



Case Study

Adobe Systems Integrated Campaigns

Our client's challenge:

Adobe targets customers from a wide base—creative professionals, enterprise businesses, home users, educators, and students—so each integrated campaign needs to be approached with a different strategy. The imagery and written content for each piece need to be carefully crafted to speak to the appropriate audience, while all the parts of the integrated campaign—web, print, and interactive—need to adhere to corporate and campaign guidelines.

The Scott Design solution:

Scott Design has worked with Adobe for the past 10 years. Each engagement involves a discovery phase, in which we clarify the objective for the campaign [increase sales, register for events and newsletters, build awareness, and more]. The understanding of branding guidelines plus the knowledge of each market allows Scott Design to create unique designs—for landing pages, micro sites, e-mails, web banners, and collateral—that follow the rules yet still work for each individual combination of target audience and goals.

Awards:

- Silver Award, Summit International Awards—B2B Campaign
- Bronze Award, Summit International Creative Awards—B2B Campaign
- Bronze Award, Silicon Valley ADDYs—B2B Campaign
- Silver Award, Summit International Creative Awards—B2B Campaign
- Silver Award, Silicon Valley ADDYs—B2B Campaign
- Silver Award, Davey Awards—B2C Campaign

- a Online marketing for product launch**
- b Integrated marketing for awards program**
- c Integrated marketing for student licensing program**
- d Concept and design for education tradeshow event**

