

|  | Sept    | Oct | Nov     | Dec | Jan     | Feb | Mar     |
|--|---------|-----|---------|-----|---------|-----|---------|
|  | Phase 1 |     | Phase 2 |     | Phase 3 |     | Phase 4 |
| Geofencing                               |         |     |         |     |         |     |         |
| Conference Sponsor Experience            |         |     |         |     |         |     |         |
| Billboards                               |         |     |         |     |         |     |         |
| City Block Ad                            |         |     |         |     |         |     |         |
| Uber Sponsorship                         |         |     |         |     |         |     |         |
| Bus Wraps                                |         |     |         |     |         |     |         |
| Print Ads                                |         |     |         |     |         |     |         |
| Podcast Marketing                        |         |     |         |     |         |     |         |
| Webinars (Brand Ambassadors)             |         |     |         |     |         |     |         |
| (Alternative PDF Offer/Follow Up Emails) |         |     |         |     |         |     |         |
| AECA Summit Workshop                     |         |     |         |     |         |     |         |
| Influencer Marketing PR                  |         |     |         |     |         |     |         |
| Creative Cloud Desktop App Ads           |         |     |         |     |         |     |         |
| PPC Search/Display Ads                   |         |     |         |     |         |     |         |
| Instagram Ads                            |         |     |         |     |         |     |         |
| Facebook Ads                             |         |     |         |     |         |     |         |
| Youtube Ads                              |         |     |         |     |         |     |         |
| Twitter Ads                              |         |     |         |     |         |     |         |
| Linkedin Ads & Sponsored Content (BAs)   |         |     |         |     |         |     |         |
| Email Marketing                          |         |     |         |     |         |     |         |
| AECA Website                             |         |     |         |     |         |     |         |
| Adobe Home Page Redesign                 |         |     |         |     |         |     |         |
| Airport Banners/Wall Wraps and Mag. Ads  |         |     |         |     |         |     |         |

**PHASE GOAL**

|   |   |   |  |   |
|---|---|---|--|---|
| <p>The general strategy behind the phases is to divide our efforts across the different USPs of AECA using phases. It keeps the offers/value adds and messaging fresh throughout the campaign while still maintaining a level of consistency with tone of voice and visuals.</p> <p>Ultimately the big offers of the campaign are free AECA Adobe Summit experiences. When they buy tickets to Adobe Summit and use the phase promo code, they an extra free thing.</p> | <p>Phase one's goal is to generate earned media, target personas with general AECA campaign messaging. Our goal is to take over an entire conference and city to gain a lot of press and bring users to Adobe's website. At the end of the phase we want to push viewers to the webinar/PDF offer for their emails.</p> | <p>Work with influencers and amp up digital marketing to catch the flow of people after our increase of PR in the last phase. Push people to the offer of this phase (webinar + PDF recap). Targeting decision-makers and c-level. Still general AECA campaign messaging, but language and the final offer centers on anything having to do with "The Experience"</p> | <p>Continue the methods used in phase II but target practitioners and decision-makers with industry-specific headlines/ads focusing on BUILD IT.</p> | <p>In this phase we are sponsoring two industry events, Affiliate Summit and eTail West Conference, in order to target c-level personas. Industry specific language focusing on the OWN IT USP. This phase is really driving getting people to Adobe Summit to have the free AECA experience.</p> |
|---|---|---|--|---|

**PHASE MESSAGING**

|   |   |   |  |   |
|---|---|---|--|---|
| <p>Throughout the entire campaign we will be running our digital ads and print ads. These messages and placement criteria need to change based on the goals for each phase.</p> | <p><b>"WE'VE BEEN BUILDING SOMETHING"</b><br/>The messaging at this time is intended to be bold, eye catching and anticipatory. Once the user goes to the website they will learn the "We've Been Building Something" was actually about a pre-existing product handcrafted over the years.</p> | <p><b>"THE EXPERIENCE"</b><br/>Language will focus on phrases like connecting the dots in marketing campaigns, integration with creative cloud and therefore connecting internal teams easier, and general awareness that AECA is part of the experience cloud.</p> | <p><b>"BUILD IT"</b><br/>Industry-specific messaging. Emphasize programmatic advertising, growing customer databases, managing customer segments and using it all to make data-driven marketing decisions.</p> | <p><b>"OWN IT"</b><br/>Language is still industry specific, and will focus on things like AECA not being a walled garden (so you have the flexibility to use this platform for any kind of digital ad space), that all data belongs to the company, that the company can use this tool to really tailor their campaigns to their audience, and that powerful analytics enable teams to improve their campaigns intelligently.</p> |
|---|---|---|--|---|

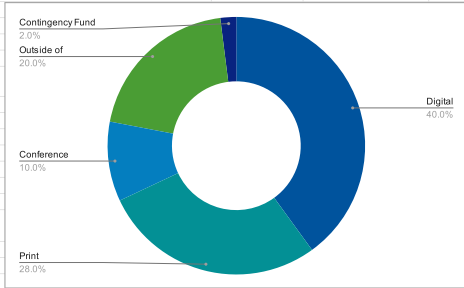
**PHASE MARKETING STRATEGY**

|  |   |   |  |  |
|--|---|---|--|--|
| <p>Basically alternating targeting c-level, practitioners/decision-makers, and all personas</p> <p>Start general, get industry specific in phases 3 and 4.</p> <p>Drive people to our content marketing pieces and Summit promotions</p> | <p>The goal is to start out our campaign with an earned media-generating conference presence. The Idea was that we would show up at a conference that a competitor sponsors and instead of sponsoring the conference, we would blast the city around the conference with advertisements. The hope is that this juxtaposition would peak interest of viewers and the press. We're trying to make a statement. Maybe targeting all three personas here (or practitioners/decision-makers)</p> | <p>In Phase II, we will start working with industry influencers (think publications, not people) and podcasts to continue the media conversation about AECA (but not the conference blast anymore, the product) and drive people to the website. Maybe this phase focuses on decision makers and c-level?</p> | <p>In this phase we are starting to zone in with industry-specific messaging and are targeting practitioners</p> | <p>This phase is also industry specific messaging. Target c-level personas at the conferences and hold out decision-maker and practitioner audiences with digital ads.</p> |
|--|---|---|--|--|

**PHASE OFFER/VALUE ADDED**

|  |   |   |  |   |
|--|---|---|--|---|
| <p>Content offers in each phase (webinars and PDF recaps that add value to their lives) and free additional Adobe Summit experiences that really illustrate AECA's offer to media buyers and companies overall</p> | <p>This phase ends with a webinar and PDF recap talking about the basics of AECA from a user/brand advocate at St. Jude. Sign up on the AECA website.</p> | <p>This phase ends with a webinar and PDF recap talking about how AECA helps businesses build experiences through powerful integrations between marketing, creative, and ad buying. User/brand advocate at Verizon Wireless.<br/><b>PROMO: Earlybird team drink at Summit</b></p> | <p>This phase ends with a webinar and PDF recap talking about programmatic advertising, growing customer databases, managing customer segments and using it all to make data-driven marketing decisions. Sign up on the AECA website. User/brand advocate at Home Depot.<br/><b>PROMO: Uber credits for duration of Summit</b></p> | <p>The offers at the end of this phase are the culmination of the free Adobe Summit experiences that leads unlocked by interacting with the campaign via the website.<br/><b>PROMO: Complimentary Q&amp;A breakfast with AECA brand advocates from the previous phases.</b></p> |
|--|---|---|--|---|

