



ADOBE EXPRESS

September 2025 - December 2026

**American Marketing Association
International Collegiate Case Competition 2024 - 2025**

"Changing the world through personalized digital experiences"

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Case Challenge

Adobe Express is planning to redesign and relaunch its product in the fall to improve its positioning to the target audience of students 18-24. To improve this positioning, we have created an integrated marketing communications plan which will run from September 2025-December 2026 with the focus of increasing the awareness and familiarity of Adobe Express. The strategies outlined aim to improve Adobe Express' positioning in the market and improve reach to the target audience.

Time Period

September 2025
through December 2026

Target Market

College Students aged
18-24 years old

1

Budget

10 million dollars

2

College and University
Professors aged 30-65

Objectives

- Increase awareness and familiarity of Adobe Express by 20% among professors and students in college and university departments by December 2026.
- Increase awareness and familiarity of Adobe Express by 20% among higher education students aged 18-24 through targeted social media campaigns by December 2026.

Primary Research

Key Findings

02

In order to gain insight into the perception of Adobe Express amongst our target market(s), we conducted an online survey which we distributed to a mix of college students and college professors. Out of 70 responses, we had 88.6% from Gen Z, 8.6% from Gen X, and 2.9% from Baby Boomers. 80% of respondents were female, 14.3% were male, and 5.7% were nonbinary.

Survey Questions

Section 1: Demographics

- Respondents' age group
 - Generation Z, Millennials, etc.
- Gender identity
- Education level

- Motivating factors for trying new content creation tools
 - e.g., free trial, better tutorials/resources, more customization options, user-friendliness

Section 2: Design Tool Usage

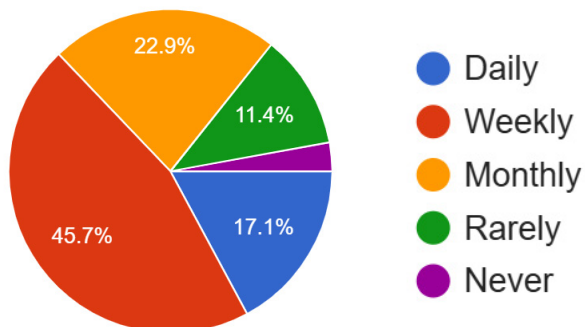
- Frequency of creating visual content
 - (e.g., presentations, posters, videos)
- Tools/platforms currently used (e.g., Canva, PowerPoint, Photoshop) and reasons for choosing them
- Desired improvements in current tools and most important features when selecting a design tool
 - e.g., ease of use, templates, AI features
- Self-assessed skill level with design tools

Section 3: Adobe Express Insights

- Awareness of Adobe Express and how respondents first learned about it
- Frequency of Adobe Express usage
- Most appealing features
 - e.g., templates, collaboration tools, Artificial Intelligence features
- Factors that could increase Adobe Express usage
 - e.g., better tutorials, more customization, lower pricing
- Suggestions for feature improvements or additions to Adobe Express

Questions Asked

Visual content creation frequency



Relevancy

This question gives us insight into how relevant Adobe Express might be to our survey respondents. Since a very small percentage (2.9%) of respondents said never, and only 11.4% said rarely, we were confident that our respondent base would give us a good idea of the needs, preferences, and expectations of active visual content creators. With the majority of respondents creating content at least occasionally, the data collected will likely reflect the perspectives of individuals who are familiar with or could benefit from tools like Adobe Express. This allows us to tailor our recommendations and strategies to a user base that is already engaged in content creation.

