ARE YOU READY?

TEAM 696

NSAC
NATIONAL STUDENT
ADVERTISING
COMPETITION®

Adobe

EXECUTIVE SUMMARY.

Adtech. The invisible giant that powers the modern advertising industry. New competitors arise overnight offering alternative solutions. These multiplying adtech providers blur into an indistinguishable mass we like to call **The Unwalled Wilderness.**

Meanwhile, the ad industry and its providers confront massive change. Some Vision Leaders, Decision Makers, and Practitioners are comfortable with the adtech stack they've chosen for today. But most worry as the changes of tomorrow approach.

The truth is, change is an opportunity. **If you're ready for it.**

Adobe Experience Cloud for Advertising is poised to emerge from The Unwalled Wilderness and equip our target with the one thing they need to take on the uncertain future: **The Power of Readiness.**

With an end-to-end stack, integrated creative tools and processes, unparalleled transparency, and ability to work well with other marketing solutions, the target will have the confidence to commit to Adobe Experience Cloud for Advertising as their adtech solution, whatever disruptions may lie ahead.

Adobe Experience Cloud for Advertising is the decision successful brands must make to take on the challenges of this dynamic, uncertain environment. That's the proposition we're about to prove.

Are you ready?

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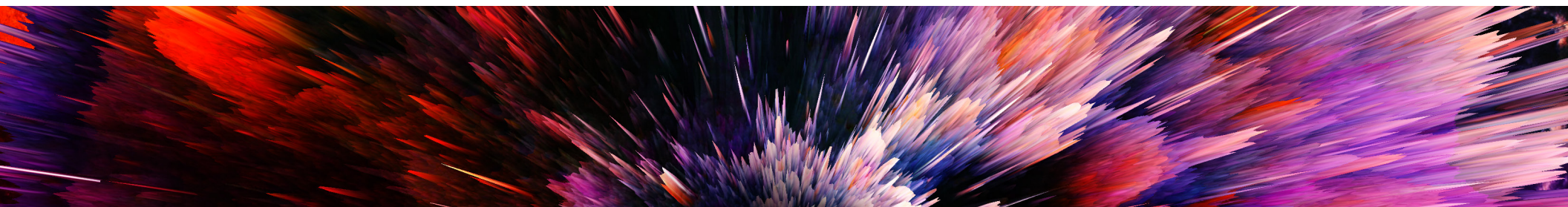
BECOMING EXPERTS IN ADTECH.

THE CHALLENGE

Adobe Experience Cloud for Advertising is not yet a well known adtech solution, with only 5% unaided awareness. [1]

THE ASK

Build a B2B campaign that boosts awareness for Adobe Experience Cloud for Advertising.

THE TASK

- KPI #1: Raise unaided awareness with the target by 2%.
- KPI #2: Drive 50,000 visits to Adobe.com and Advertising Cloud site.
- KPI #3: Generate 10,000 new target audience contacts.
- KPI #4: Be in the top three for share of voice for earned media.

THE OBJECTIVE

Cement Adobe Experience Cloud for Advertising as the leading, independent adtech provider for our target audience: companies and agencies spending $1M+ annually on digital advertising.

1 CONCEPT TEST

15 IN-DEPTH INDUSTRY REPORTS
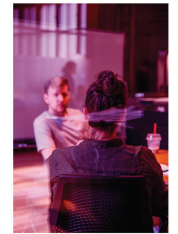
1 ETHNOGRAPHY

40 HOURS OF INTERVIEWS

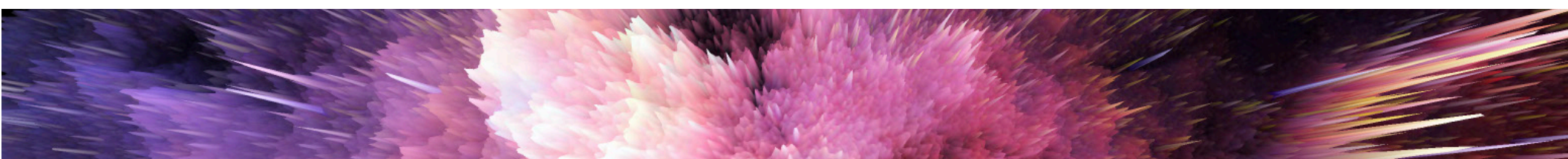**37** COMPETITOR DEEP DIVES

4 INTERNET FORUMS

100+ SURVEYS

350+ TRADE PUBLICATION ARTICLES

17 HOURS SOCIAL LISTENING

WELCOME TO THE UNWALLED WILDERNESS.

Through our research, we explored the relationship that Adobe Experience Cloud for Advertising has with the Walled Gardens.
We proposed that the challenge is not competing with the Walled Gardens, but actually, with other competitors outside the walls.

"" Former CEO, GroupM North America:
"You're either Google, Facebook, Amazon, or one of the other 38 companies that provide adtech solutions." [2]

AND EVERYONE IN THIS "OTHER" SPACE LOOKS EXACTLY ALIKE:

"" Media Director Consultant, 4A's:
"A lot of this technology is duplicative, there isn't anything that is unique in a sustainable way." [2]

"" Director, Programmatic Operations, PHD:
"Frankly anything that one partner does another partner can duplicate or replicate to an extent, things like unique data and unique inventory are big differentiators in the selection process, additional product offerings are secondary." [2]

THROUGH SURVEYS AND MANY INTERVIEWS,
we confirmed the belief that there is
5% unaided awareness
of Adobe Experience Cloud for Advertising among the target audience. [2, 3, 4]

SO IT'S CONFIRMED. ADOBE EXPERIENCE CLOUD FOR ADVERTISING LANGUISHES IN THIS ANONYMOUS SPACE.

AND IT'S A BAD PLACE TO BE:

61%
of digital advertising is owned by Facebook and Google. [5]

MARKET SHARE GROWTH:
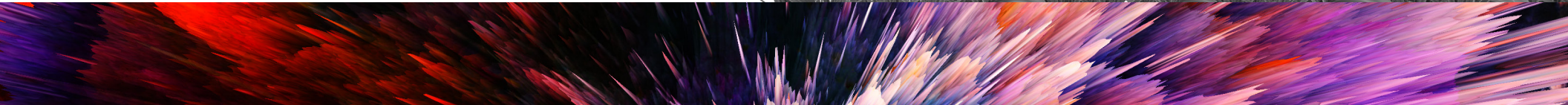The Walled Gardens: **+9%** [5]
Other Providers: **-7.2%** [5]

There were 114 adtech mergers and acquisitions in 2019. [6]

WITH VIRTUALLY NO BRAND DIFFERENTIATION, THESE PROVIDERS DISAPPEAR INTO AN ANONYMOUS MASS. WE CALL IT THE

UNWALLED WILDERNESS.