BUDGET



| Channel                | Expense Percentage | Actual Numbers     |
|------------------------|--------------------|--------------------|
| Digital                | 40%                | \$1,600,000        |
| Print                  | 28%                | \$1,120,000        |
| Conference Experience  | 10%                | \$400,000          |
| Outside of Conferences | 20%                | \$800,000          |
| Contingency Fund       | 2%                 | \$80,000           |
| <b>Total</b>           | <b>100%</b>        | <b>\$4,000,000</b> |

| DIGITAL INCLUDES                                 |                           |  |  |                    | Potential Revision (MB) | Percentages | Comments to original budget                                   |                                |
|--|---------------------------|--|--|--------------------|-------------------------|-------------|---|--------------------------------|
|  | Timeline                  | Impressions  | Duration x Cost  | Final              |                         |             |   |                                |
| <b>PPC Search Ads/Banner Ads</b>                 | Sept - Mar                | —  | —  | —                  |                         |             |   |                                |
| CPC (Search Network)                             |                           | CPC \$3.80 = 105,263 Impressions                                       | 6 months x \$66,666 per month                                | \$400,000          | \$400,000               |             | Probably low - Would be more like \$25K/mo                    |                                |
| CPC (Display Network)                            |                           | CPC \$0.50 = 800,000 Impressions                                       | 6 months x \$66,666 per month                                | \$400,000          | \$400,000               |             |   |                                |
| <b>Twitter Ads</b>                               | Sept - Mar                | CPC \$0.90 = 105,555 Impressions                                       | 6 months x \$15,833 per month                                | \$95,000           | \$95,000                |             | Why is this \$70? I think \$60K is good                       |                                |
| <b>LinkedIn Ads &amp; Content Sharing</b>        | Sept - Mar                | CPM \$6.59 = 26,555 Impressions  | 6 months x \$29,166 per month                                | \$200,000          | \$175,000               |             | Why is this \$90K? I think \$20K/mo                           |                                |
| <b>Adobe Home Page</b>                           | Once                      | Measured by looking at visits to the site itself                       | —  | —                  | \$0                     |             | Yes   |                                |
| <b>AECA Personalized Page(s)</b>                 | Once                      | Measured by looking at visits to the site itself                       | —  | —                  | \$0                     |             | Yes   |                                |
| <b>Email Marketing</b>                           | Sept - Mar                | —  | —  | —                  | \$0                     |             | Probably nothing if they are sending through their own system |                                |
| <b>Podcast</b>                                   | Sept Oct Dec Feb          | CPM \$32.50 = 2,154 impressions  | 6 months x \$11,666 per month                                | \$70,000           | \$70,000                |             | You will have creation costs & placement                      |                                |
| <b>Youtube Ads (Main Campaign) (Testimonial)</b> | Sept - Mar                | CPC \$0.20 = 100,000 Impressions                                       | 6 months x \$3,333 per month                                 | \$20,000           | \$20,000                |             | You will have creation costs & placement                      |                                |
| <b>Webinars</b>                                  | 64 days                   | About 10,500 impressions per webinar                                   | 6 months x \$29,166 per month                                | \$40,000           | \$40,000                |             | Assuming one per phase (\$10K)                                |                                |
| <b>Geofencing</b>                                | 15 days total             | —  | 6 months x \$8,333 per month                                 | \$50,000           |                         |             |   |                                |
| <b>Facebook Ads</b>                              | Sept - Mar                | CPC \$0.97 = 206,185 Impressions                                       | 6 months x \$6,666 per month                                 | \$200,000          | \$200,000               |             | Why is this \$90K?  |                                |
| <b>Instagram Ads</b>                             | Sept - Mar                | CPC \$3.56 = 35,112 Impressions  | 6 months x \$6,666 per month                                 | \$125,000          | \$200,000               |             | Why is this \$50K?  |                                |
|  |                           |  | <b>Total Spend</b>   | <b>\$1,600,000</b> | \$1,600,000             | 40.00%      |   |                                |
| PRINT INCLUDES                                   |                           |  |  |                    |                         |             |   |                                |
|  | Timeline                  | Impressions  | Duration x Cost  | Final              |                         |             |   |                                |
| <b>Magazine Ads</b>                              | Nov - Mar                 | Depends on the magazine, average 2/3 of americans still read magazines | 6 months x \$93,333 per month                                | \$560,000          | \$559,900               |             | Do we have a list of publications someplace?                  |                                |
| <b>Newspaper - NYT &amp; WSJ</b>                 | Nov - Mar                 | about 3 million impressions per day                                    | 6 months x \$93,333 per month                                | \$560,000          | \$559,900               |             | 6 months x \$10,000 per month                                 |                                |
|  |                           |  | <b>Total Spend</b>   | <b>\$1,120,000</b> | \$1,119,800             | 28.00%      |   |                                |
| OUTSIDE OF CONFERENCE INCLUDES                   |                           |  |  |                    |                         |             |   |                                |
|  | Timeline                  | Impressions  | Duration x Cost  | Final              |                         |             |   |                                |
| <b>Billboards around conference(s)</b>           |                           | —  | 7 Billboards per month                                       | \$400,000          | \$350,000               |             | 7 Billboards for 1 month                                      |                                |
| <b>Uber Sponsorship (Internal Ads/Car Wraps)</b> | During MarTech Conference | 30,000 - 70,000 impressions per location per day                       | \$20.00 Uber Credit for 7,500 people - \$50K for advertising | \$200,000          | \$200,000               |             | \$20.00 Uber Credit for 7,500 people - \$50K for advertising  |                                |
| <b>Airport Banner/Wall Ads</b>                   | During MarTech Conference | about 250,000 impressions per day                                      | \$2,500 per Banner = 20 per Wall = 10                        | \$100,000          | \$100,000               |             |   |                                |
| <b>Shuttle/Bus Wraps</b>                         | During MarTech Conference | 30,000 - 70,000 impressions per location per day                       | \$12,500 per Wrap - 8 wraps for conference                   | \$100,000          | \$100,000               |             |   |                                |
|  |                           |  | <b>Total Spend</b>   | <b>\$800,000</b>   | \$800,000               | 20.00%      |   |                                |
| CONFERENCE EXPERIENCE INCLUDES                   |                           |  |  |                    |                         |             |   |                                |
|  | Timeline                  | Impressions  | Duration x Cost  | Final              |                         |             |   |                                |
| <b>Abstract Furniture Installations</b>          | During ALL Conferences    | measured by number of attendees at conference                          | —  | \$50,000           |                         |             |   |                                |
| <b>VR 'Tetris' Game</b>                          | During ALL Conferences    | measured by number of attendees at conference                          | —  | \$50,000           |                         |             |   |                                |
| <b>Adobe Fidget Toys</b>                         | During ALL Conferences    | 10,000 impressions if every person got three toys each                 | 30,000 toys x \$1.00 per pack                                | \$300,000          |                         |             | 35,000 fidget toys  |                                |
|  |                           |  | <b>Total Spend</b>   | <b>\$400,000</b>   | \$400,000               | 10.00%      |   |                                |
| CONTINGENCY FUND OF 10%                          |                           |  |  |                    |                         |             |   |                                |
|  | Timeline                  | Impressions  | Duration x Cost  | Final              |                         |             |   |                                |
| <b>2% IF THINGS GO OVER ESTIMATES</b>            |                           |  |  | \$80,000           | \$80,000                |             | We should have a contingency in place                         |                                |
|  |                           |  | <b>Total Spend</b>   | <b>\$80,000</b>    | \$80,000                | 2.00%       |   |                                |
| <b>TOTAL BUDGET</b>                              |                           |  |  |                    | <b>\$4,000,000</b>      | \$3,999,800 |   | Here is a recommendation total |
|  |                           |  |  |                    | \$200                   |             |   |                                |
|  |                           |  |  |                    | \$4,000,000             |             |   |                                |