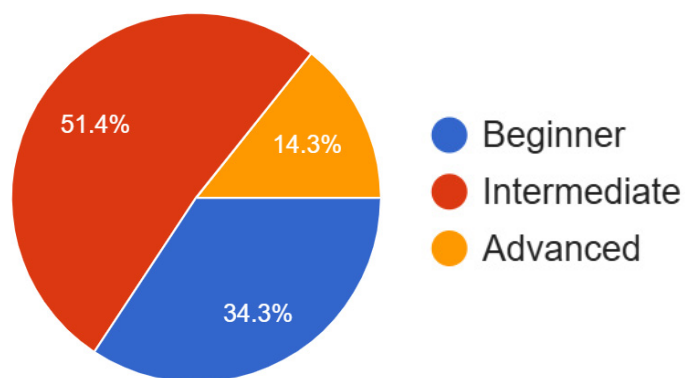
Primary Research

Key Findings

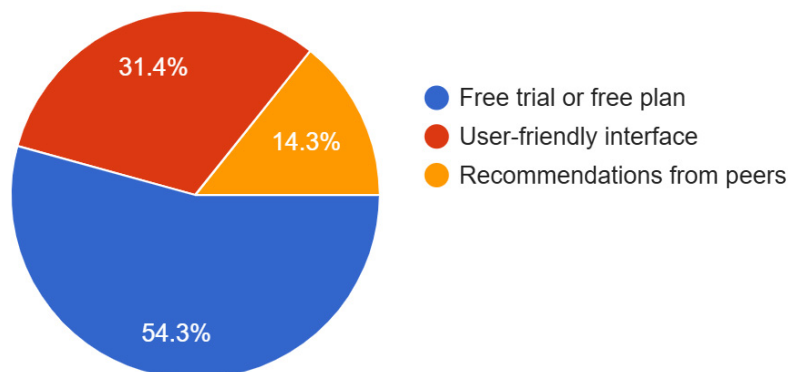
03

Questions Asked

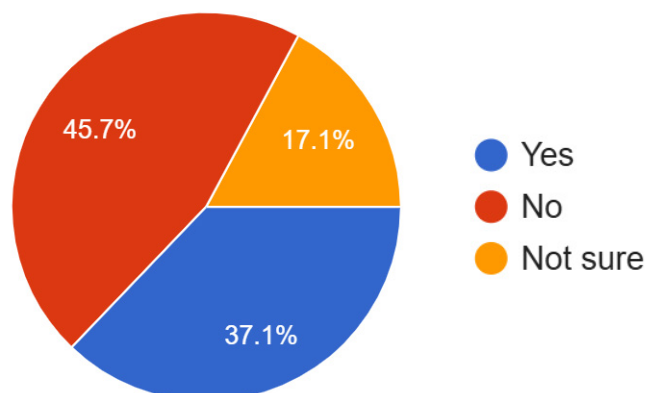
Design tool skill levels



Features that would motivate respondents to try a new tool



Adobe Express familiarity



Relevancy

This question provided valuable insight into the skill levels of our respondents, helping us understand their familiarity with design tools. With 34.3% identifying as beginners, 51.4% as intermediate, and 14.3% as advanced, the data indicates a diverse range of experience. The majority being intermediate suggests that most respondents have some familiarity with design tools but may still seek user-friendly interfaces and accessible features. The significant beginner percentage highlights the importance of simplicity and tutorials, while the advanced group indicates a need for more sophisticated capabilities to cater to their expertise.

This question allowed us to observe the key factors that would encourage respondents to try a new design tool. The majority, 54.3%, indicated that a free trial or free plan is the most motivating feature, highlighting the importance of affordability and risk-free exploration. Meanwhile, 31.4% value a user-friendly interface, emphasizing the need for intuitive and accessible design. Lastly, 14.3% are influenced by recommendations from peers, showcasing the role of word-of-mouth and trust in driving adoption. These insights suggest that offering a free plan paired with an easy-to-navigate interface could significantly increase interest in a new tool like Adobe Express.

This question shed light onto respondents' familiarity with Adobe Express. While 37.1% indicated they were familiar with the platform, a slightly higher percentage (45.7%) stated they were not familiar, and 17.1% were unsure. These results reveal that while a portion of our audience has some awareness of Adobe Express, there is still a significant lack of familiarity among the majority. This represents a clear opportunity for Adobe Express to expand its visibility and educate potential users on its features and benefits. Targeted awareness campaigns, tutorials, and peer-driven recommendations could help bridge the knowledge gap, particularly for the "not sure" and "no" respondents. By increasing familiarity, Adobe Express could better position itself to attract new users and encourage adoption among those unfamiliar with its offerings.

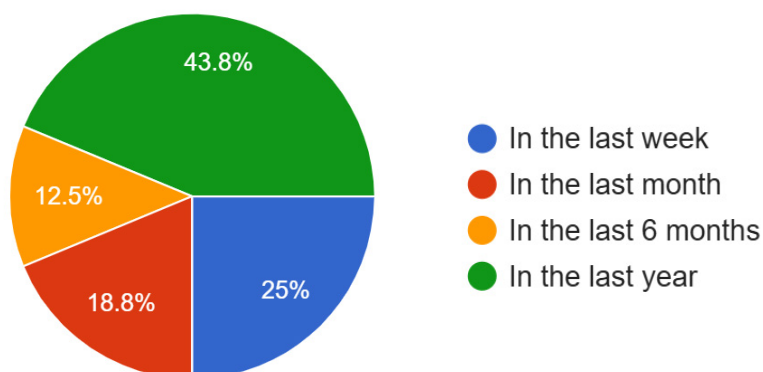
Primary Research

Key Findings

04

Question Asked

The last time familiar respondents used Adobe Express



Relevancy

This question provided insight into the recency of Adobe Express usage among familiar respondents. A quarter of the respondents (25%) reported using Adobe Express within the last week, indicating active engagement with the platform. 18.8% used it in the last month, while 12.2% hadn't used it in the past 6 months, and a significant 43.8% hadn't used it in the past year. These findings suggest that while there is a portion of active users, a larger percentage of familiar users may not be engaging with the platform regularly. This indicates an opportunity for Adobe Express to re-engage lapsed users through targeted campaigns, feature updates, or incentives, such as notifications about new tools or improvements that might reignite their interest and usage.

Common features survey respondents would like to see Adobe Express improve on or add

Usability

"The sensitiveness when trying to drag things around the screen"

"Make it easier to use"

Features

"The sensitiveness when trying to drag things around the screen"

"Collaboration tools and better in depth tutorials for various project types"

Affordability

"More free templates"

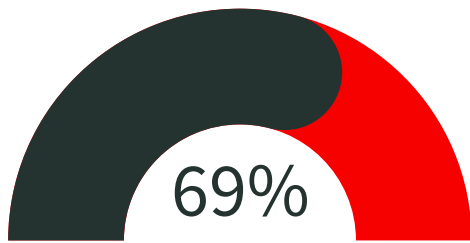
"More free options and short videos for how to use"

"It should improve its AI generator tool because it didn't work well when I tried to use it"

"The ability to generate film using Artificial Intelligence"

According to an IBIS World Report, titled Design, Editing, & Rendering Software Publishing in the US, "Many companies and educational institutions offer discounts on software and programming courses for students and professionals seeking to expand their skills". Currently, Adobe Express offers free premium subscriptions to students in kindergarten - 12th grade. However, deliverables assigned to students in grade school are typically less complex and do not require the full range of

NutMeg Education (2023)



of students are likely to continue using a subscription service they accessed at a discount during their academic years after they graduate and enter the workforce

features that Adobe Express offers. As students transition to higher education, their assignments and projects become more advanced, demanding versatile tools for design, presentations, and collaboration. This gap presents an opportunity for Adobe Express to extend its focus beyond K-12 students and emphasize features that cater to college students more sophisticated academic, professional, and personal needs. By targeting this audience with tailored features and strategic marketing, Adobe Express can bridge the gap between grade school usage and the demands of higher education. A Mintel report titled Student Lifestyles (2022) suggests that "Brands that can connect with college students are in a strong position to gain."

