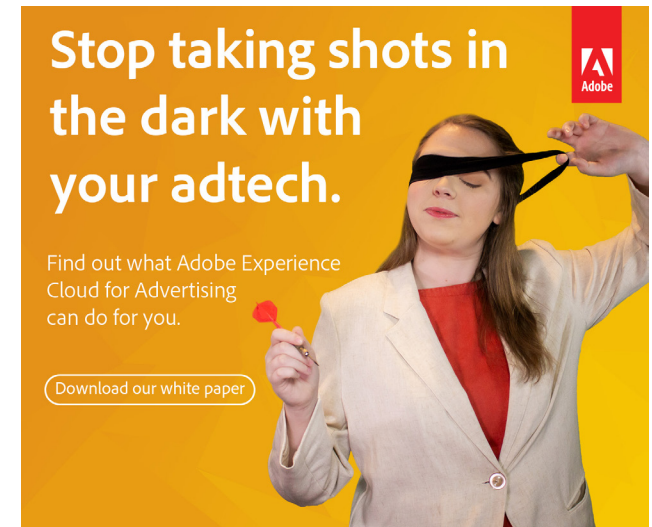
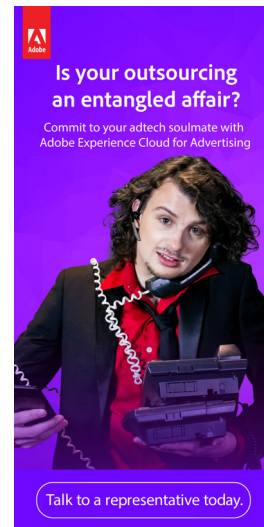
Download our white paper

RETARGETED ADS

Our first retargeted approach is an enhanced personalized advertising experience. Here, we adjust copy and visuals as well as CTAs to reinforce the intervention that Adobe Experience Cloud for Advertising can offer.



In our second retargeting approach, we take charge of the power of the Adobe Experience Cloud for Advertising and create hyper-personalized advertisements. This targeting is custom designed to the clients Adobe seeks the most, personalized all the way to their industry. In this tier, we retarget our ads yet again to grasp the consumer by the thing they know best... themselves and their competition. For example, if we were to target advertising agencies, we would add subtle variations to speak to the brand leaders. We want just enough customization to shock them and make them wonder, "Is that my ad? When did I buy that?"



EVENT ADVERTISING

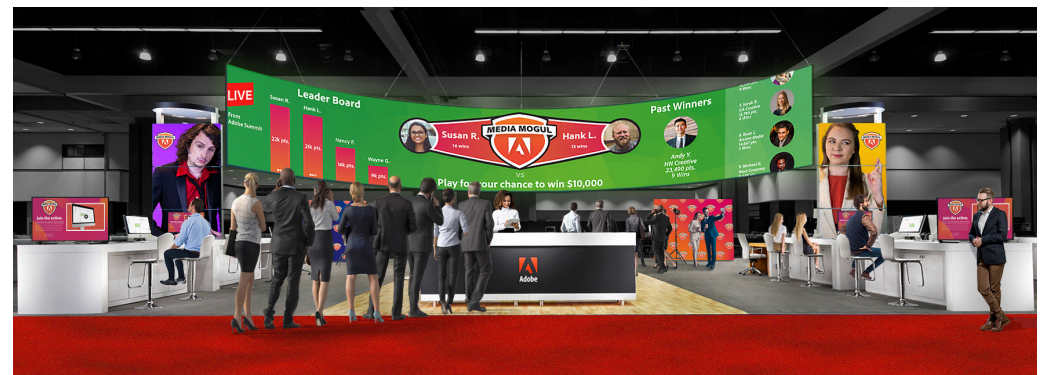
Trade Shows

The Adobe Experience Cloud for Advertising booth will appear at industry conferences and trade shows to provide an adtech intervention experience reflective of our digital campaign. Using computer stations, professionals can take a virtual tour of the Adobe Experience Cloud for Advertising via the simulation. Adobe professionals will guide and assist attendees as they move through the simulation and answer any questions users may have about the product. After testing out the simulation and having important questions answered, attendees will realize that Adobe Experience Cloud for Advertising is the intervention that they need, offering solutions of ease adtech pain points.