# MARKETING MIX WHAT/WHY/HOW

|  | DIGITAL   |  |   |  |   |
|--|---|--|---|--|---|
|  | PPC Search Ads/Banner Ads   | Twitter Ads  | Linkedin Ads  | Linkedin Sponsored Content   | Adobe Home Page   |
| Estimated Cost   | Average CPC (Search Network) = \$3.80<br>Average CPC (Display Network) = \$0.51   | Costs per Click can cost from \$0.80 to \$1.00   | CPC = \$5.26 per click    CPM = \$6.59 per impressions<br>CPS = \$0.80 per send   | CPC = \$5.26 per click    CPM = \$6.59 per impressions<br>CPS = \$0.80 per send  | \$ —  |
| What is the goal of using this channel?                    | Lead users to the website<br>Raise awareness of Adobe in adtech   | Raise Awareness, Lead users to the website   | Lead users to website, Raise awareness  | Create buzz talk, Increase sharing of articles from Adobe, Raise awareness   | To change the perception people have about Adobe just being for "creatives." So changing the flow and look of the Adobe site can help with this changing of perception. Also if we have a large wave of people coming in. We need to make sure it is organized and easy to understand   |
| What is the message it is communicating?                   | Adobe does that (adtech, martech, programmatic advertising, audience management, campaign analytics, Search DSP)  | Show that Adobe has a new offering available when it comes to Adtech & Martech? Get our audience to gain an interest   | More awareness for the marketing side and showing it professionally. Give the C-level multiple chances to read and revisit the website.   | Articles put out by Adobe about Adobe Experience Cloud of Advertising, prospecting new leads, nurturing those you already have, and converting who's ready to take the next step   | more so of Adobes offerings and all of the possibilities/ freedoms you can have with Adobe  |
| Who is it actually reaching?                               | C-level, Decision-makers, Practitioners, maybe include fourth guy to show that we did our research on personas AKA the compliance evaluator   | Practitioners  | C-level, Decision Maker, and Practitioners, maybe include fourth guy but they may already be aware of what Adobe has to offer?  | C-level, Decision Maker, and Practitioners. Maybe the fourth guy?  | Everyone that we drive to the website   |
| Why is this effective for reaching our given objectives?   | Raising unaided awareness through keyword search, drive visits to site  | Raising awareness through sponsored ads and content  | Raising awareness through sponsored ads and content   | When it comes to B2B, LinkedIn is the most successful platform for capturing quality leads. 26% of B2B decision makers are using LinkedIn and companies that engage through LinkedIn generate 80% of their overall social media marketing leads through LinkedIn.  | With making the home page generally more about Adobe, not so focused on the creative cloud when first landing on the page, a strong call-to-action, keep the user engaged   |
| Where, geographically or on what devices, will this be?    | Mobile/desktop/search engines<br>INDUSTRY SPECIFIC TARGETING THROUGH KEYWORDS   | Mobile   | Mobile/Desktop  | Mobile/Desktop   | Desktop/Mobile/Tablet   |
| When will this promotion happen in the timeline? Why then? | Full campaign   | Full Campaign  | Full Campaign   | Full Campaign  | Begin of Campaign   |
| How does this send viewers further through the user flow?  | Ships to website  | Sends to Website   | Sends to website  | Once clicking on an Adobe article ads will begin popping up on other platforms they are on.  | Potentially send users from Adobe website to the AECA landing page.   |
| How important in our plan?                                 | Definitely important, but since it's cheap it won't take a huge part of the budget  | Not as important — Instagram is more a creative platform rather than a place where someone would look for adtech solutions. The platform is more to capture life's moments versus business insiders tips & tricks. | Important — This is an important social media channel where most of our target audiences will find information as well as see what other professionals are sharing/ doing.  | Important  | Important   |
| How will we measure the effectiveness of this channel?     | CPC   | CPC & CPM  | CPC, CPM, and CPS   | CPC, CPM, and CPS  | Website Hotspots? Number people that come to the page and interact with it  |
| What primary and secondary data is there to support?       | <a href="https://www.webfx.com/blog/marketing/much-cost-advertise-google-adwords/">https://www.webfx.com/blog/marketing/much-cost-advertise-google-adwords/</a>   | <a href="https://karolakarlon.com/instagram-ads-cost-and-bidding/">https://karolakarlon.com/instagram-ads-cost-and-bidding/</a>  | <a href="https://www.webfx.com/internet-marketing/how-much-does-linkedin-advertising-cost.html">https://www.webfx.com/internet-marketing/how-much-does-linkedin-advertising-cost.html</a>   | <a href="https://instapage.com/blog/linkedin-sponsored-content">https://instapage.com/blog/linkedin-sponsored-content</a>  | <a href="https://www.granite5.com/insights/14-reasons-why-you-need-to-update-your-website/">https://www.granite5.com/insights/14-reasons-why-you-need-to-update-your-website/</a>   |
|  | <a href="https://www.wordstream.com/blog/ws/2015/05/21/how-much-does-adwords-cost">https://www.wordstream.com/blog/ws/2015/05/21/how-much-does-adwords-cost</a>   | <a href="https://www.wordstream.com/blog/ws/2017/11/20/instagram-advertising">https://www.wordstream.com/blog/ws/2017/11/20/instagram-advertising</a>  | <a href="https://info.themezzaninegroup.com/blog/pay-to-play-are-linkedin-ads-worth-it">https://info.themezzaninegroup.com/blog/pay-to-play-are-linkedin-ads-worth-it</a>   | <a href="https://info.themezzaninegroup.com/blog/pay-to-play-are-linkedin-ads-worth-it">https://info.themezzaninegroup.com/blog/pay-to-play-are-linkedin-ads-worth-it</a>  |   |
| Final Takeaway   | Using banner ads and PPC search ads will website traffic will increase and reach the three target audiences, as well as the additional IT target. This will successfully raise unaided awareness through keyword searches. Banner ads and PPC ads budget-friendly and extremely effective, for this reason they will be in used throughout the entire campaign. | Through Twitter, ads will be used to target practitioners. This will help raise awareness of the product and direct users to the website.  | Vision leaders will be targeted with engaging material through LinkedIn. This choice will pique interest in the right people and lead them to the Adobe Experience Cloud for Advertising's webpage. These ads will be staggered in phases as micro moments to follow the decision as it is made in order to assist informationally to the decision. | Adobe has already built a strong brand trust with millions of people, so they will use LinkedIn Content Sharing to continue to build that relationship. By including information about Adobe Experience Cloud for Advertising through established channels on LinkedIn Content Sharing a touch point built into existing leads. Sharing Adobe's existing content not only builds trust but will generate website visits. | Adobe has not lost the creative spark that created built the original suite of products, they have only continued to grow which now includes programmatic marketing solutions. Creativity has lent a hand in construction of Adobe Experience Cloud for Advertising but this is something entirely differently and to create that difference the homepage as leads are sent to the website. |