According to NutMeg Education, college students are highly receptive to subscription-based models, with their spending on such services significantly influenced by factors like student discounts and parental support (Harris, 2023). College-aged individuals are more likely than older demographics to pay for subscription services, including digital tools, due to the benefits these services offer during their education and beyond. For example, companies like Spotify and Amazon Prime have successfully used student discounts to build loyalty, converting many students into full-time paying customers after graduation.

These findings align with the argument that offering free premium versions of Adobe Express to college students could encourage usage during their studies. With familiarity and reliance built during this period, these students are more likely to transition to paid subscriptions after graduation as they enter the workforce and require advanced tools for professional purposes. Leveraging this strategy can position Adobe Express as an indispensable tool for both academic and career growth, creating a sustainable user base among young professionals.

Social Media Content Creation

Adobe Express simplifies the creation of visually engaging posts, stories, and ads tailored to platforms like Instagram, Facebook, TikTok, and LinkedIn.

- Pre-sized templates optimized for each platform.
- Animations and motion effects to make posts stand out.
- Content Scheduler to plan, preview, and publish posts directly from the platform



Marketing Materials

Businesses can design professional-quality flyers, brochures, posters, and banners without requiring advanced design skills.

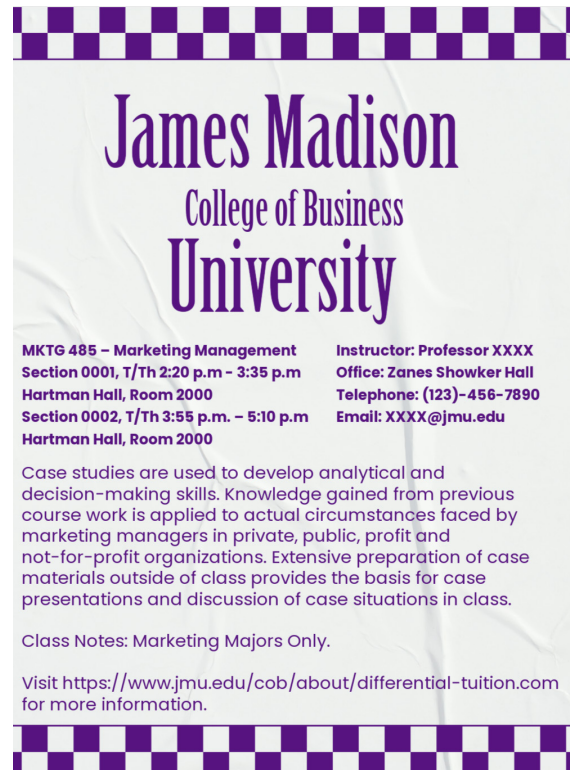
- Custom branding kits for consistent colors, fonts, and logos.
- High-quality, royalty-free assets and templates for different industries.
- Collaboration tools to work on projects as a team



Educational Materials

Educators and students can use Adobe Express to design infographics, worksheets, and reports that are visually appealing and easy to understand.

- Tools for visual storytelling and data visualization.
- Library of educational templates for presentations and documents.
- Seamless integration with Creative Cloud for advanced features



Personal Projects

Individuals can use Adobe Express for hobbies, such as designing greeting cards, custom calendars, or photo books.

- Easy customization for personal touches.
- Printing options for physical keepsakes.
- Drag-and-drop tools for quick edits.



Key Use Cases

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Event Announcements

Promote club meetings, fundraisers, workshops, or events with professional visuals.

- Pre-designed templates for posters, flyers, and digital banners.
- Eye-catching animations to create engaging event invites for social media or emails.
- Editable designs tailored to themes like charity drives, cultural celebrations, or recruitment events.



Presentation Designs

Create visually dynamic slides that stand out compared to standard templates from traditional software like PowerPoint.

- Easy-to-use layout options for a polished look.
- Image and text overlays for more engaging storytelling.
- Customizable templates to adapt to different topics and tones



In this section, we highlight the key segments of our target market, market trends, audience needs, and pain points. Understanding and tailoring to consumer needs, behaviors, and preferences is essential. This will guide our objectives, strategies, and targets.

Audience Segmentation

College Students

- Demographics
 - Age: 18-24
 - Genders: All genders
 - Location: Urban and suburban areas, near college campuses
 - Education: Enrolled in college
- Behaviors
 - Heavy use of Instagram, TikTok, YouTube, and others for media consumption
 - Familiar with basic design software
 - Interested in discount or student pricing for subscription models
- Needs and Motivations
 - Need quick and efficient tools for presentations, posters, social media, and portfolios
 - Desires of self-expression through visual designs for themselves or others
 - Seeking options that are affordable and can fit within their student budget

College Professors

- Demographics
 - Age: 30-65
 - Genders: All genders
 - Location: University campuses or online teaching environments
 - Education: PhD, Master's, or Bachelor's Degree
- Behaviors
 - Professors use a variety of digital teaching tools, however, may be unfamiliar with digital design software
 - Interested in tools for the classroom that can engage or influence students
 - Media consumption comes from academic journals, webinars, or other educational related content
- Needs and Motivations
 - Prefer tools that are easy to implement into the classroom and into assignments
 - Interested in tools that can encourage collaboration and educational discussion

Market Trends

Due to evolving consumer behaviors, technological advancements, and economic factors, this market is undergoing significant shifts. Understanding these trends is what will keep us ahead of the market, as we are able to capitalize on this new and ever-changing landscape.