THE FOUR FUNDAMENTAL FRUSTRATIONS.

Our analysis confirmed that marketers combine the Walled Gardens with smaller providers from The Unwalled Wilderness. This combination is typical but imperfect. There is underlying dissatisfaction and frustration with the following issues:

DIFFICULTY WITH DCO

DCO is continually defined as the future of advertising and, without it, it is challenging to create connected experiences.

Digital Media Optimization Manager, Ford Motor Company: *"DCO is incredibly important to the success of the business and it is a ticket to entry."* [2]

Proprietary Media Village Report: "69% of advertisers agree that dynamic creative optimization is the future of advertising." [7]

TIME INEFFICIENCY

Managing too many adtech partners wastes time and resources.

VP Digital Strategy and Platforms, Bayer: *"Adding a partner, adding a contract, adding a functionality… I've added emails, I've added complexity, and then partners I've talked to about invoicing. There's this trickle down effect of what you don't want to have to manage."* [2]

FRAGMENTATION

Use of multiple providers prevents a streamlined process.

Adtech Manager, Ford Motor Company: *"You don't want to get to the point where you're so spread out that you can't keep track of what you're doing."* [2]

PRIVACY LEGISLATION

Providers need to keep up with regulations to stay relevant.

Worldwide Head of Analytics, PHD: *"We're very much in the privacy mindset at the moment and I can't think of a bigger priority for us… this change is on par with mobile or machine learning."* [2]

Adtech providers typically overpromise and then underdeliver, resulting in widespread dissatisfaction. These frustrations are commonplace throughout the industry.

HOWEVER, OUR RESEARCH PINPOINTED THE ONE FACTOR THAT CONNECTS ALL FOUR FRUSTRATIONS: CHANGE.

CHANGE DRIVES EVERYTHING.

We recognize that change is what unlocks our ability to differentiate Adobe Experience Cloud for Advertising. Constant industry change demands the need to stay current on trends and upcoming regulations. Yesterday, change was the implementation of Real-Time Bidding and Big Data. Today, it's privacy regulation. Tomorrow, it's unknown.

THE INDUSTRY IS CONSTANTLY CHANGING.

Former CMO, Spotify:
"That's the nature of marketing: an ever-changing world. Which is a redundant statement since marketing is ever changing." [2]

VP Marketing Platforms, Ford Motor Company:
"There's this continuous change in what you can or cannot do from a marketing standpoint…" [2]

AND NOBODY FEELS READY FOR IT.

Programmatic Reporter, AdWeek:
"People are really, really, really unprepared. Nobody's really ready." [2]

Media Director Consultant, 4A's:
"Nobody could predict where we are now 10 years ago and anyone who thinks they can predict where we'll be 10 years from now, is undoubtedly wrong." [2]

SO, OUR TARGET HAS SOME COMMITMENT ISSUES.

Executive Communications Director, Saatchi & Saatchi:
"I'm in fear that, if we buy something, how can I be assured that it won't be obsolete tomorrow?" [2]

Head of Adtech, Havas Worldwide:
"Our team is constantly testing DSPs, ultimately picking one for a while, but then we change." [2]

OUR SURVEY CONFIRMS IT.

83% of advertising professionals do not feel confidently ready for the next change in the industry. [3]

PEOPLE ARE WORRIED ABOUT THE INEVITABLE DISRUPTIVE CHANGES TO ADTECH.

WATCH:
Video1_Team696_ResearchVideo.mov

HOW CHANGE IMPACTS THE TARGET.

Change is critical in the day-to-day lives of the target audience, and core to our strategy. We know exactly what to say to each target group so they can confidently stride into the future.

»»» **The brief includes a "compliance evaluator" target. However, we've learned this role clearly operates in the consideration phase, not the awareness phase. Therefore, despite the compliance evaluator's eventual importance, our awareness goals require we place unremitting focus and the bulk of our spend on the other three targets.**

	MAIN WORRY ABOUT CHANGE:	**HOW DOES ADOBE EXPERIENCE CLOUD FOR ADVERTISING PREPARE THEM?**
VISION LEADER **LEVEL:** Chief Marketing Officer **TRAITS:** Ambitious, craves competitive advantage, thought leader **RESPONSIBILITY:** Optimize company ROI	Will my company be blindsided when it comes to industry disruption?	It has invested $9.5 billion to help keep Vision Leaders ahead with unprecedented innovative solutions.[1]
DECISION MAKER **LEVEL:** Director of Advertising **TRAITS:** Process-driven, results-oriented, values simplicity **RESPONSIBILITY:** Maximize campaign results	Will my team fall behind? Will we have the tools to deliver connected experiences?	It provides an end-to-end solution that maximizes team efficiency with simple operations to deliver on the promise of relevant advertising experiences.
PRACTITIONER **LEVEL:** Media Planner **TRAITS:** Rigorous learner, practical, process-driven **RESPONSIBILITY:** Daily operations	Will I be able to keep up with learning new adtech platforms and use them properly?	It is advanced but uncomplicated: employees only need to learn platform operations once and can be confident in completing daily tasks.

WHAT ONLY ADOBE DELIVERS.

In order to relieve concerns regarding constant change in the adtech industry, Adobe Experience Cloud for Advertising gives you transparency, an end-to-end solution, integrated creative tools, and compatibility with other marketing solutions.[1]
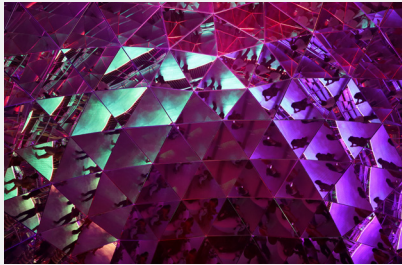
TRANSPARENCY

Despite the rise of privately motivated ad placement, Adobe's solution keeps you ready to place your ads where it's best for the consumer.

END-TO-END

All of Adobe Experience Cloud for Advertising's pieces are under one roof and keeping up with regulations, so you can be sure all parts of your adstack are ready to take on change.