# MARKETING MIX WHAT/WHY/HOW

|  | AECA Personalized Page(s)  | Email Marketing   | Podcast   | Youtube Ads (Main Campaign) (Testimonial)  | Webinars  |
|--|--|---|---|--|---|
| Estimated Cost   | \$ —   | \$600 - \$1,000 per month<br>Possible can do OOH , Idea of partnering with Digital Magazines daily emails?  | \$25 - \$40 per 1,000 listeners   | \$0.10 - \$0.30 per view or action   | No cost. We should reuse their current Webinars   |
| What is the goal of using this channel?                    | More personalized to the users journey to get them to want to find out more about Adobe Experience Cloud of Experience.  | Educate and inform people about Adobe Experience Cloud for Advertising  | It will be a reminder to buy tickets during the holiday season and our dips in the timeline. It will also be used to bring users to the website   | Educating and/or informing our target audience about Adobe Experience Cloud for Advertising. Creating Awareness that Adobe is an Adtech/Martech provider.  | Webinar- extra resources to teach and inform about Adobe's tools<br>Ted-Awareness with trusted resources  |
| What is the message it is communicating?                   | The idea is to have different messages on the landing page depending on where the user is at in their journey  | It communicates education and gets Adobe into the top of mind.  | When learning about marketing tips and what other leaders in the industry uses, adobe is someone in the market to consider. Also that Adobe has its foot in the marketing industry and should be trusted  | There are easy resources to teach them. We are not abandoning them with unknown software. Also solutions to common adtech problems   | Webinar- lets our users know we aren't abandoning them with unknown software.<br>Ted- shows that adobe is trusted like Ted Talks and acts as an awareness   |
| Who is it actually reaching?                               | Everyone that we drive to the website  | People we have emails from. We can get them from events and Adobe's existing database.  | C-level, Practitioners, and Decision makers (depending on the podcast and the type of content being offered)  | Practitioners, and possibly Decision Makers?   | Webinars- Researchers looking into marketing and adtech, current users, and people who are unsure<br>Ted- if we do the business ted talks, they would reach the c-level personas we wanted to reach as well as too decision makers              |
| Why is this effective for reaching our given objectives?   | When driving our target audience to the landing page we want to make sure it is captivating and visually pleasing to get the user to scroll through with the goal of giving us their email.  | Email can keep Adobe top of mind and can get industry leaders talking, thus getting Adobe earned media.   | Our audience is open to learning new subjects and tools when they are on these podcasts. We work with that open mind mentality and show them Adobe's "new" side.  | 90% of American Internet Users (Ages 18-44) use YouTube, 68% of YouTube users watch videos to help them make purchase decisions.   | Companies and agencies will need tools to help them with their learning curve and to give them a "lesson book" with recommended webinars to help them learn as they are ready   |
| Where, geographically or on what devices, will this be?    | Desktop/Mobile/Tablet  | This will be sent to people via email and the emails can be catered based on region and geofencing.   | Mobile/ Laptop/ Desktop/ Tablet   | Mobile/ Laptop/ Desktop/ Tablet  | Youtube or adobe.com?   |
| When will this promotion happen in the timeline? Why then? | Begin of Campaign  | All throughout the campaign, but the message changes. It goes from top of mind awareness, to education and then getting people to bite.   | Beginning of campaign. With a timeline of different podcast ads to follow along side our other advertisements.  | Throughout the timeline as a resource for all users  | Ted Talks should be towards the beginning to gain awareness but it shouldn't be FIRST. We should generate interest beforehand<br>Webinars should be created in the beginning but used in the middle.  |
| How does this send viewers further through the user flow?  | This would be apart of the user journey when they are finally making the decision to want to find out more before they make a final 'yes'  | It links people to the site.  | This will be the beginning of our awareness journey and can be used as an educator later in our journey to explain the tools.   | This could potentially be when users are looking more into the Adobe Experience Cloud for Advertising, or when they are wanting to learn more of what it is.   | Ted Talk would generate talk and interest in Adobe as well as be around decision makers and trendmakers. We can possibly direct them to the website before, during, and after the event. (Maybe before the event, create something interactive) |
| How important in our plan?                                 | Important  | Its very important but a cheaper means of advertising, so we don't need to spend a large portion of our budget.   | Important, but also very cheap to get the attention of listeners  | Fairly Important — with this media channel we can grab the attention of those that may be searching for a new adtech/martech provider and educate some of those who hasn't heard of or knows how adobe could help them   | TED Talks = Fairly Important<br>Webinars = we can recycle older content material  |
| How will we measure the effectiveness of this channel?     | Website Hotspots? The number of people landing on our page   | We can track click through rates and levels of engagement.  | If we make a code or incentive for a demo, we can track people who used said code on the website  | CPC, and CPM   | Webinars we can look at views   |
| What primary and secondary data is there to support?       |  | <a href="https://www.webfx.com/email-marketing-pricing.html">https://www.webfx.com/email-marketing-pricing.html</a>   |   | <a href="https://www.webfx.com/internet-marketing/how-much-does-youtube-advertising-cost.html">https://www.webfx.com/internet-marketing/how-much-does-youtube-advertising-cost.html</a>  |   |
| Final Takeaway   | Personalization is key to create a connection for each customer, and through research Agency 332 has determined that customers visit a site at least 6 times before reaching a decision. Each time they are looking for different information, in order to meet this need the Adobe Experience Cloud for Advertising landing page will change informationally dependant on how many visits the IP address has logged already. This creates a whole new experience each time information is being sought out. | Marketing emails give are a unique personalized touch to this campaign. The emails will position Adobe as an adtech leader, and they will be specifically targeted using geofencing following each phase of the campaign. | Podcasts will be used to remind users about Adobe Summit during the holidays. At points in the marketing timeline podcast will continue to remind listeners of Adobe in association adtech, building a sense of leadership in the adtech industry surrounding Adobe. This positioning will continue to support the established trust Adobe has currently. | Youtube Ads can allow us to educate our users about AECA and help them know that Adobe is not going to abandon them with unknown software. We are here to build with them. 90% of American internet users (18-44) use youtube, and 68% watch youtube videos to make purchase decisions. This can be used during the discover phase of the buying process | Ted Talks can help Adobe gain awareness from a trusted source. This would help reach the C-level personas. Putting an Adobe TedTalk early in the campaign will spark interest in our users.   |