Current Trends

- Desire for Authenticity
 - As Gen Z continues to shape current trends, they place a high value on authenticity. This generation seeks to express their creativity and uniqueness in bold and outgoing manners.
- Influence of Social Media
 - Social media platforms such as TikTok or Instagram creates a greater demand for design tools that could be used to create social media posts. With the rise of short-form content, it is necessary for tools to be quick and efficient to use.
- Technological Advancements
 - As technology continues to advance, it will be integrated with various sources. This generation will learn and continue to grow alongside these new technologies.

Key Insights

- Authenticity and Self-Expression
 - Brands such as Adobe Express can market their software as a means to express this creativity and desire for authenticity. Design software can adapt to make the user experience more personalized.
- Social Media
 - Design software brands should improve content creation tools and offer templates or features that cater to current trends.
- Technological Adaptation
 - Brands should integrate these new technologies into their software, creating tools such as AI assistance to improve their product.



Demographics

Age: 45

Gender: Male

Location: Tysons Corner, VA

Income: \$130,000/year

Family: Married with one child (age 7)

Education: Ph.D. in Marketing and M.A. in Communications

Role: Head of Marketing Department

Psychographics

Values: Innovation, student empowerment, practical learning, collaboration between academia and industry.

Beliefs: Strong advocate for the integration of real-world marketing skills in the classroom, aiming to equip students with the tools to succeed in the rapidly evolving digital landscape.

Personality: Approachable, visionary, open to feedback, prefers data-driven decisions, encourages hands-on learning.

Pain Points & Frustrations:

Adapting to New Marketing Trends: Keeping pace with the fast-changing digital landscape in marketing education.

Student Engagement: Struggling with making complex marketing concepts relatable for students who are often distracted by social media and other digital distractions.

Technology Barriers: The challenge of integrating emerging technologies (like AI and new digital platforms) into the curriculum without overwhelming students or lacking proper resources.

Curriculum Flexibility: The difficulty in adjusting course content quickly enough to meet industry demands, particularly around evolving platforms and marketing strategies.

Goals & Motivation:

Student Success: Wants to ensure students are equipped with practical marketing skills.

Educational Innovation: Passionate about creating a forward-thinking learning environment where students learn how to build and use new platforms in their marketing strategies.

Industry Partnerships: Desires to collaborate with industry leaders to ensure students have access to relevant tools, internships, and case studies to bridge the gap between theory and practice.

Personal Growth: Aims to stay at the forefront of the marketing field through ongoing professional development.

Interests & Hobbies:

Research: Focuses on digital marketing trends, strategic internet marketing, and how new platforms are reshaping consumer behavior.

Technology Enthusiast: Keeps up with the latest tools, platforms, and technologies in marketing to incorporate into course curriculum.

Teaching: Enjoys mentoring students, especially when they get excited about building new platforms and understanding marketing trends in the real world.

Community Engagement: Involved in local initiatives that connect students with local businesses, helping them apply their marketing skills.



Demographics

Age: 20

Gender: Female

Location: College Town

Occupation: Social Media intern at a local cafe in college town

Family: Oldest of three children

Education: Junior, B.B.A. in Marketing

Leadership Role: VP of Marketing in the American Marketing Association

Psychographics

Values: Creativity, innovation, collaboration, and personal growth.

Beliefs: Passionate about marketing as a tool to influence consumer behavior and connect brands with their target audiences. Believes in the power of storytelling through digital platforms.

Personality: Outgoing, ambitious, driven, and team-oriented.

Communication Style: Friendly, clear, and persuasive; enjoys working with teams and values open communication.

Pain Points & Frustrations:

Time Management: Balancing academic demands, extracurricular activities (AMA), and her part-time job, a social media intern at a local cafe in Downtown Harrisonburg.

Keeping Up with Trends: Finds it challenging to stay on top of the rapidly changing digital marketing landscape, especially with new social media platforms and technologies.

Networking: Feels uncertain about the best ways to network with industry professionals to help her career.

Goals & Motivation:

Career Preparation: Aims to land a top marketing internship by the end of senior year to gain industry experience and build her portfolio.

Skill Development: Wants to learn new marketing tools, especially in digital and social media marketing, and build a personal brand that stands out.

Networking: Hopes to build strong relationships with peers, professors, and professionals through AMA

Leadership: Aspires to land AMA President next year and currently runs AMA social accounts as VP of Marketing.

Interests & Hobbies:

Social Media: Passionate about content creation, particularly on Instagram and TikTok, where she experiments with different styles of marketing and storytelling.