INTEGRATED CREATIVE TOOLS

The growth of DCO could be a missed opportunity if you're not ready for it. But, Adobe's solution makes it a breeze.
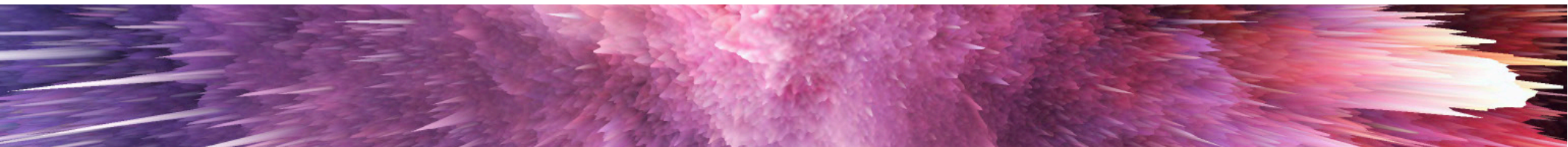
COMPATIBILITY WITH OTHERS

Adobe Experience Cloud for Advertising's compatibility with other providers prepares you for any changes you make to your adstack.

OUR PROMISE:

>>> **ADOBE EXPERIENCE CLOUD FOR ADVERTISING IS YOUR BEST PARTNER FOR CHANGE.**

GET READY.

Let's talk about the most powerful force on Earth... change.

Is it friend or foe?
Is it to be feared or embraced?
Is change the beginning or the end?
That depends on whether or not... you're ready for it.

Being ready means finding a partner that's defined what change means in the
advertising industry, over and over again. From creating ads to delivering them,
one force has stood for relentless innovation and complete integration.
Adobe Experience Cloud for Advertising. It includes the industry's first
end-to-end platform and 24% greater data fidelity.
The Gartner Group calls it the most complete vision in the category.
Forbes went further and called us one of the 10 most innovative companies
in the country.

When the digital disruption arrived, some prospered, some panicked.
Those who prospered in the face of massive change possessed one important
quality: readiness.
Readiness is the fine line between change being a threat or an opportunity to seize.
Readiness responds to change, it never recoils from it.
That readiness reaches consumers with connected advertising experiences
they'll welcome, not walk away from.

People who are ready turn every change into an opportunity. It's time to get ready.
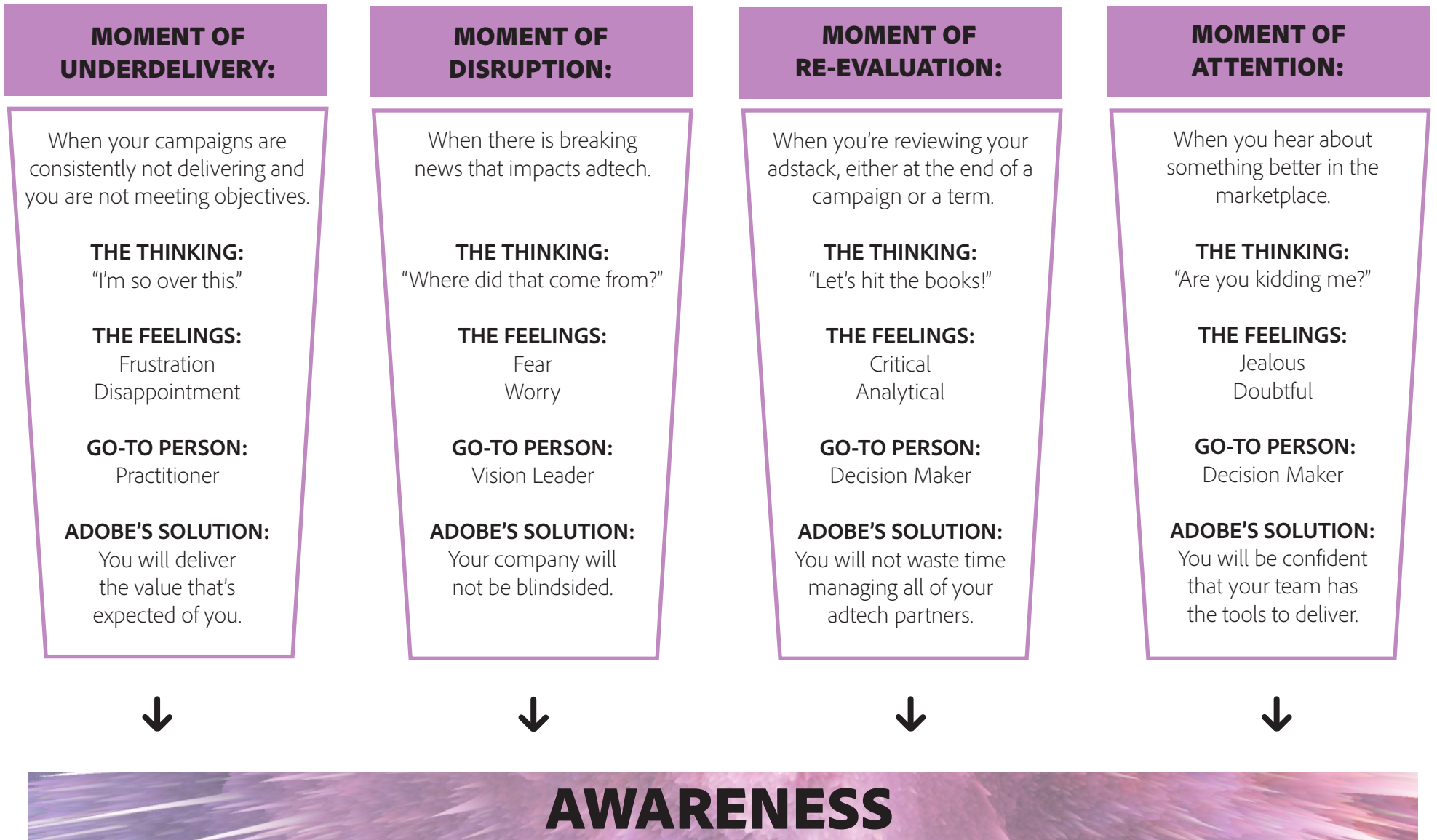Adobe Experience Cloud for Advertising.
Ado**be ready.**

▶ WATCH:
Video2_Team696_Manifesto.mov

TO WIN AWARENESS, YOU NEED PRE-AWARENESS.

The core objective to raise awareness calls for a novel consumer decision journey. Rather than focusing on the entire buying process, we focused instead on what happens in what we like to call the **pre-awareness stage:** the space right above the typical purchase funnel. **We have identified four key moments that lead to awareness.** These moments are **non-linear and non-sequential**, and each is an opportunity to communicate relevant messaging to our target.