# MARKETING MIX WHAT/WHY/HOW

|  |  |  | PRINT   | OUT OF HOME   |  |
|--|--|--|---|---|--|
|  | Facebook Ads   | Instagram Ads  | Magazine Ads  | Billboards around conference(s)   | Uber Sponsorship (Internal Ads/Car Wraps)  |
| Estimated Cost   | \$0.97 CPC   | CPC \$3.56   | Cost depends on the magazine we choose. link below lists most popular airline magazines <a href="http://travel.cnn.com/explorations/life/worlds-12-best-airline-magazines-523957/">http://travel.cnn.com/explorations/life/worlds-12-best-airline-magazines-523957/</a>                                 | \$10,000 - \$50,000 per 4 week period   | wrap - \$3,000 - \$5,000 per car   |
| What is the goal of using this channel?                    | Bring awareness to Adobe as well as advertise to marketing personas in the right spot. Can be done before and during conferences as well as be used as a geofencing technique. | Bring awareness to Adobe as well as advertise to marketing personas in the right spot. Can be done before and during conferences as well as be used as a geofencing technique. | Bring awareness to Adobe as well as advertise to marketing personas in the right spot. Can be done before conferences   | Bring awareness   | Bring awareness  |
| What is the message it is communicating?                   | Adobe also does marketing and should be considered when making marketing choices   | Adobe also does marketing and should be considered when making marketing choices also since instagram is perceived as more creative, we can show a more dynamic experience     | Adobe also does marketing and should be considered when making marketing choices  | Tell of how Adobe has been building something big, grab people's attention  | HEY LOOK AT ME! We are also a marketing solution!  |
| Who is it actually reaching?                               | All personas   | More decision-makers and practitioners   | Depending on where we put the magazines, we can hit C-level by putting the magazines in business class  | C-level, Practitioners, and Decision Makers.  | C-level, Practitioners, and Decision Makers. Potential Reach on average of 30,000 - 70,000 impressions per location per day.   |
| Why is this effective for reaching our given objectives?   |  |  | Below with the link it said that people will spend 30 minutes reading magazines on airplanes. and 60% of the people attending the flight will interact with their magazine.   | We can reach several of our target audiences, as well as, having the ability to advertise more than one message.  | These will add to the experience of plastering a city down to transportation. This will let us build up to adobe   |
| Where, geographically or on what devices, will this be?    | Digital and heavier during conferences   | Digital and heavier during conferences   | Depends on the conference locations we spoke about. We were looking into New York   | Sides of buildings within 5 mile radius, general static/ AR billboards, motion advertisements at shuttle stops.   | Having a presence outside [selected conference/event], shuttling attendees to and from events, hotels, etc.  |
| When will this promotion happen in the timeline? Why then? | Throughout the entire campaign   | Throughout the entire campaign   | Before any large event when people would be traveling   | [dates of events here]  | [dates of the event here]  |
| How does this send viewers further through the user flow?  | We will urge our users to visit Adobe.com and to input their emails to receive pdf, webinars, and promo codes  | We will urge our users to visit Adobe.com and to input their emails to receive pdf, webinars, and promo codes  | The magazines would gather interest especially when they are going to conferences to learn about adtech solutions.  | In the aspect of the user's journey this would just be mere exposure and just creating Adobe to be more of top-of-mind  | Users will be expecting to see adobe at the conference and will be lead to check out Adobe.com and maybe even give an email to stay informed with any changes  |
| How important in our plan?                                 | Very important for geofencing  | Very important for geofencing  | I would say its pretty important. This could help and be the first step to our conference take over   | Important — Prices tend to be higher and depend on several factors such as: location,   | Since this will build to the experience of taking over a competitor conference, this will be important.  |
| How will we measure the effectiveness of this channel?     | We can evaluate through CPC and our like and view rate   | We can evaluate through CPC and our like and view rate   | Number of Impressions   | Number of Impressions??   | <a href="http://Wrapify.com">Wrapify.com</a>   |
| What primary and secondary data is there to support?       | <a href="https://www.webfx.com/how-much-does-social-media-advertising-cost.html">https://www.webfx.com/how-much-does-social-media-advertising-cost.html</a>                    | <a href="https://www.webfx.com/how-much-does-social-media-advertising-cost.html">https://www.webfx.com/how-much-does-social-media-advertising-cost.html</a>                    | <a href="https://www.imm-international.com/inflight-advertising-costs/">https://www.imm-international.com/inflight-advertising-costs/</a>   | <a href="https://penji.co/billboard-advertising/">https://penji.co/billboard-advertising/</a>   | <a href="https://www.capitalwraps.com/vehicle-wraps/vehicle-wrap-statistics/">https://www.capitalwraps.com/vehicle-wraps/vehicle-wrap-statistics/</a>  |
|  |  |  | <a href="https://www.imm-international.com/inflight-magazine-advertising/">https://www.imm-international.com/inflight-magazine-advertising/</a>   | <a href="http://info.haulerads.com/moving-billboard-blog/how-much-does-it-cost-to-put-up-a-billboard">http://info.haulerads.com/moving-billboard-blog/how-much-does-it-cost-to-put-up-a-billboard</a>   | <a href="https://vehiclewrapsaustintexas.com/how-much-does-a-car-wrap-cost/">https://vehiclewrapsaustintexas.com/how-much-does-a-car-wrap-cost/</a>  |
|  |  |  | <a href="https://bizfluent.com/facts-5625807-average-cost-advertising-magazine-.html">https://bizfluent.com/facts-5625807-average-cost-advertising-magazine-.html</a>   | <a href="https://www.bluelinemedia.com/billboard-advertising">https://www.bluelinemedia.com/billboard-advertising</a>   | <a href="https://www.caranddriver.com/features/a28222504/car-wrap-cost/">https://www.caranddriver.com/features/a28222504/car-wrap-cost/</a>  |
| Final Takeaway   |  | Through Twitter, ads will be used to target practitioners. This will help raise awareness of the product and direct users to the website.                                      | Awareness is only useful if we target the correct people. Airline magazine ads will hit the C-level personas before conferences. 60% of people interact with the magazines on the flight, and they spend 30 minutes reading them. By using Adobe content, we can cultivate interest before conferences. | A city takeover with billboards will grab our audiences attention. We plan to surround an event within a 5 mile radius, on the sides of builds, static/AR billboards, motion pieces at shuttle stops. Mere exposure of Adobe will push it to become top of mind | Internal Uber ads and car wraps will add to the city takeover. Everywhere our target goes, Adobe will be there. This has the potential to reach 30,000-70,000 people per location per day. Users will expect to learn more from Adobe at the conference, and will visit the website. |

# MARKETING MIX WHAT/WHY/HOW

|  | Adobe Summit | Plane Wraps   | Airport Banner/Wall Ads   | Shuttle/Bus Wraps  | Abstract Furniture Installations  |
|--|--------------|---|---|--|---|
| Estimated Cost   |              | \$6,000   | Banners: \$800 - \$2,500<br>Wall wraps: \$1,000 - \$5,000   | \$8,000-\$12,500   | What if instead of trying to price the pieces, we partner with a furniture artist and try to price the partnership? it might be cheaper and easier.   |
| What is the goal of using this channel?                    |              | Lead users to the website<br>Raise awareness of Adobe in ad tech  | Lead users to the website Raise awareness of Adobe in ad tech   | Lead users to the website Raise awareness of Adobe in ad tech  | Tie the campaign into the Trade Booths to make one experience   |
| What is the message it is communicating?                   |              | Awareness- Adobe does that  | Awareness: Use a striking visual - people in the airport are on the go. Words and numbers are everywhere in an airport, so it needs to stand out and be eye catching.   | Awareness- Adobe does that   | Create buzz and talk around conferences   |
| Who is it actually reaching?                               |              | C-level, Decision-makers  | C-level, Decision-makers  | C-level, Decision-makers, Practitioners, maybe include the compliance evaluator  | C-level, Decision-makers, Practitioners, maybe include the compliance evaluator and anyone attending the conferences  |
| Why is this effective for reaching our given objectives?   |              | A large number of our target audience will be traveling to conferences out of state. There are also professionals that normally travel for their jobs.  | A large number of our target audience will be traveling to conferences out of state. There are also professionals that normally travel for their jobs.  | These wraps can reach professionals (whether attending a conference or not) around the conferences/businesses  |   |
| Where, geographically or on what devices, will this be?    |              | Hartsfield-Jackson International Airport<br>Los Angeles International Airport<br>O'Hare International Airport<br>Dallas/Fort Worth International Airport<br>Denver International Airport<br>John F. Kennedy International Airport | Hartsfield-Jackson International Airport<br>Los Angeles International Airport<br>O'Hare International Airport<br>Dallas/Fort Worth International Airport<br>Denver International Airport<br>John F. Kennedy International Airport   | Conference areas   | Conference areas  |
| When will this promotion happen in the timeline? Why then? |              | Fall & Spring - most marketing conferences  | Fall & Spring - most marketing conferences  | Fall & Spring - most marketing conferences   | Fall & Spring - most marketing conferences  |
| How does this send viewers further through the user flow?  |              | Sends them to the Adobe Website   | Sends them to the Adobe Website   | Sends them to the Adobe Website  | Post on social media and generate pr  |
| How important in our plan?                                 |              | Semi Important  | Very important  | Important  |   |
| How will we measure the effectiveness of this channel?     |              | Website visits from the general airport location  | Website visits from the general airport location  | Website visits from the general location   |   |
| What primary and secondary data is there to support?       |              | <a href="http://bigpicture.net/article/wraps-taking-plane-vinyl">http://bigpicture.net/article/wraps-taking-plane-vinyl</a>   | <a href="https://www.businesschief.com/top10/8393/Top-10-busiest-airports-US">https://www.businesschief.com/top10/8393/Top-10-busiest-airports-US</a><br><a href="https://www.businesswire.com/news/home/20160415005658/en/Airports-Ideal-Environment-B2B-Consumer-Marketing%20%40Programs-Confirms">https://www.businesswire.com/news/home/20160415005658/en/Airports-Ideal-Environment-B2B-Consumer-Marketing%20%40Programs-Confirms</a><br><a href="https://theairport.org/airport-advertising.html">https://theairport.org/airport-advertising.html</a> | <a href="https://gogocharters.com/blog/bus-wraps/">https://gogocharters.com/blog/bus-wraps/</a>  | <a href="https://plainmagazine.com/designer-gregory-beson-utilises-abstract-materials-to-create-his-adventurous-furniture/">https://plainmagazine.com/designer-gregory-beson-utilises-abstract-materials-to-create-his-adventurous-furniture/</a> |
|  |              |   | <a href="https://www.chiefmarketer.com/airport-advertising-reaches-b2b-execs-on-the-go-report/">https://www.chiefmarketer.com/airport-advertising-reaches-b2b-execs-on-the-go-report/</a>   |  |   |
| Final Takeaway   |              |   | Airport Banner/Wall Ads will present a striking visual, with a clear message to catch people who are on the go. A large number of our target travels for conferences out of state, we will position these ads to appear during the fall and spring to hit the large conferences. This is a cost effective way to gain awareness and website traffic.  | Bus wraps will gain awareness around the conference areas and help in our city takeover. It will be an easy way to gain attention from our personas. |   |