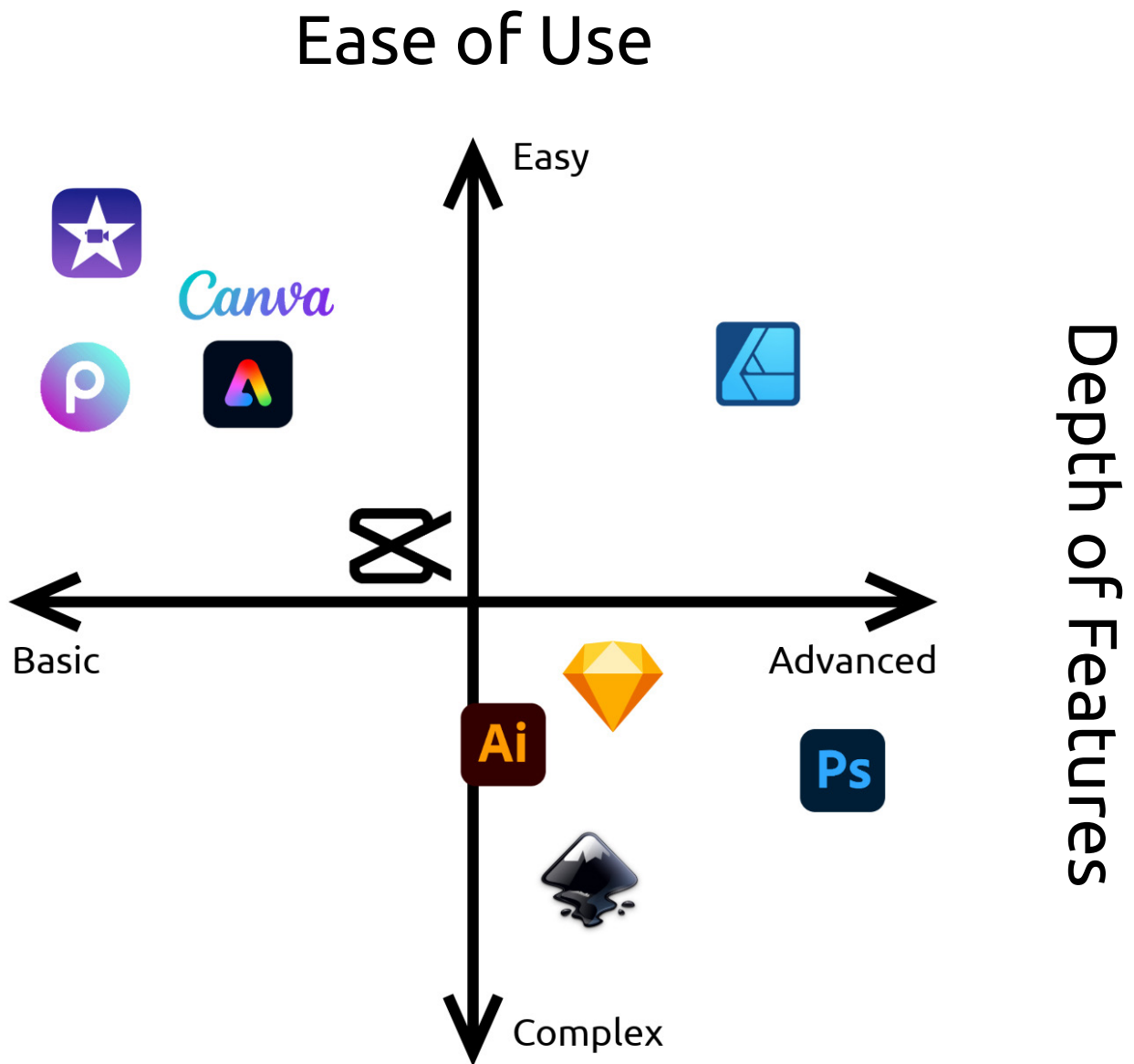
Creative Projects: Loves creating marketing campaigns for student clubs and events. Enjoys designing graphics, social media posts, and promotional materials.

Traveling: Enjoys traveling to new places and gaining diverse perspectives, which fuels her creativity.

Marketing Tools: Comfortable using platforms like Canva, Adobe Express, Hootsuite, and Google Analytics.

Positioning Chart

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The positioning chart analyzes Adobe's Key Factors in comparison to competitors. Adobe Express is positioned in easy to use and the depth of features is wide, yet straightforward and good for those in the creative space. The same can be said for Canva, which is slightly more user-friendly. While there are other easier-to-use software, they lack complexity in their features offered. Other Adobe software such as Photoshop or Illustrator require more understanding to use, placing it where it is more complex to use, however making more out of the features. Other software such as Sketch, Inkscape, and Affinity come with more advanced features but sacrifice usability, limiting those who may use these software.

SWOT Analysis

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Strengths

- Artificial Intelligence integration with their software
- Cross-platform integration across Adobe-owned services
- Personalization tools, streamlining and organizing projects and branding
- Schedule options
- Learning tab
- Animations
- Logo maker
- Available in a variety of forms

Weaknesses

- Limited accessibility due to premium-only features
- Limited font selection
- Overwhelming website design
- Website is difficult to navigate
- No college student discount options

Opportunities

- Partnership with educational institutes
- Design feedback given by Artificial Intelligence
- Design templates for niche markets
- Partnership with other brands

Threats

- Intense competition
- Premium features deterring users
- Market saturation
- Data privacy concerns
- Could suffer from performance bugs
- Over-reliance on AI features

Pricing

Adobe Express currently offers two different plans for customers to choose from, each granting access to different parts of the platform. We are proposing a new plan, tailored specifically to college students.

Free Plan

Ideal for basic content creation, offering essential editing tools, 25 generative AI credits, access to 100,000+ templates, and 1M+ Adobe Stock assets with 5GB of storage. It's completely free with no credit card entry required.

Premium Plan

Designed for more advanced users at \$9.99 per month (or save with an annual plan). It includes all Free Plan features plus 250 generative AI credits, access to 200M+ premium assets, 25,000+ custom fonts, additional editing tools, content scheduling, and 100GB of storage.

Campus Creative Plan

NEW

Designed for college students seeking affordable access to premium design tools. At \$9.99 per semester (4 months), it aligns with academic schedules and helps students tackle both academic and extracurricular projects with at an affordable price. All features from the current Premium Plan are included, with additional access to student-exclusive templates (focused on resumes, portfolios, presentations, and group project collaboration). The Campus Creative Plan builds familiarity during school years, increasing the likelihood of converting to full-price subscriptions post-graduation. The semester billing structure provides a Unique Value Proposition, aligning with academic cycles, will simplify renewals and boost adoption during key moments in the school year (e.g. purchase during syllabus week & ends after finals).