MOMENT OF UNDERDELIVERY:	MOMENT OF DISRUPTION:	MOMENT OF RE-EVALUATION:	MOMENT OF ATTENTION:
When your campaigns are consistently not delivering and you are not meeting objectives.	When there is breaking news that impacts adtech.	When you're reviewing your adstack, either at the end of a campaign or a term.	When you hear about something better in the marketplace.
THE THINKING: "I'm so over this."	**THE THINKING:** "Where did that come from?"	**THE THINKING:** "Let's hit the books!"	**THE THINKING:** "Are you kidding me?"
THE FEELINGS: Frustration Disappointment	**THE FEELINGS:** Fear Worry	**THE FEELINGS:** Critical Analytical	**THE FEELINGS:** Jealous Doubtful
GO-TO PERSON: Practitioner	**GO-TO PERSON:** Vision Leader	**GO-TO PERSON:** Decision Maker	**GO-TO PERSON:** Decision Maker
ADOBE'S SOLUTION: You will deliver the value that's expected of you.	**ADOBE'S SOLUTION:** Your company will not be blindsided.	**ADOBE'S SOLUTION:** You will not waste time managing all of your adtech partners.	**ADOBE'S SOLUTION:** You will be confident that your team has the tools to deliver.

↓ ↓ ↓ ↓

AWARENESS

CREATIVE SUMMARY
ADO**BE READY.**

The adtech world moves at light speed. You blink and it will pass you by.
Staying relevant demands that you're alert to emerging trends, constant change,
and continual adjustment. Our research confirms it: our target is worried about tomorrow.

To ease those fears, industry professionals need a high level of confidence that their adtech solution
will endure and help them navigate the inevitable disruptions ahead. Our entire creative response
will provide exactly that, putting the target at ease and filling them with confidence to partner with Adobe.

With an advanced, strategic media plan and ideas that can't be ignored, we will reach the target in the
moments that matter.

We'll be there when they need to know:

The power of an end-to-end platform.

The power of integrated creative tools.

The power of compatibility with other providers.

The power of transparency and independence.

They will understand the sum of all of these benefits - The Power of Readiness.
And they will understand what this means to their company's fortunes.

In every creative execution, the readiness we promise is proven with a key product benefit of
Adobe Experience Cloud for Advertising. These proof points continually differentiate the Adobe
adtech solution and speak urgently to the need to prepare for a dynamic future.

Being ready for this future with comprehensive, seamless security, is key to being in command of it.

As you're about to see, change can be a remarkable opportunity.

Ado**be ready.**
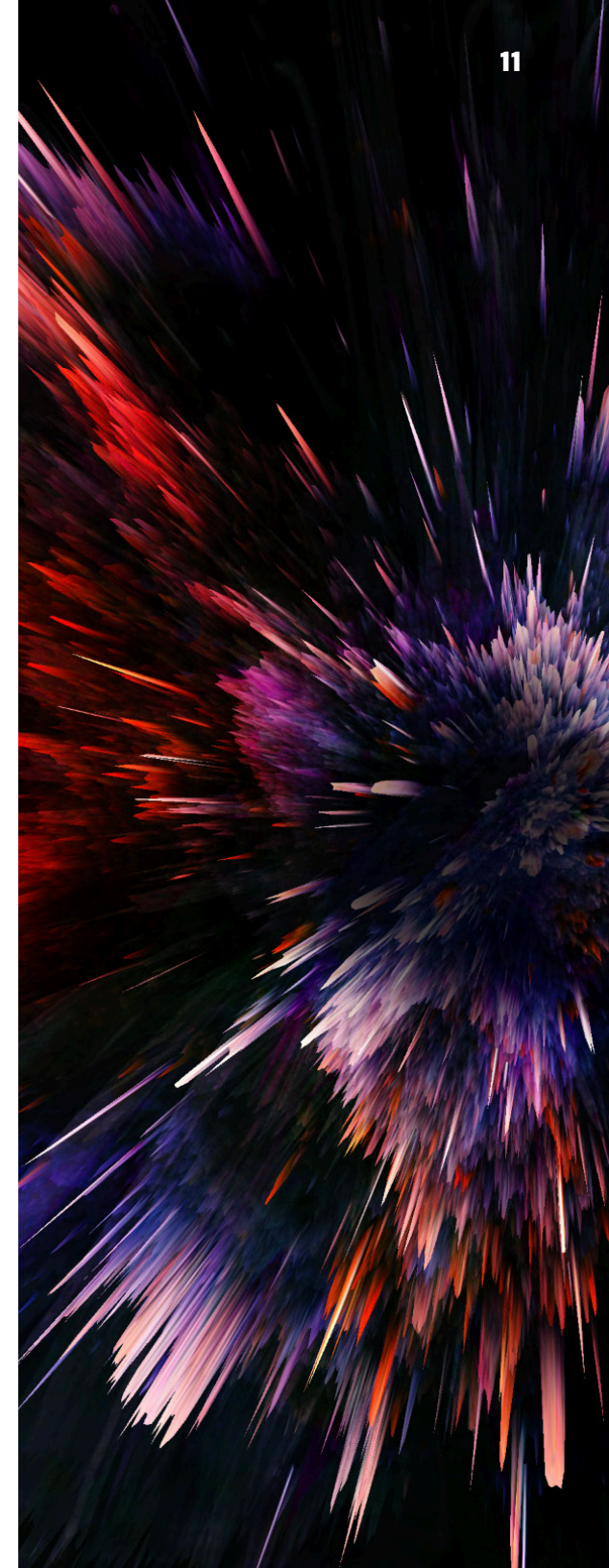
CHANGE IS COMING. YOU CAN FEAR IT OR FRIEND IT.

To introduce Adobe Experience Cloud for Advertising's awareness campaign, we will bring to life the duality of Change itself, and its dramatically different personalities. Change is either your greatest ally or your greatest adversary.

THE FRIGHTENING FACE OF CHANGE.

The first piece will depict the dangerous side of change, proving how it can be threatening to those who aren't ready for it. To show this, we will personify Change and write a letter from Change itself. We will post this letter in the New York Times and Wall Street Journal, warning everyone of just how powerful change can be.

85% of executives are likely to share a good piece of content they come across. [8]

I am Change. I know you fear me.

Brands will live or die based on how they deal with me.

I am the force driving the adtech industry.

You may be comfortable with your adtech today, but I know you fear that I am coming soon.

I don't have to threaten your brand's fortunes. When I arrive, I can be a remarkable opportunity.

But, you must be ready for me.

Adobe Experience Cloud for Advertising makes sure you are.

With an end-to-end adstack with completely integrated tools and processes, unparalleled transparency, and the ability to work seamlessly with other marketing solutions, Adobe Experience Cloud for Advertising gets you ready for me.