# MARKETING MIX WHAT/WHY/HOW

|  | INFLUENCERS  | SUMMIT EXPERIENCE   |  |
|--|--|---|--|
|  | <b>Names</b>   |   |  |
| Estimated Cost   | Robert Rose (on linkedin)  | - Sign up during campaign with code "Experience" "Build it" "Own it"<br>(Easy to track when people signed up and what convinced them? Campaign entry/maturity?)<br>- Different offers per code: |  |
| What is the goal of using this channel?                    | Carla Johnson (On linkedin) Keynote speaker, best selling author, b2b content marketing  | - Experience: Cheers! Your advertising will be ahead of your competitors! Free Drink on the first night<br>- Buildit: Uber credits for duration of the Summit<br>- Ownit: Table merch           | - Last dayQ/A panel breakfast with brand ambassadors featured throughout campaign<br>- Use VR booth just like at other conferences |
| What is the message it is communicating?                   | Ann Handley Chief content officer at MarketingProfs  |   |  |
| Who is it actually reaching?                               | Brian Solis Principal Analyst  |   |  |
| Why is this effective for reaching our given objectives?   | Michael Brenner CEO, author, keynote speaker, marketer insider group   |   |  |
| Where, geographically or on what devices, will this be?    | Jay Baer founder of Convince & Convert, author, entrepreneur, and keynote speaker  |   |  |
| When will this promotion happen in the timeline? Why then? | Shane Barker Co-Founder and CEO of Content Solutions. He has written for more than 100 publications for Forbes, Entrepreneur, and Huffington Post  |   |  |
| How does this send viewers further through the user flow?  | Clara Shih CEO and Founder of Hearsay, a enterprise financial services cloud company   |   |  |
| How important in our plan?                                 | Mark Fidelman Chief Marketing Officer and is a marketing and sales executive helping fortune 1000 companies. He is the host of Oracle' CX Factor business show and author  |   |  |
| How will we measure the effectiveness of this channel?     | Tim Washer Keynote speaker, "powerpoint comedian" and teaches how to humanize the most boring brands through B2B comedy. Trained with Amy Poehler and worked for SNL, Conan, and The Late Show   |   |  |
| What primary and secondary data is there to support?       | David Meerman Scott Leading Marketing and Sales speaker for Freshpot Marketing   |   |  |
|  | Nancy Badillo CEO and is a social media specialist and digital consultant  |   |  |
|  | Vin Clancy Founder public speaker about growth hacking internet marketing and personal branding  |   |  |
| Final Takeaway   | The link i found these on: <a href="https://business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/2019/15-marketing-influencers-and-experts-to-follow-on-linkedin">https://business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/2019/15-marketing-influencers-and-experts-to-follow-on-linkedin</a> |   |  |

# CONNECTING THE DOTS

## DIGITAL

### PPC Search Ads/Banner Ads

### Facebook Ads

### Instagram Ads

### Twitter Ads

Why are we doing this? How is this beneficial in reaching our goals?

Using banner ads and PPC search ads will increase website traffic and reach the three target audiences, as well as the additional IT target. This will successfully raise unaided awareness through keyword searches. Banner ads and PPC ads are budget-friendly and extremely effective, for this reason, they will be used throughout the entire campaign.

Awareness, affordability, and ability to market to a specific target audience help increase website traffic.

Awareness, affordability, and ability to market to a specific target audience help increase website traffic.

"Twitter forces you to whittle your messaging down to only what you need to say, and spare the rest. Tweeting is short and sweet, but is done with careful editing to make the message powerful and terse."

Research/Facts

PPC Advertising pulls in quality traffic — because people are already searching for a solution to their problem. 65% of the users who are really in the lookout to purchase something click these paid ads. "Your customers are using search engines to research. They use their findings to help them make informed decisions on available options. PPC advertising allows you to reach potential customers and educate them. This indirectly builds trust, but most importantly helps them make an informed decision."

96% of social media marketers consider Facebook the best social media platform for ROI. This is across the board for both B2C and B2B companies. Not only do the people you want to target have accounts on Facebook, but they also spend an average of 40 minutes per day on the platform.

With more than 500 million daily active users, as well as a higher engagement rate than Facebook users, Instagram provides businesses with a new channel for reaching consumers.

Resources/Links

<https://www.lyfemarketing.com/blog/ppc-advertising-benefits/>

<https://www.disruptiveadvertising.com/social-media/advertising-on-facebook/>

<https://www.webfx.com/how-much-does-social-media-advertising-cost.html>

<https://thrivehive.com/the-how-and-why-of-marketing-on-twitter/>



|  | Linkedin Ads & Content Sharing  |
|--|---|
| Why are we doing this? How is this beneficial in reaching our goals? | To raise awareness, the offering of a small PDF booklet in exchange of an email through each phase.   |
| Research/Facts   | 22 out of 30 people from our survey has responded that LinkedIn is a credible source they go to for business and marketing news/information.                |
| Resources/Links  | <a href="https://www.webfx.com/how-much-does-social-media-advertising-cost.html">https://www.webfx.com/how-much-does-social-media-advertising-cost.html</a> |

# CONNECTING THE DOTS

|  | Adobe Home Page  | AECA Personalized Page(s)  | Email Marketing  | Podcasts   |
|--|--|--|--|--|
| Why are we doing this? How is this beneficial in reaching our goals? | To change the perception people have about Adobe just being for "creatives." So changing the flow and look of the Adobe site can help with this changing of perception. Also if we have a large wave of people coming in. We need to make sure it is organized and easy to understand. | More personalized to the user's journey to get them to want to find out more about Adobe Experience Cloud of Experience. The idea is to have different messages on the landing page depending on where the user is at in their journey and what phase of the campaign we are in. | Email Marketing can funnel people to our site and drive visits. Emails also provide value to our target audience.  | Podcasts are great for awareness and are a cheaper way to get it. Here are the ones I listed in the Marketing Mix Google Doc: Two-minute marketing and 5-minute marketing, Brandwagon (Practitioners and designers), Mailchimp (Practitioner and compliance evaluator), Call to Action (Probably the decision-maker and practitioner), and The CMO Show marketing (C-level). |
| Research/Facts   |  |  | 60% of people from our survey said they site large company email newsletters as credible sources do you go to for business and marketing information/news. | 35% of LinkedIn users listen to podcasts. 44% of C-Suite persons Listen to Podcasts. Podcasts drive twice the ad awareness of Facebook.  |
| Resources/Links  |  |  |  | <a href="https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/B2B-Marketing/2016/Who-listens-to-">https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/B2B-Marketing/2016/Who-listens-to-</a>  |

|  | <b>Youtube Ads (Main Campaign)<br/>(Testimonial)</b>   |
|--|--|
| Why are we doing this? How is this beneficial in reaching our goals? | Advertise on popular business channels like Tedx. On our YT channel we use the catalog of Testimonials, these are our Brand Advocates and these big companies should not be ignored. |
| Research/Facts   | Tedx has 23.6M subscribers.  |
| Resources/Links  | <a href="https://www.featuredcustomers.com/vendor/adobe-experience-cloud/customer-videos">https://www.featuredcustomers.com/vendor/adobe-experience-cloud/customer-videos</a>        |