Adobe Summit 2021

After months of high stakes media buying, the grand finale to the Adobe Experience Cloud for Advertising's Media Mogul competition will allow for each of the six-monthly winners to compete against each other in a face-to-face at Adobe Summit. A \$50,000 jackpot is up for grabs in Las Vegas, and advertising professionals anxiously await to see who will be reign victorious in this 15-minute smackdown. The event will also be live streamed so Media Mogul players everywhere can watch. After an experience like that, who wouldn't want to use Adobe Experience Cloud for Advertising at their company? The more brands that make the switch, the more potential they have for having an employee be the 2021 Adobe Media Mogul.



MEDIA STRATEGY

Adobe challenged us to create a campaign to raise unaided awareness, position the brand in the top three for SOV, drive 50,000 new visitors to the Adobe Experience Cloud for Advertising website and generate 10,000 new leads from decision makers or practitioners. Our campaign appeals to practitioners' pain points and decision makers' desire for the next great product to reach their consumers where they are. With our Spotify ad on "Commute" and "At Work" playlists, we can find our audience when they haven't started to seek an ad intervention via web search.

Every avenue we take in our campaign collects more awareness for Adobe, whether it's through targeted digital ads or buzz surrounding the Media Mogul competition. The Media Mogul competition will also take our earned media to new heights, with monthly winners being highlighted on Adobe's social media accounts and handing out cash prizes. Professionals will be more than aware of Adobe - they'll be excited to experience Adobe. Our website refresh will kickstart the new visitor process, especially seeing as how the top of our page hosts the Media Mogul leaderboard as well as the prompt to login to play the game daily.

According to the Bureau of Labor Statistics in 2018, there were 286,800 advertising, promotions, and marketing managers in the United States with 21,800 new jobs expected within the next 10 years. Of that, 150,470 of them are specifically in our target audience. What does that mean for our campaign? With only a quarter of those individuals playing Media Mogul, we could generate the goal of 37,617 visits, which puts us over halfway to the goal of 50,000 visits. However, we are certain that is a minimum, and the true visits would be much higher. Login profiles collect user data allowing Adobe to follow up and keep customers a part of the buying process.

On top of these tactics, we still have shared media taking professionals back to the website where they can explore the white paper and get connected with a representative to drive that lead home. What about generation of 10,000 new leads? Our competition is estimated to do 3x that in logins alone. We're bringing the campaign full circle with targeted digital ads using Adobe Experience Cloud for Advertising. These ads feature CTA's that lure the consumer through the customer journey, revealing the product's abilities to be efficient, effective and everywhere. Our audience will experience the power of Adobe Experience Cloud for Advertising in every way possible, because our media plan was built using the product as the foundation.

Media Channels & Communication Tactics

-  **Digital**
34.6% of our audience is on the web daily (nielsen.com)
-  **Spotify**
Our audience makes up 71% of Spotify users, and on average uses Spotify for 148 minutes a day (appinventive.com)
-  **Social**
84.5% of our audience is using social media daily (themanifest.com)
-  **White paper**
In a survey of 500 pay-per-lead advertisers, 50% of respondents said white papers were valuable or even extremely valuable (marketingland.com)
-  **Trade show**
81% of attendees at trade shows have buying power (spingo.com)
-  **Summit**
95% of 2019 Adobe Summit attendees said they received practical information (adobe.com)
-  **Simulation**
66% of free trials convert to sales (marketingcharts.com)
23% of our target audience play games online daily (cybercultural.com)

	SEPT	OCT	NOV	DEC	JAN	FEB	MAR
Social media ads							
Video pre-roll ads							
Digital display ads (discovery)							
Digital display ads (retargeted)							
Spotify ads							
Trade show							
Media mogul / Adobe summit							

BUDGET / EVALUATION

Budget

Our budget recognizes that programmatic advertising professionals are everywhere- using mobile not only for business but also for personal experiences. With a 4 million dollar budget, we aim to raise Adobe's advertising business 25% using results driven tactics. The budget reflects targeted advertisements using Adobe Experience Cloud for Advertising, an online competition and events, including trade shows and an Adobe Summit push.