Are you ready?

Sincerely,
Change

Adobe EXPERIENCE CLOUD FOR ADVERTISING

Ado**be ready.**

THE FRIENDLY FACE OF CHANGE.

Change doesn't have to be a threat. We will show the target what can happen when change is their friend. So how do we make this friendly side of change come to life?

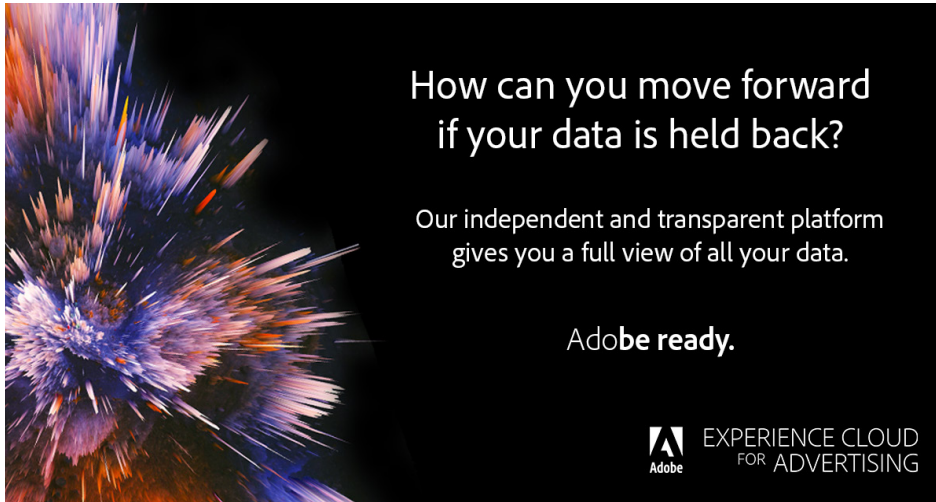Introducing: Befriend Change, by Adobe Experience Cloud for Advertising.

BEFRIEND CHANGE

HERE'S HOW IT WORKS.

WATCH:
Video3_Team696_LinkedIn.mov

KEY MOMENT: Moment of Intrigue   **KPI FOCUS:** Awareness, Website Visits

OUR SCROLL-STOPPING SOCIAL SOLUTION.

The target is most active on LinkedIn, Twitter, and Facebook during the hours of 9-5, providing an opportunity for us to reach them in an adtech mindset. [2]
Targeted social ads will capture the very real, human elements of adtech that interact with each key selling point of Adobe Experience Cloud for Advertising.

How can you move forward if your data is held back?

Our independent and transparent platform gives you a full view of all your data.

Ado**be ready.**

Adobe EXPERIENCE CLOUD FOR ADVERTISING

When change shows its face, look it in the eye.

Get ready to optimize to different audiences with integrated creative tools.

Ado**be ready.**

Adobe EXPERIENCE CLOUD FOR ADVERTISING

Regulations are right around the corner. Fortunately, so are we.

Our end-to-end platform streamlines your adstack to get you ready for changing regulations.

Ado**be ready.**

Adobe EXPERIENCE CLOUD FOR ADVERTISING

Adobe Experience Cloud for Advertising celebrates the continual changes that occur in the adtech industry. Each digital ad is defined by movement that draws the eye and pushes the target towards preparing for the next big disruption. Watch to see this movement come to life.

▶ **WATCH:**
Video4_Team696_SocialAd.mov

We built unique audiences based on our target definition within each platform to reach our target.

"Business decision makers spend **75% more time** per day on Facebook than the average person." [9]
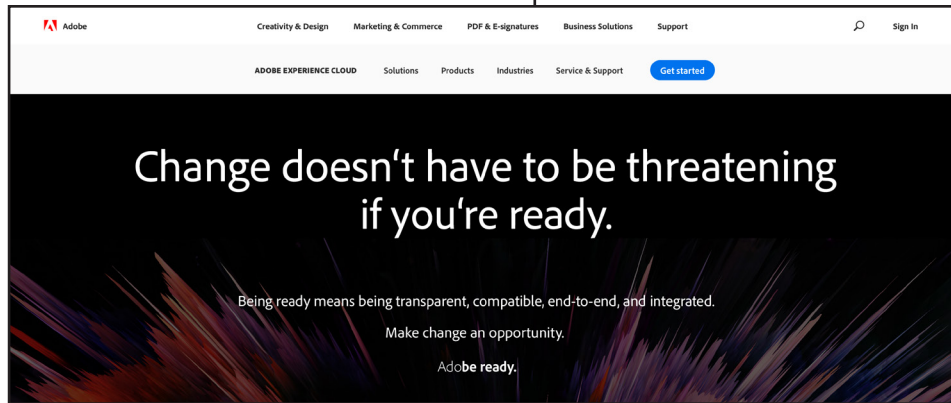
87% of the conversation about adtech happens on Twitter. [10]

**KEY MOMENT:** Moment of Intrigue

KPI FOCUS: Awareness, Website Visits

PRESENTING A CRUCIAL CHOICE.

The target already embraces that change is on the horizon and can be capitalized on. Or, they aren't so certain. We give them the chance to make a choice about change, whether it is a threat or an opportunity. They are then directed to a landing page on the Adobe website, depending on their current perspective of change. We will serve these ads to our target audience through programmatic media buying, so we can be sure to reach them.

CHANGE IS A

THREAT

Click to decide.

Adobe EXPERIENCE CLOUD FOR ADVERTISING

Ado**be ready.**

CHANGE IS AN

OPPORTUNITY

Change doesn't have to be threatening if you're ready.

Being ready means being transparent, compatible, end-to-end, and integrated.

Make change an opportunity.

Ado**be ready.**

Change is only an opportunity if you're ready.

Being ready means being transparent, compatible, end-to-end, and integrated.

Make change an opportunity.