# CONNECTING THE DOTS

|  |  | PRINT  | OUT OF HOME   |   |
|--|--|--|---|---|
|  | Webinars   | Magazines  | Billboards around conference (s)  | Uber Sponsorship (Internal Ads/Car Wraps)   |
| Why are we doing this? How is this beneficial in reaching our goals? | We can reuse resources adobe already has and save money. Webinars are also a resource for teams to share information quickly. We can record webinars after conferences to let teams know what they missed, as well as create industry-specific webinars if users input their email on the website.             | Magazines advertise to targeted audiences. They provide a wealth of information, inspiration and creative ideas for readers. The information given to the reader may drive them to search online to find out more. Magazines are reliable sources for readers. They also are around longer than digital advertisements.                                  | Billboards around conferences are effective than randomly placing them in large cities. We can have them up for less time and reach our actual target audience better. People on their way to and from the conferences will see them plastered around the city. | Part of the conference blast in Phase 1. It gets the Adobe campaign to be everywhere in the city that conference attendees might see.   |
| Research/Facts   | Hosting webinars allows Adobe to view the analytics of who is signing in to view them, popular questions, and generate leads for future materials. It is cheaper to host and cheaper for the businesses to watch. If we also do live sections towards the end, people can ask questions and hear testimonials. | A survey conducted by MarketingSherpa revealed 82% of participants trusted printed advertisements such as newspapers and magazines the most when making a purchase decision.<br><b>Names:</b> Marketing Magazines: Ad Age, Entrepreneur, Inc., Fast Company, Adweek, Marketingweek, & Forbes<br>Airline Magazines: Sky, American Airlines, & Hemispheres | Audience Demographics Etail- 35% SR Manager, 38% VP/SP/ Director, 15% C Level, 12% Specialist/Analyst. Affiliate Summit East 4,000 Attendants, Martech East- Company sizes that attend  | C-level, Practitioners, and Decision Makers. Potential Reach on average of 30,000 - 70,000 impressions per location per day.  |
| Resources/Links  | <a href="https://learn.demio.com/why-webinars/">https://learn.demio.com/why-webinars/</a>  | <a href="https://iimagine-express.com/benefits-magazine-advertisements/">https://iimagine-express.com/benefits-magazine-advertisements/</a>  | Affiliate Summit East- <a href="https://www.affiliatesummit.com/east">https://www.affiliatesummit.com/east</a><br>MarTech East- <a href="https://martechconf.com/see-attends-">https://martechconf.com/see-attends-</a>   | <a href="https://www.capitalwraps.com/blog/reach-30-000-and-70-000-daily-impressions-with-vehicle-wraps/">https://www.capitalwraps.com/blog/reach-30-000-and-70-000-daily-impressions-with-vehicle-wraps/</a> |

|  | Adobe Summit  |
|--|---|
| Why are we doing this? How is this beneficial in reaching our goals? | When signing up you enter your email. There will be an increase in earned media and advertisements of the event will lead interested viewers to the website. It is consistent with the Adobe brand. |
| Research/Facts   |   |
| Resources/Links  |   |

# CONNECTING THE DOTS

|  | CONFERENCE EXPERIENCE  |  |  |  |
|--|--|--|--|--|
|  | Airport Banner/Wall Ads  | Shuttle/Bus Wraps  | Abstract Shape Installations   | Adobe Fidget Toys  |
| Why are we doing this? How is this beneficial in reaching our goals? | Reaches a large amount of our target audience when they are traveling from airport to airport. It is also very affordable.   | These wraps can reach professionals (whether attending a conference or not) around conferences/businesses. Leaving the vehicle parked generates some passive views, but you have the power to drive the bus directly to your market. An unexpected wrapped bus will attract more attention than a billboard even on a busy street. | Large abstract shapes will tie the campaign to all tradeshows and be used to generate pr and leave a good, memorable impression and personalizes the experience. Shapes reflecting the three different parts of our campaign slogan and the same large shapes being used in conference sales presentations will make this takeaway meaningful. | It leaves a good, memorable impression and personalizes the experience. Shapes reflecting the three different parts of our campaign slogan and the same large shapes being used in conference sales presentations will make this takeaway meaningful.    |
| Research/Facts   | Four out of five execs surveyed said they are likely to consider a B2B brand after seeing advertising at the airport, and nine out of 10 said they had taken action after seeing a B2B ad before or after a flight. More than three-quarters of business travelers indicated they notice airport digital ads, with over one-third of travelers surveyed confirming they've visited a website or used an app to find out more about a product or service they saw advertised inside an airport. | A bus wrap can generate anywhere between 30,000 and 70,000 impressions per day. Whether it's drivers, passengers, or pedestrians, an estimated 95% of Americans are reached by targeted vehicle ads.   |  | "Gaugler says that a well-timed gift to a potential client—particularly in B2B marketing or high-value sales—can nudge companies into doing business with you. At the very least, it goads the company into briefly paying attention to the gift-giver." |
| Resources/Links  | <a href="https://www.chiefmarketer.com/airport-advertising-reaches-b2b-exec-s-on-the-go-report/">https://www.chiefmarketer.com/airport-advertising-reaches-b2b-exec-s-on-the-go-report/</a>  | <a href="https://gogocharters.com/blog/bus-wraps/">https://gogocharters.com/blog/bus-wraps/</a>  |  | <a href="https://www.ama.org/marketing-news/6-ways-marketers-can-win-high-value-attention-with-gifts/">https://www.ama.org/marketing-news/6-ways-marketers-can-win-high-value-attention-with-gifts/</a>  |