Objective 1

Increase awareness and familiarity of Adobe Express by 20% among Professors and Students in College and University departments by December 2026.

Strategy 1

Sponsoring digital marketing competitions at Colleges and Universities nationwide.

Strategy 2

Expand Adobe ambassador program to have professor and student representation.

Strategy 3

Utilization of digital marketing to target Professors and Students.

Objective 2

Increase awareness and familiarity of Adobe Express by 20% among higher education students aged 18-24 through targeted social media campaigns by December 2026.

Strategy 1

Partnering with three different influencers to showcase the variety of benefits on Adobe Express.

Strategy 2

Using Adobe Express social media accounts to facilitate increased brand engagement and familiarity with products.

Strategy 3

Utilize niche trends to appeal to various groups of people in the target market.

Objective 1

Strategy 1

Hosting and attending events which involve Professors and Students at Colleges and Universities

1. Sponsoring creative-centered competitions held at Colleges and Universities nationwide. Using this method as a way to increase brand awareness among college students and professors.
2. Hosting digital marketing competitions at Colleges and Universities which utilize Adobe Express, increasing familiarity with the product among students aged 18-24.
3. Hosting webinars and workshops with Colleges and Universities that use their product for projects and assignments.

Strategy 2

Expand Adobe ambassador program to have professor and student representation.

1. Collaborate with and feature a professor on the Adobe Express Ambassador website Demonstrating the ways in which Adobe Express can be used in the academia field.
2. Collaborate with a student, or someone aged 18-24 who uses Adobe Express for class projects, clubs, extracurriculars or other school related involvement.

Strategy 3

Utilization of digital marketing to target Professors and Students.

1. Create an Adobe Express LinkedIn account, using the platform to connect with those in academia. Demonstrate the benefits of Adobe Express to potential users and showcase the advantages of it in comparison to competitors.
2. Run an email marketing campaign targeting professors at colleges and universities. Redirecting them to the Adobe Express website, and promoting the adobe blog newsletter.
3. Running a display advertising campaign to promote the unique features of Adobe Express to increase brand awareness and visibility.

Objective 2

Strategy 1

Partnering with 3 different social media influencers, running social media campaigns with each to showcase the benefits of Adobe Express.

1. Partnering with an influencer currently enrolled in College or University, running a campaign in which they showcase the benefits of Adobe Express for students. Using this campaign as a way to highlight the school benefits of Adobe Express.
2. Partnering with a graphic designer influencer aged 18-24, running a campaign to showcase the benefits of Adobe Express for those in creative spaces. Using this campaign as a way to highlight the graphic design benefits Adobe Express offers.
3. Partnering with a content creator aged 18-24, running a campaign to showcase the benefits of Adobe Express for those in the content creation field. Using this campaign as a way to highlight the way Adobe Express can be used every day.

Strategy 2

Using Adobe Express social media accounts to facilitate increased brand engagement and familiarity with products.

1. Using Instagram and TikTok to cross-promote to the Adobe Express YouTube channel showcasing in depth tutorials to improve and increase user familiarity.
2. Using paid-ads on social media platforms to allow for more accurate target audience reach, as they allow for the tailoring of your targeting.
3. Using all social media platforms to interact with customers and the target audiences outlined. Reposting and promoting user-generated content, responding to comments, and responding to direct messages on all accounts.

Strategy 3

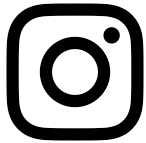
Utilize niche trends to appeal to various groups of people in the target market.

1. Leveraging TikTok and Instagram to create content which appeals to niche trends to increase engagement across platforms to boost posts and increase brand awareness. Using trending audio and video formats to boost post success.
2. Using trends centered around social movements to reinforce and establish brand goals and values. This is also a way to improve brand engagement and awareness, as it will attract those with similar values.
3. Combining the appeal to trends with the use of search engine optimization keywords to increase views and traffic to accounts.

Media Recommendations & Suggestions

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Rationale & Platform Overview



Instagram is an optimal platform for Adobe Express to increase awareness and familiarity to the desired younger audience. With a pre-existing account and social media presence, this will simplify the implementation of the proposed campaigns and grow awareness.

31.2% of users
are ages 18-24

44% of users have
some college
education

51.8% Male and
48.2% Female



YouTube is currently used to share tutorials, feature showcases, and user success stories. The platform provides step-by-step guides for new users and tips for more advanced features, helping students, educators, and creators maximize their experience. YouTube helps each a broader audience with visual, in-depth content that is easily accessible.

77% of users
are ages 18-24

42% of users have
some college
education

53% Male and
47% Female



LinkedIn would be an optimal platform for Adobe Express to increase awareness and familiarity to the desired audience as well as those in academia. The creation of an Adobe Express account will increase awareness of the product and its benefits in supporting professional development. LinkedIn groups, such as those focused on education technology, digital marketing, and student success, can provide a space to share tutorials, success stories, and practical use cases.

NEW

21% of users
are ages 18-24

56% of users have
some college
education

57% Male and
43% Female



TikTok is a highly engaging platform that would allow Adobe Express to reach students and educators in a creative and interactive way. With its short-form video content, Adobe Express can showcase quick tutorials, user-generated design challenges, and before-and-after transformations to demonstrate the product's value. By leveraging popular TikTok trends and collaborating with student influencers, Adobe Express can attract a younger audience, making design accessible and fun.