Ado**be ready.**

If they choose "threat," the page will affirm that yes, change can be threat. But, if you're prepared, you can turn it into an opportunity. We will explain how Adobe Experience Cloud for Advertising's solution is the key to this preparation.
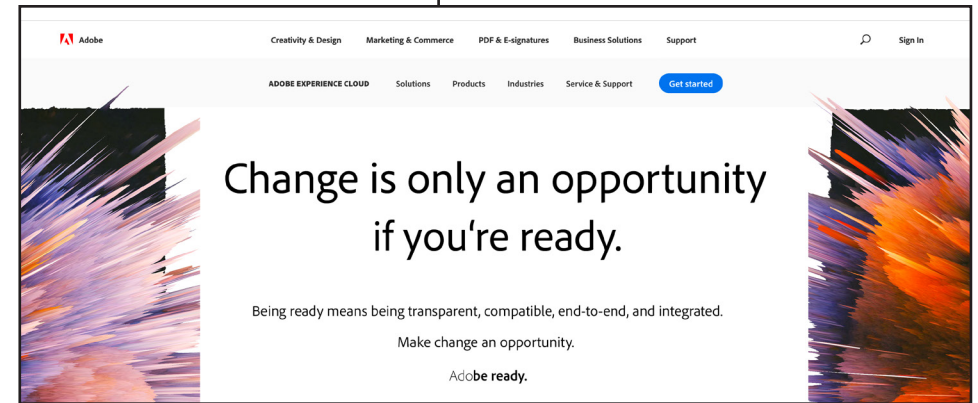
If they choose "opportunity," Adobe Experience Cloud for Advertising will affirm their forward thinking, and explain that change can only be an opportunity if they are equipped with the tools that make them ready for it. We will prove that Adobe Experience Cloud for Advertising's solution has those exact tools.

PROGRAMMATIC TARGETING STRATEGY:

Private Marketplace Deals (PMP): We will serve ads through PMP deals to place them near contextually relevant content on industry publications, such as AdExchanger and Digiday.

Programmatic: We will code our audience as 'advertising business purchase decision makers' with a focus in tech or marketing, and who serve at the VP or Director level.

WATCH:
Video5_Team696_DualBannerAd.mov

82.3% of the target uses the Internet on desktop at least one hour per day. [11]

KEY MOMENT: Moment of Intrigue

KPI FOCUS: Awareness, Earned Media, Website Visits

THE POWER OF A SOUND IDEA.

The target is continually engaged with channels that expand their knowledge, especially podcasts. [2] So, we will seamlessly weave Adobe Experience Cloud for Advertising's value propositions into podcasts we know the target favors.

THIS IS WHAT THE PODCAST ADS WILL SAY:

COMPATIBILITY	TRANSPARENCY	INTEGRATION	END-TO-END

COMPATIBILITY

Do you like people who are easy to get along with? Honest? Trustworthy? Hard working? So do we.

So we modeled Adobe Experience Cloud for Advertising after that one friend who, no matter where you take them, will get along with everyone there.

Oh, and they also happen to have extensive knowledge of adtech.

Adobe Experience Cloud for Advertising can seamlessly work with whatever providers you are currently using.

So you can be ready no matter what changes happen to your adstack.

Ado**be ready.**

TRANSPARENCY

It's hard to be blindsided if you can see clearly.

When the next digital disruption comes, as we all know it will, you'll need to clearly see what you are optimizing, and trust that your ads are being properly placed.

And our transparent, independent adtech platform gives you the feedback to do just that.

Your successful advertising means Adobe Experience Cloud for Advertising did its job.

Feeling prepared to adapt to changes in the industry means you can stay ahead, and we give you the clear vision to do so.

Ado**be ready.**

INTEGRATION

Think about trying to capture a stranger's attention in a crowded, busy room.

If you aren't in the right place at the right time, they probably won't see you.

And if they do see you, you've got to say what you want them to know in an interesting way, otherwise why on Earth would they listen to you?

Advertising truly is building connections, and they're a lot easier to create when you can optimize each message for the receiver.

DCO integration with Adobe Experience Cloud for Advertising gets you ready to keep capturing attention in an increasingly busy world.

Ado**be ready.**

END-TO-END

What is in a machine?

At the base level, it's just a bunch of individual parts, but when all those parts come together, they are capable of creating anything.

A whole is greater than the sum of its parts.

That's why in today's adtech world, your adstack shouldn't be made of a bunch of different parts.

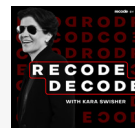At Adobe Experience Cloud for Advertising, we've built the industry's first end-to-end platform.

We've built a machine.

No matter what disruption comes your way, the machine gets you ready to efficiently and effectively deliver connected advertising experiences.

Ado**be ready.**

44% of senior-level Decision Makers take the time to listen to podcasts. [12]

KEY MOMENT: Moment of Disruption   **KPI FOCUS:** Awareness

CAPITALIZING ON CONQUESTING.

Curious and problem-solving minds consult Google search first. We will intercept the target's most pressing questions during moments of re-evaluation or underperformance with their current adstack. We will direct them to our website with the answer: Adobe Experience Cloud for Advertising.

SEARCH:

Why are my DMP and DSP not communicating? 🔍

Adobe ready.
Ad www.adobe.com/advertising/adobe-advertisi ▾
Because you're not working with the most complete vision in the category. Getting integrated gets you ready to take on industry change. Adobe ready.

Integrated Creative Tools   End-to-End Adstack

Working Well with Others   A Transparent Partner

How to connect my DSP to my creative management tools? 🔍

Adobe ready.
Ad www.adobe.com/advertising/adobe-advertisi ▾
Get an end-to-end stack. Seamlessly integrate your adstack with 24% greater data fidelity. Getting integrated gets you ready to take on industry change. Adobe ready.

Integrated Creative Tools   End-to-End Adstack

Working Well with Others   A Transparent Partner

Why can't I see full performance and buying? 🔍

Adobe ready.
Ad www.adobe.com/advertising/adobe-advertisi ▾
Because you aren't working with a transparent and independent partner. You can't move forward if your data is being held back. Transparency gets you ready to see the future clearly. Adobe ready.

Integrated Creative Tools   End-to-End Adstack

Working Well with Others   A Transparent Partner

A WHITE PAPER ON DCO:

How Capitalizing on DCO is an Important Step to Being Ready for the Future

Adobe EXPERIENCE CLOUD FOR ADVERTISING

Ado**be ready.**

OVERVIEW

Executive Summary   Research Background

We're sponsoring daily newsletters with publication providers, such as Digiday, to distribute a link to our white paper and gain exposure.

A white paper is a research report or guide that helps solve a problem. In fact, 76% of industry professionals have used white papers as part of their decision making efforts. [13] So, we will capitalize on white papers to give our target the solution to their problems: readiness.

55.7% of the target searches for at least one hour per day on mobile. [11]

62.8% of the target searches for at least one hour per day on desktop. [11]

CREATIVE IDEA
MAKING CONFERENCES BEST IN CLASS.