KPIs

| KPI/Goals (Straight from the brief)                  |                   | Raise unaided awareness of Adobe's adtech leadership position with Adobe Experience Cloud for Advertising with our target audience by 2 percentage points.  | Be in the top three for share of voice for earned media. This means that your plan needs to boost use PR, social media, and industry influencers to drive media coverage, articles in the press and social sharing.         | Drive 50,000 visits to Adobe.com and Advertising Cloud at this site: <a href="https://www.adobe.com/advertising/adobe-advertising-cloud.html">https://www.adobe.com/advertising/adobe-advertising-cloud.html</a>  | Increase advertiser persona contact growth in marketable database for target accounts. Do this by capturing 10,000 new decision maker and practitioner contacts from enterprise accounts with ad spend of over \$1 million per year. |
|--|-------------------|---|---|---|--|
|  | Total Impressions |   | Our long campaign with various elements spread out over different phases keeps us in a steady stream of the conversation. Consistency will be THE KEY to making this happen and consistency across all of Adobe's channels. |   |  |
| Geofencing   | 20,000            | Can use the same numbers as attendees   |   |   |  |
| Conference Sponsor Experience                        | 20,000            | 4000 people attend Affiliate Summit East, 476 Attendee SPEAKERS at Etail East(Big name speakers include our competitors Amazon and Facebook, while non competitor names are Disney, Walmart, and Nike) (marTech names are Google, Facebook and Apple)   |   |   | We will get 4000 emails from attendees registration at Affiliate Summit East, 15,000 Marketers Attend Adobe Summit   |
| Billboards   | 180,000           | Daily Circulation: 180,000 (potential impressions) in Boston, MA <a href="https://www.outdoorbillboard.com/billboards/1188387-billboard-ads-in-boston-ma-for-rent-in-boston-ma">https://www.outdoorbillboard.com/billboards/1188387-billboard-ads-in-boston-ma-for-rent-in-boston-ma</a>  |   | Over 50% of people say they've been highly engaged by a billboard they've seen in the last month <a href="https://dashwo.com/blog/out-of-home-by-the-numbers-64-amazing-outdoor-advertising-stats/">https://dashwo.com/blog/out-of-home-by-the-numbers-64-amazing-outdoor-advertising-stats/</a>  |  |
| City Block Ad  | 180,000           | Daily Circulation: 180,000 impressions in Boston, MA <a href="https://www.outdoorbillboard.com/billboards/1188387-billboard-ads-in-boston-ma-for-rent-in-boston-ma">https://www.outdoorbillboard.com/billboards/1188387-billboard-ads-in-boston-ma-for-rent-in-boston-ma</a>  |   |   |  |
| Uber Sponsorship                                     |                   | People will see the ads around the conference and take note of adobe as a mainstay in adtech. We are offering the coupon codes online when they sign up for adobe summit in the build it phase (note we are capping the code limit to the first 7,500 and the codes are good for \$20 of credit.)   | Press will be generated after seeing cool unique and customized uber cars branded with Adobe  |   | 7,500 people could potentially take advantage of Uber Discount Code  |
| Bus Wraps  | 400,000           | average of 30,000 - 70,000 impressions per location per day (assuming 3 busses per event for 4 days)  |   |   |  |
| Magazine Ads   | 219 million       | Total impressions: 22 million -Breakdown: Adweek 6 million, Entrepreneur 73,000, Forbes 6.5million, Adtech 200,000, Digital versions of print Entrepreneur 420,000, Target Marketing 50,000, Forbes 50,000, GDUSA 50,000, Newspaper WSJ 7 million & NYT 1.5million, Airline Magazines-Sky 36 million, Hemisphere 69.5million, American Airlines 91 million. <a href="http://deltaskymag.com/Magazine/Advertise-With-Us.aspx">http://deltaskymag.com/Magazine/Advertise-With-Us.aspx</a> <a href="https://theairport.org/inflight-advertising-united-airlines.html">https://theairport.org/inflight-advertising-united-airlines.html</a> |   | use the url that is tied with the phase to measure website visits   |  |
| Podcast Marketing                                    | 70,000            | Impressions 70,000 based on our budget. Measure our effectiveness through the views of podcasts and out of those views, how many people interact with Adobe.  |   | We can direct the podcast viewers to the website or landing page and measure it that way  | Get Access to Sub email  |
| Webinars (Brand Ambassadors)                         | 5,000             | Impressions 5000 people our effectiveness through the views of webinars and out of those views, how many people interact with Adobe.  |   | We can direct the webinar viewers to the website or landing page and measure it that way  |  |
| (Alternative PDF Offer/Follow Up Emails)             | 50,000            | Our goal will be 50,000 over the course of the campaign. People will see that Adobe not only sells adtech software, but are experienced in advertising and marketing.   |   | The PDFS can link to the website as well as the email can contain links.  | We get emails they get pdfs that provide value, people give out emails only if what they get is valuable.  |
| Influencer Marketing PR                              |                   | Measure Followers of Bloggers Talking   |   | Find Out how many people are clicking Blog links.   | Potential to obtain with subscribers/followers   |
| Facebook Ads (impressions are shared with Instagram) | 60 million        | 60 million impressions. Check rate of followers, clicks per post, and ad interaction  |   | Clicks to website from ad/Facebook profile link   |  |
| Instagram Ads  |                   | 180,000 current followers on Experience Cloud - Adobe 1.2 million - Creative Cloud \$33,000,000. We could reach 60,000,000 people with a Facebook campaign (I pretended to buy an ad in FB ad manager). We have the opportunity to increase their followers because clearly people follow Adobe but not the experience cloud.   |   |   |  |
| PC Search/Display Ads                                | 100 million       | Check rate of followers, clicks per post, and ad interaction<br>people will see eye catching ads on relevant blogs and marketing sites  |   | Clicks to website from ad/Instagram profile<br>Clicks can be tracked and so can impressions.  |  |
| Youtube Ads  | 750,000           | Measure our effectiveness through the ad views and out of those views, how many people interact with Adobe. (Who does not click "skip ad")  |   | Clicks to website from ad/YouTube profile   |  |
| Twitter Ads  | 2 million         | Adobe Experience Manager page has 20,000 followers currently. We can do bumper ads they make sense with our campaign and creative. If we choose video sources that reach 3 million people let's say then we can expect impressions of 25% or 750,000 impressions. Source: <a href="https://instapage.com/blog/youtube-bumper-ads">https://instapage.com/blog/youtube-bumper-ads</a><br>Check rate of followers, clicks per post, and ad interaction (there are 300 million people on Twitter)<br>Current 650,000 followers of Adobe and 13,000 followers of AEC   |   | Clicks to website from ad/Twitter profile   |  |
| LinkedIn Ads & Sponsored Content (BAs)               | 5 million         | Check rate of followers, clicks per post, and ad interaction (there are 20 million people on LinkedIn)<br>Current 2.15million followers on LinkedIn   |   | Clicks to website from ad/LinkedIn profile  |  |
| Email Marketing                                      | 25 million        | We can view impressions and what level impressions they have made   |   | CTR to the website or other content marketing   |  |
| AECA Website   |                   | We won't be able to track impressions but we can assume a lift in traffic from all of the advertising sources we are bringing to them.  |   |   |  |
| Adobe Home Page Redesign                             | 800 million       | We won't be able to track impressions but we can assume a lift in traffic from all of the advertising sources we are bringing to them.<br>According to SimilarWeb.com Chrome extension: Adobe is ranked #118 in the US, has 202 Million visits a month, 48% bounce rate, 52% comes from direct search where 33% comes from organic search, 7% from referrals, 4% from email, 1.8% from social and 1.2% from paid ads. If we can bring the AEC to the Adobe homepage we can bring more awareness to it from people already going to Adobe.   |   | According to SimilarWeb.com Chrome extension: Adobe is ranked #118 in the US, has 202 Million visits a month, 48% bounce rate, 52% comes from direct search where 33% comes from organic search, 7% from referrals, 4% from email, 1.8% from social and 1.2% from paid ads. If we can bring the AEC to the Adobe homepage we can bring more awareness to it from people already going to Adobe. |  |
| Airport Banners/Wall Wraps                           | 10 million        | *Airports were chosen by matching most marketing & tech conferences with busiest airports in those areas. Our sponsored conferences included.*<br>ATL Airport (Atlanta) - 103.9 million passengers annually<br>LAX Airport (Los Angeles) - 94.5 million passengers annually<br>ORD Airport (Chicago) - 79.8 million passengers annually<br>LAS Airport (Las Vegas) - 51.5 million passengers annually<br>BOS Airport (Boston) - 40 million passengers annually<br>JFK Airport (New York) - 28.4 million annually  |   | Website visits from the general airport location to track which ad is most effective  |  |