NEW

62% of users are
ages 18-24

35% of users have
some college
education

60% Male and
40% Female

Current Product Market Fit

Adobe Express is a free-to-use design software that was made to be easy and efficient to use. With features such as scheduling, tutorials, and various add-ons, it was made to help and accommodate the user as much as possible. This product offers powerful tools such as AI assistance to improve visuals. It also offers almost unlimited customization options that will make every creation unique. It is an easy-to-use product designed for beginner users, with some advanced options for more skilled graphic designers.

Key Features

- User friendly design
- Plenty of quick start templates
- Range of fonts and text customization options
- Photo editing tools
- Animation and editing tools
- Real time collaboration
- Mobile app accessibility
- Integration with Adobe Creative Cloud

Recommended Enhancements

- Simple user interface
 - The user interface is too overwhelming for the consumer, then it may deter them from using the product
- More template options
 - Current template options are limited, and as Adobe Express is already integrated with AI, there should be a more expansive selection of templates
- Improved Tutorials
 - Most consumers who use Adobe Express are beginner or intermediate users, so there are many features they don't have knowledge in using. Improved tutorials that are convenient and easy to access will greatly improve their want to continue using the product



Creative Execution

Outlined below demonstrate the marketing communications strategy and how it moves consumers through the AIDA model to ultimately take action and purchase Adobe Express.

Attention



With the goal of this stage centered around grabbing the attention of those in the target audience, the communication strategy at this stage is to increase customer awareness. This will be achieved through the paid ads on social media, influencer collaborations, posting of events, and overall use of the Adobe Express social media platforms all having eye-catching visuals and slogans.

Interest



Once reaching the target audience's attention, to generate interest in the product, all posts will be comprised of details and information related to Adobe Express benefits and uses. Similar to the attention stage, the same marketing platforms will be used, yet the post's content will help generate interest by including information showcasing the benefits of Adobe Express and how it compares to competitors.

Desire



With those in the desire stage having developed an interest in the product, the marketing communication strategy on all platforms will be to show those in the target audience how the product can influence their life. The content that will be most influential during this stage is the collaborations with influences and posting of testimonials on social media platforms.

Action



To get those who progress from desire to take action, using call to actions such as 'Try Today', 'Create your account today', and 'Limited Offer' will incentivize those in the target audience to purchase the product and try it for themselves. These call to action will be delivered through the email marketing campaign and social media posts.

Distribution/Timeline

21

		Sep				Oct				Nov				Dec			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
	Influencer Campaign																
	Graphic Designer Campaign																
	Instagram Post																
	TikTok Post																
	LinkedIn Post																
	Email Marketing Campaign to Professors																
	Sponsoring Competitions																
	Hosting Webinars																
	Hosting Competitions																
	Ambassador Program Establishment																

		Jan				Feb				Mar				Apr			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
	Influencer Campaign																
	Graphic Designer Campaign																
	Instagram Post																
	TikTok Post																
	LinkedIn Post																
	Email Marketing Campaign to Professors																
	Sponsoring Competitions																
	Hosting Webinars																
	Hosting Competitions																
	Ambassador Program Establishment																

		May				Jun				Jul				Aug			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Marketing Activities	Graphic Designer Campaign																
	Content Creator Campaign																
	Instagram Post																
	TikTok Post																
	LinkedIn Post																
Email Marketing Campaign to Professors																	
Sponsoring Competitions																	
Hosting Webinars																	
Hosting Competitions																	
Display Advertising Campaign																	

[illegible]

Events			0.00%
	Sponsoring	\$1,000,000.00	10.00%
	Hosting	\$500,000.00	5.00%
Digital Marketing			0.00%
	Email Marketing	\$400,000.00	4.00%
	Display Ads	\$1,000,000.00	
	Website Marketing	\$1,500,000.00	15.00%
	Mobile Marketing	\$600,000.00	6.00%
Social Media Marketing			0.00%
	Instagram	\$800,000.00	8.00%
	LinkedIn	\$400,000.00	4.00%
	YouTube	\$900,000.00	9.00%
	TikTok	\$400,000.00	4.00%
Influencers			0.00%
	Graphic Designer Influencer	\$500,000.00	5.00%
	Content Creator	\$600,000.00	
	College Influencer	\$400,000.00	
Ambassador Programs			0.00%
	Adobe Express Ambassadors	\$700,000.00	7.00%
	Campus Ambassadors	\$300,000.00	
Total Budget:		\$10,000,000.00	100.00%

Adobe Community

The Adobe Community is a place for Adobe software users to connect, ask questions, learn, get help, and share creative ideas. Users in the Adobe Express community are actively engaging, with over 13,000 conversations overall and more than 200 in the past month. In order to gauge what users like, dislike, and have trouble with in their digital experience of using the web-based or mobile app platform, we have gone through conversations throughout the Adobe Express community for suggestions. In order to express this, we are listing out everything with a **START-STOP-CONTINUE** framework.

User-Friendly Interface

START Offering more guided tutorials for first-time users to explore all features efficiently.

STOP Overloading the interface with too many options upfront, which can overwhelm beginners.

CONTINUE Maintaining the drag-and-drop functionality that simplifies design for all skill level.

Template Library

START Adding more niche-specific templates (e.g., for industries like healthcare, education) to cater to diverse audiences.

STOP Requiring users to manually search for commonly used templates; improve search filters and tagging.

CONTINUE Expanding the professionally designed templates that save time and inspire creativity.

Branding Kit

START Allowing more customization within the branding kits, such as adding multiple sets of branding for different campaigns.

STOP Limiting advanced branding tools to premium tiers; make basic branding tools more accessible.

CONTINUE Supporting consistency with easy-to-apply brand logos, colors, and fonts.