Our target is curious and eager for opportunities to further their adtech knowledge, especially through conferences. We have chosen conferences that our precise target audience attends, and where there are minimal sponsors, so Adobe Experience Cloud for Advertising can shine. These include Youth Marketing Strategy, Programmatic I/O, Forbes CMO Summit, Pro(Grammatic), and Adobe Summit. At these conferences, it's about standing out. The following executions will make sure Adobe Experience Cloud for Advertising does.

BILLBOARD:
A typical billboard obscures the view. Similarly, many providers block the view of data that informs effective placement and in-depth measurement. We celebrate transparency, and so does our billboard that doesn't block the breathtaking view of what's ahead.

READY BAGS:
Ready bags greet attendees at their hotel prior to the conference, putting Adobe Experience Cloud for Advertising at the forefront of their mind. Including necessary toiletries and energizers, we will keep our target at their best, and prepare them for the grand weekend ahead, end-to-end.

STAIRS:
People take the stairs routinely. So, we transform the stairs into a head-turning experience, grabbing the target in a moment they least expect, and reinforcing readiness at the landing with crisp Adobe Experience Cloud for Advertising branding.

24,000 Vision Leaders, Decision Makers, and Practitioners
(48% of our target) will attend the conferences chosen. 14, 15, 16, 17, 18

KEY MOMENT: Moment of Intrigue   **KPI FOCUS:** Awareness

CREATIVE IDEA
WALK INTO A WORLD OF READINESS.

Posters at the conference will direct people across the street to our pop-up experience called **The Power of Readiness.** Stepping into this space, attendees will engage with expert speakers and interactive experiences that highlight Adobe Experience Cloud for Advertising's value propositions and the importance of being ready.

SPEAKER SERIES:

For every Power of Readiness event, we will have one marquee speaker and three thought leaders. The marquee speaker will be a leader in the space of readiness, a pro at getting ready for a big event, and a representation of one of Adobe Experience Cloud for Advertising's value propositions.

SETTING:

We have created an atmosphere that is comforting and secure: the exact feeling one gets from being ready. The "stage" is not a stage, but instead an open and welcoming area with the backsplash of our signature colorful explosion.

SPEAKER LINEUP:

JORDAN PEELE (PRODUCER)
Integrated creative tools
Known for his many creative capabilities: he is an actor, comedian, writer, director, and producer.

MARK CUBAN (ENTREPRENEUR)
End-to-end
Takes businesses from conception to acquisition, and sees the process through end-to-end.

MEGAN RAPINOE (ATHLETE)
Transparency
Notoriously speaks on the transparent truth about income inequality among athletes.

COACH MIKE KRZYZEWSKI "COACH K"
Works well with others
Famous for working with both his collegiate and USA basketball teams to win championships and gold medals.

ROTATING THOUGHT LEADERS:

RISHAD TOBACCOWALA (Business Leader), Works with business leaders.
ARI PAPARO (Adtech Influencer), Founder of Beeswax IO.
ROBERTA BERNSTEIN (Journalist), Former Managing Editor at AdAge.
RONAN SHIELDS (Journalist), Adweek Programmatic reporter.

READY JUICE:

Conferences are not immune to the 2 o'clock slump. Adobe Experience Cloud for Advertising will provide this branded caffeinated beverage, so you can attend that last Q&A. Attendees just need to provide their email address to receive a can.

92% of B2B buyers engage with professionals who are known industry thought leaders.[19]

69% of B2B buyers are more likely to choose a vendor recommended to them.[19]

KEY MOMENT: Moment of Disruption   **KPI FOCUS:** Lead-Gen, Awareness, Earned Media

TEASER: MAD MEN REVIVAL.

Mad Men. They ruled the advertising business 60 years ago. They are relics of another time. Their attitudes and their advertising were swept away by the most powerful force on earth – change. To tease our campaign, we're going to round up the Mad Men crew and see what they make of adtech. Will they be alert to the coming storm? Or blissfully unaware of it? You're about to find out. The characters' confusion proves an important point: if you're not ready for change, it can destroy you.

This video will be published as sponsored content by the most-visited industry publications, such as AdExchanger and Digiday, and create interest among adtech professionals and Mad Men fans alike. We'll leverage a programmatic distribution strategy focusing on geographic and time of day targeting to get this video in front of our target on weekday mornings at the office to encourage conversation, sharing , and viewing of our execution. As Mad Men is an incredibly popular show on Netflix, ad industry employees won't be able to resist the share button, driving an increase in earned media. We will use this spot as our teaser, and won't introduce Ado**be ready** until launch day.

MAD MEN MINI-EPISODE: "CHANGE OR DIE."

Pete Campbell: Don, where are we with Dynamic Creative Optimization?

Don Draper: What the hell is that?

Harry Crane: Dynamic Creative Optimization. Supposedly, it gives each consumer a specialized ad instead of each person getting the same one.

Don Draper: *Annoyed* Harry, now I gotta write everyone their own ad? The one I wrote is perfect.

Harry Crane: Haven't you seen the data?

Don Draper: What's data?

Harry Crane: It's all anybody talks about… First party, second party...

Don Draper: Did someone say party?

Joan Holloway: And third party data, although I have no idea what that is...

Harry Crane: Well that's the one where you can learn everything you need to know about someone...

Don Draper: ... is that even legal?

Joan Holloway: Since when have you been concerned about things being legal.

SUPER: ONE THING DETERMINES WHO SURVIVES IN THE ADVERTISING BUSINESS AND WHO DOESN'T: THE ABILITY TO FACE CHANGE.

SUPER: BE READY.

