



Case Study

Adobe Education

Our client's challenge:

Adobe Systems launched a campaign to expand its presence in the K-12 and higher education markets and wanted to communicate how its products help educators and students. Adobe also wanted to emphasize its commitment to the education community.

The Scott Design solution:

Combining experience in education and technology, Scott Design has developed successful campaigns that speak to the creative spirit of students and the desire of educators to provide more powerful learning opportunities. Adobe brought in Scott Design to develop the introductory materials and map out, design, build, and maintain the Adobe Education website. Scott Design also creates marketing materials to be used by resellers, develops themes for campaigns and promotions, and creates direct marketing pieces.

Awards:

- Marketing Master Award, Association of Education Publishers
- Distinguished Marketer Award, Association of Education Publishers
- Beacon Award for Excellence in Education Marketing, Association of Education Publishers
- Silver Award, Horizon Interactive Awards—Consumer Website
- Bronze Award, Summit International Awards—Consumer Website
- Silver Award, Silicon Valley ADDYs—Advertising for the Arts & Sciences
- Bronze Award, Silicon Valley ADDYs—Advertising for the Arts & Sciences
- Bronze Award, Silicon Valley ADDYs—Collateral

a Website design

b Promotional Posters

c Event Materials

d Print advertising



a



b



c



d