Artificial Intelligence Features

START Introducing AI-assisted design suggestions based on user behavior.

STOP Relying solely on AI for creative enhancements; offer manual override options for precision.

CONTINUE Enhancing features like background removal and generative fill, which significantly improve workflow efficiency.

Digital Experience

Content Collaboration

START Offering version comparison tools to track changes more effectively.

STOP Limiting collaboration features to team accounts; enable broader sharing for smaller groups.

CONTINUE Supporting real-time collaboration and comments for team projects.

Social Media Integration

START Adding analytics features to track post performance directly within the app.

STOP Requiring external tools for scheduling; integrate more robust scheduling options.

CONTINUE Allowing direct publishing to major platforms like Instagram, LinkedIn, and Facebook.

Customizable Animations

START Introducing AI-powered animation suggestions tailored to the project type.

STOP Offering only basic animations; enhance options for transitions and effects.

CONTINUE Supporting animations that add vibrancy to projects without needing advanced skills.

Mobile and Desktop Compatability

START Offering full access to advanced desktop tools on mobile devices to reduce functionality gaps.

STOP design inconsistencies between mobile and desktop interfaces that confuse users switching between platforms.

CONTINUE Retain the intuitive drag-and-drop functionality and easy navigation across devices, which users appreciate.

Learning & Support Resources

START Building a more comprehensive knowledge base for troubleshooting and advanced features

STOP Requiring users to navigate multiple pages for basic guides; streamline resources in one hub.

CONTINUE Offering step-by-step tutorials and webinars to help users maximize the tool's potential.

Handshake x Adobe Express

Adobe Express could partner with Handshake (the ultimate career platform for Gen Z) to host webinars and virtual workshops. These events would focus on teaching students how to use Adobe Express for professional development, such as creating standout resumes, portfolios, and personal branding materials. The collaboration could include tutorials on integrating Adobe Express projects into Handshake profiles for job applications.

Ambassador Program Expansion

Adobe Express can use the existing ambassador program by interviewing one student and one professor ambassador from each college campus. These ambassadors could host interactive workshops on how Adobe Express can be used in coursework, club projects, and campus events. By integrating into classroom and extracurricular activities, the program ensures practical, hands-on exposure for students and faculty alike. These campus ambassadors can also host Campus Creativity Festivals on university campuses. These day-long events could feature live demonstrations of Adobe Express, design challenges, giveaways, and networking opportunities with industry professionals. Students would be able to collaborate in real time to create projects using Adobe Express, fostering both engagement and skill-building.

Conference Participation

Adobe Express can participate in prominent national conferences such as DECA's International Career Development Conference and AMA's International Collegiate Conference by hosting competitions where students must use Adobe Express for their submissions, such as creating marketing campaigns or presentation designs.

Digital Marketing Expo Outreach

Adobe Express could attend digital marketing expos and education technology conferences to engage directly with college professors and administrators. These events provide an opportunity to showcase Adobe Express as a classroom-ready tool for teaching digital creativity, especially in marketing, business, and communications courses. Ambassadors can also promote the new proposed semesterly billing, Campus Creative Plan.

Events

Objectives: The events outlined in the plan aim to increase the awareness and familiarity of Adobe Express to those in the outlined target markets.

KPIs: Attendance rate, Audience engagement, Post-event sales, Net promoter score

Success: Success will look like high attendance rate, good audience engagement, an increase in post-event sales, and high net promoter score ratings.

Digital

Social Media

Objectives: The social media strategies outlined in the plan aim to increase the awareness and familiarity of Adobe Express to those in the outlined target markets.

KPIs: Engagement rate an impressions, Follower count, Click-through rate, Cost per lead, and Conversion rate

Success: When looking at social media platforms, an increase in engagement rate and impressions, follower count, click through rate, and conversion rate are successful when increasing. Having a low cost per lead is ideal, however, as it reflects the generation of more leads at the least amount of money.

Email Marketing and Display Ads

Objectives: The email marketing and display ads strategies outlined in the plan aim to increase the awareness and familiarity of Adobe Express to those in the outlined target markets.

KPIs: Open rate, Click-through rate, Conversion Rate, Unsubscribe Rate, Cost per click, Return on Investment

Success: When analyzing the success of email and display ads, success for emails will show high open rate, low click-through rate, high conversion rate, and low unsubscription rate. For display ads, success will reflect high conversion rate, return on investment, and low cost per click.

Social Media



To implement the objectives, strategies and tactics outlined by the plan, and the use of the content calendar, a rolling-out strategy can be made. After reviewing the content calendar, completing a more in-depth breakdown and planning of posts is the next step. Planning content that coincides with the campaigns being rolled out, events occurring, and evergreen content is key. Also, anticipating trends and adding room in the strategy to account for this is key.

Events



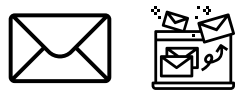
When planning events, ensure strategy is established in advance and utilizing all communication platforms to achieve high reach and awareness is key. Analyzing metrics after each event and making adjustments after each is also key in ensuring success.

Ambassador Program



When picking ambassadors that represent two target audiences, it's important to pick those who reflect and will uphold the adobe values. Establishing a year-long plan with campus ambassadors to ensure all goals are met for the outlined plans.

Email Marketing



To implement a successful email marketing campaign to reach out to Professors, using social media platforms to generate leads. Evaluating the success of the various emails to discover what the target audience is responding to will be key to the success of this.

Display Ads



Analyzing and conducting research on what platforms the primary target markets are on will be key to determining where display ads should be placed. Using these ads to highlight the new features and updates being implemented will increase curiosity and brand awareness.

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