KEY MOMENT: Moment of Disruption   **KPI FOCUS:** Earned Media
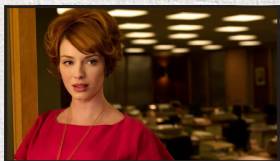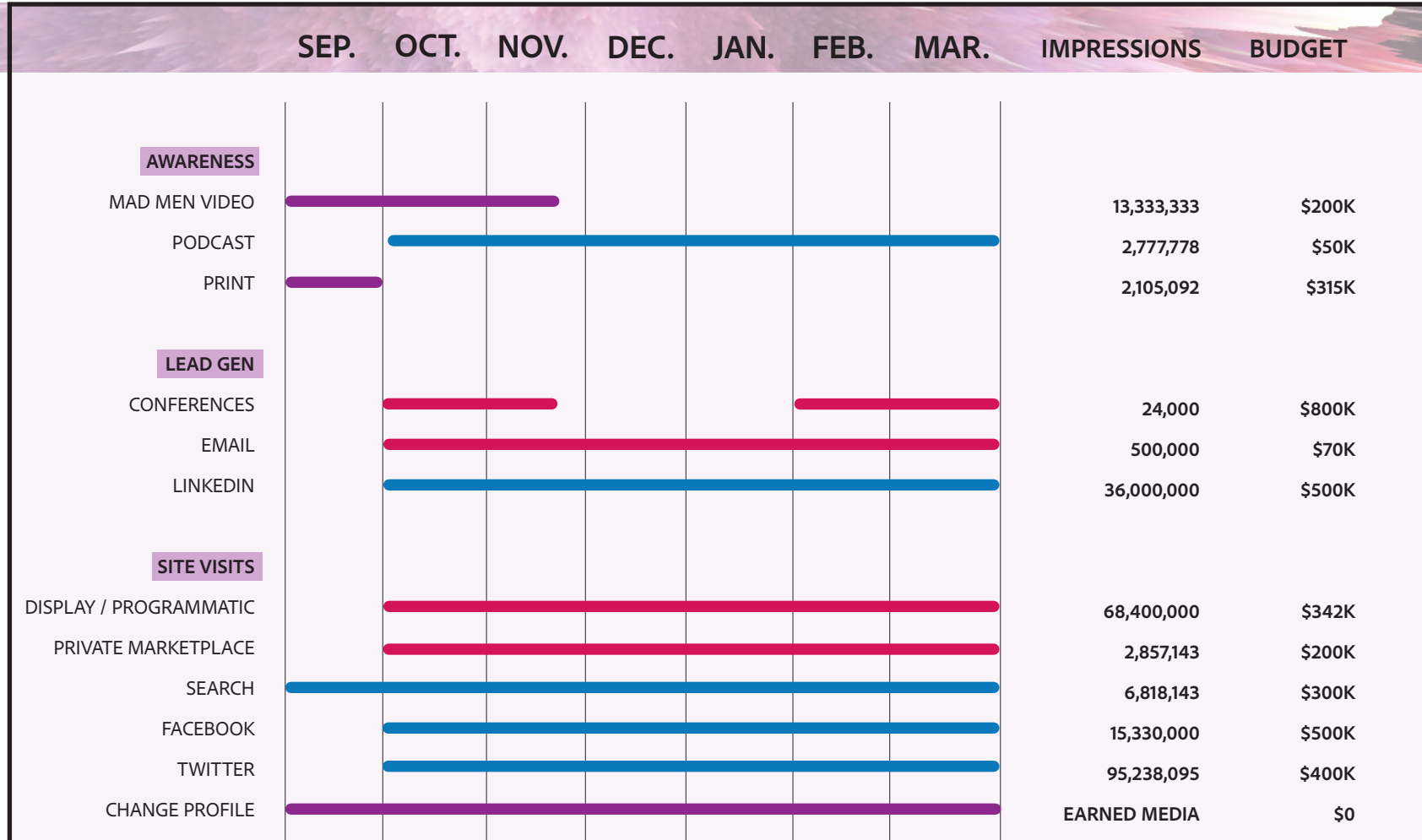
ROLLING OUT READINESS.

Our completely integrated national media plan will run from September 2020 to the Adobe Summit, March 29-31, 2021. The campaign opens with our Mad Men teaser, followed by the dynamic launch: our Letter from Change and Befriend Change stunt. Sequentially, dual display ads will continue to introduce our creative concept: the interaction between readiness and change. Post-launch, messaging will emphasize Adobe Experience Cloud for Advertising's key value propositions, utilizing digital ads, conference sponsorships, and intriguing speakers at The Power of Readiness events.

To reach the impression values listed in the flight, we will "gate" programmatic buys. This enables optimized spend for the duration of the campaign, while ensuring Vision Leaders, Decision Makers, and Practitioners are reached.

This advanced media plan will successfully roll out compelling and novel concepts that build unmatched awareness for Adobe Experience Cloud for Advertising.

EMPHASIS ON:

■ = CHANGE

■ = VALUE PROPS

■ = BOTH

	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	IMPRESSIONS	BUDGET
AWARENESS									
MAD MEN VIDEO								13,333,333	$200K
PODCAST								2,777,778	$50K
PRINT								2,105,092	$315K
LEAD GEN									
CONFERENCES								24,000	$800K
EMAIL								500,000	$70K
LINKEDIN								36,000,000	$500K
SITE VISITS									
DISPLAY / PROGRAMMATIC								68,400,000	$342K
PRIVATE MARKETPLACE								2,857,143	$200K
SEARCH								6,818,143	$300K
FACEBOOK								15,330,000	$500K
TWITTER								95,238,095	$400K
CHANGE PROFILE								**EARNED MEDIA**	$0

MEDIA:
$3,677,000

PRODUCTION:
$323,000

TOTAL:
$4,000,000

WE'RE READY FOR SUCCESS... ARE YOU?

Our goal is to grow Adobe Experience Cloud for Advertising's business by 25% among the target. To do this, we must first raise unaided awareness. Throughout the campaign, we'll be closely tracking site visits, new contacts, and share of voice of earned media to guarantee that we are undoubtedly increasing unaided awareness and, in turn, growing the business. By carefully tailoring each of our creative executions to a specific KPI, our campaign perfectly delivers on each of the established goals.

TO GROW THE BUSINESS, WE'LL RAISE UNAIDED AWARENESS BY WELL OVER 2%:

KPI #1: RAISE UNAIDED AWARENESS.

What transforms aided awareness into unaided awareness is relevance. From our research, we know being ready for change is already the single, most relevant message to our audience. That's why our campaign inextricably linked Adobe Experience Cloud for Advertising to being ready for change.

OUR CONFIDENTIAL CONCEPT TEST CONFIRMED IT. AFTER SEEING OUR CAMPAIGN:

93% of people now associate Adobe Experience Cloud for Advertising with Ready for Change.

+405% INCREASE in association with being ready.

THINGS WE HEARD:

"Adobe Experience Cloud for Advertising is on the **cutting edge of change**."

"Adobe is a partner for **my future.**"

AND WE'LL DRIVE THIS BY TRACKING AND OPTIMIZING AGAINST THESE KPIs:

KPI #2: SITE VISITS

361,573
SITE VISITS

+623% OF GOAL

KPI #3: LEAD GEN

57,200
NEW CONTACTS

+472% OF GOAL

KPI #4: EARNED MEDIA

We are confident that Adobe Experience Cloud for Advertising will be in the top three for earned media based on these big ideas:

☑ MAD MEN
☑ BEFRIEND CHANGE

We'll continually optimize against our earned media goals to ensure that we're focusing on the audiences that lead to the most earned media.

TOTAL CAMPAIGN DELIVERY: 243,383,612 IMPRESSIONS.