Our campaign is heavy on social media ads as 84.5% of our audience is on social media daily (Manifest). Our ads spread over a multitude of platforms; the \$2,064,000 spend guarantees us 258,000,000 impressions. We also have digital display ads and Spotify ad experiences in our discovery stage, which accounts for 11.7% of the budget. The next budgeted push is our targeted ads to guide consumers into action which accounts for 20% of our budget.

Our trade show and Adobe Summit experiences, which encapsulates Media Mogul, are 8.8% of our budget, and totals to a \$350,000 spend. This budget includes prizes, general upkeep, production costs, and associated show fees. Our total GRP for this campaign becomes an estimated 674, not including the trade show and Media Mogul competition. In the end, we wrap with \$3,963,500 spent and \$36,500 to spare, knowing Sensi will optimize our spend.

	BUDGET	% OF BUDGET	GRPS	IMPRESSIONS	CPM
Social media ads	\$2,064,000	52.1%	292	258,000,000	\$8.00
Video pre-roll ads	\$292,500	7.4%	27	22,500,000	\$13.00
Digital display ads (discovery)	\$315,000	7.9%	89	105,000,000	\$3.00
Digital display ads (retargeted)	\$792,000	20.0%	248	198,000,000	\$4.00
Spotify ads	\$150,000	3.8%	18	1,500,000	\$10.00
Trade show	\$100,000	2.5%			
Media mogul / Adobe summit	\$250,000	6.3%			
Total	\$3,963,500	100%	674	598,500,000	



Discover

Collect data for gross impressions generated from digital ads

Monitor views and engagement for social media messaging

Measure activity and involvement levels in Media Mogul



Explore

Measure Adobe Experience Cloud for Advertising website visits

Click-through rates

White paper downloads

Number of leads generated from trade show booth visits

Measure trade show booth visits and number of leads generated



Evaluate

Measure amount of leads given to sales representatives

Click-through rate for requesting more info

Data for new AECA leads generated

Evaluation

What good is a campaign if we can't measure how well it works? We will harness the power of Adobe Experience Cloud for Advertising, optimizing and measuring effectiveness of our digital advertising strategy to be effective, efficient, and everywhere.

ROI / THANK YOU

\$4M BUDGET

Advertising, Promotion, and Marketing Managers

286,000

(Bureau of Labor Statistics)

Target Audience Estimate

150,000

(Bureau of Labor Statistics)

Media Mogul Players

37,000

Page Visits

1,000,000

Contact Leads

+50,000

Converted Sales

100

x \$450,000 per average license

=

Gross Revenue **\$45,000,000**

Campaign Budget **-\$3,963,500**

\$41,036,500

Return on Investment

Coverting <1% of leads

If we convert 1% of our contact leads we will generate \$225M

You challenged us to create awareness of Adobe's Experience Cloud for Advertising's power to show consumers that adtech is meant to be connected. We took that one step further by challenging adtech users to hold an intervention with their current solutions and to unleash the ability of Experience Cloud for Advertising, which is how we plan to exceed the objective of capturing 10,000 new decision maker and practitioner contacts by three times the goal.

We dove into research and discovered the numerous struggles among advertising professionals. From drowning in fragmented adtech tools to crossing their fingers for a successful ad campaign, professionals are desperately looking for meaningful solutions. Through our tested addressable creative, we have designed a campaign that shows advertising professionals why they need an intervention, and why Adobe Experience Cloud for Advertising is the only solution.

We connect with vision leaders, decision makers, and practitioners by showing them the flaws in their current systems and offering them the chance to break free and become the hero. Using digital advertising tactics, simulations, and tradeshow/summit experiences, we tell the stories of how advertising professionals can be set free from what's currently holding them back in their advertising tactics. By delivering a unique competitive environment via Media Mogul to experience Adobe Experience Cloud for Advertising, we expect traffic to easily exceed a million visits.

We didn't just set out to gain our target audience's information and move on; we set our sights on showing our audience the impact of experiencing Adobe. Gross visits could comfortably exceed the goal 20 times. We capture leads through visits to our landing page and build advocacy through the shares of Media Mogul. The campaign not only shows our audience that it's time for an adtech intervention, but shows them that it is time to break free with Adobe, and we do it all using the Experience Cloud for Advertising.

This plans book and campaign made possible with the following Adobe products

