B2B AWARDS

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B2B MARKETING AWARDS 2014

Category number:	3
Category name:	Best use of live-event marketing
Campaign name:	Adobe Create Now Event: Live Creative Jam
Name of agency:	Torpedo
Client:	Adobe
Agency website:	torpedogroup.com

Total word count (including summary page): 1176 words

SUMMARY PAGE

Engaging a creative audience is tough: the very people who on a daily basis are knee-deep in developing content and campaigns – individuals who know a thing or two about what good looks like.

We understand these left-brain types. They wear the same badge as us, and appreciate how hard brands have to work to impress us. Let alone engage us.

Step forward Adobe, a company built on delivering tools that bring the creative process to life. Adobe doesn't just want to be a 'solution provider', it wants to be part of the wider conversation, involved in the act of inspiration.

When it came to promoting Creative Cloud to a creative audience, Adobe wanted something unique. They wanted to increase their interaction with the creative community and build stronger relationships with key movers and shakers.

The result was an event like no other. A platform for sharing ideas, infused with a competititve edge - a live competition on stage - a creative battle royale.

Designers at home were also a big part of the audience. Live streaming and social interaction ensured the buzz from this event was widely accessible.

What follows is a story of the Creative Cloud, and Creative Jams...

Summary word count: 200

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About the client

Adobe is the global leader in digital marketing and media solutions. The company's tools and services enable its customers to create, deploy and optimise digital content across multiple media and devices to achieve greater business success.

Having worked with Adobe in the UK for over 8 years, Torpedo has a solid understanding of the Adobe brand and broader commercial objectives.

Strategy – broader business issues the company is facing

Adobe 'I Am The New Creative' was the central theme to a global campaign created in the US that celebrates the integration of talents by combining the 'artist and the art'.

The campaign was shaped around a series of events at 'creative hubs' around the world. For the UK leg of the tour we needed to incorporate this theme – but also take it somewhere new.



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Objectives of the campaign

We started with a theme and a blank sheet of paper.

A summary of key objectives:

- Position the Adobe Creative Cloud – and align product capabilities to acts of stunning creativity
- Target customers and prospects with a unique event encouraging interaction and including live streaming – in both SMEs, students and freelancers
- Generate demand – by showing people what can be done and encouraging them to 'push the limits' we can also produce a desire for the enabling tools
- Strengthen relationships – and maintain Adobe's position at the heart of the creative process

A Creative Jam

A core component to the event's structure was the idea of a Creative Jam. This activity was previously run in Paris, but was a new concept for the UK market. Putting twelve individuals against each other, with two categories, and two hours to come up with a piece of conceptual work, the Jam provided a framework to construct the event around. Torpedo's task was to bring it to life, and to capture the imagination of both the live and online audience.



Adobe Create Now Event

The target audience

The brief emphasised the need to place a spotlight on the UK's creative talent. In addition, there was a common agreement that any overt product promotions or demos would not sit well with this audience. This was definitely a 'show not tell' endeavour, where inspirational creativity took front seat – and where Adobe technology accepted the role of silent partner.

Media, channels or techniques used

Setting the Scene

Venue: Fabric nightclub in London. A setting that carried the 'cool, informal and relaxed vibe' promised to set the right atmosphere for a creative audience.

Speakers and jammers: we started with Gavin Campbell, who had been involved in the global 'I Am The New Creative' campaign. Together with Adobe, we compiled a 'guest list' full of cutting edge, respected creative luminaries.

Getting integrated

The live event was expected to cater for around 150 attendees. Online, we had much bigger expectations.

Integration began with audience generation. For those delegates we wanted in person at the event, a save-the-date eDM was followed up by the official invite eDM, and then finally a reminder eDM the week of the event. We also took great care to make these communications feel personal – sending invitations directly frmo Adobe contacts to individuals.

Next, our attention turned to the wider online audience, who we targeted through eDMs, social media posts, paid social and a strategic partnership with Creative Bloq. Further support came from a series of advertorials to fire up interest in the event. A series of five articles went live across a three week period leading up to the event positioning the story and introducing the concept of the creative jam.





Adobe Create Now Event

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A Creative Timeline

Step 1 – Up-front thinking
We got creative – literally. We started in the creative studio and demanded that our own designers unplug from the matrix and guide the design of the event by what they would find interesting – and what would turn them off. This analysis was then extended further afield to ensure we had a good handle on what it would take to engage the 'UK creative'.

Step 2 – Initial planning
Next we scoped how the event would be run, where, and how it would be structured to ensure we generated the right atmosphere on the night.

Step 3 – Extended planning
Our focus next turned to digital, and how we could expand the reach of the live event. We pitched the idea of live streaming to Adobe, alongside a host of interrelated social activities – and received the green light.

Step 4 – Audience awareness
This was split into two: the hand picked delegates we wanted at the live show, and the wider online audience. Our thinking quickly turned into an editorial calendar and proposed comms strategy that brought together a number of different channels.

Step 5 – Measurement
This was of course an important consideration, and we collected lots of metrics during the event to help Adobe monitor engagement levels including mechanisms for collecting all social media conversations relating to the event.

Timescales of the campaign

Initial overview briefing took place in January 2014.
Adobe gave Torpedo an in-depth briefing in February 2014.
The event date was Thursday 27th March 2014.

Budgets

CONFIDENTIAL – NOT FOR DISCLOSURE

Adobe has asked that we do not disclose the budget in the instance. However, Torpedo ensured the project was on-budget.

Results

The creative jam added energy to the live event. For a good dust up, we set six motion graphics designers against six graphic designers with the brief of 'extreme selfie'. The challenge was also extended to our online community, who quickly began sharing their ideas across social channels.

In any competition there should be a winner. At the event the rival teams judged each other's work and a winner was identified and celebrated.

The numbers:

We enjoyed the company of over 170 delegates on the night, and the general consensus was that the mix of competition and peer-level discussion offered a great mix for championing inspiration.

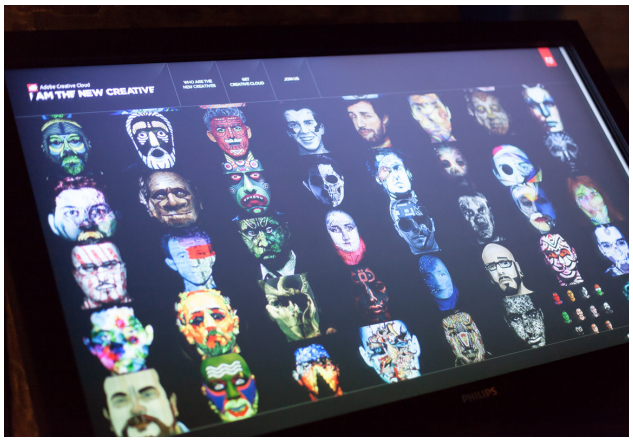
In addition, there were over 3,500 people watching online – and over 60% of these engaged for between 30-60 minutes. An amazing statistic for an event that lasted for a total of three hours.

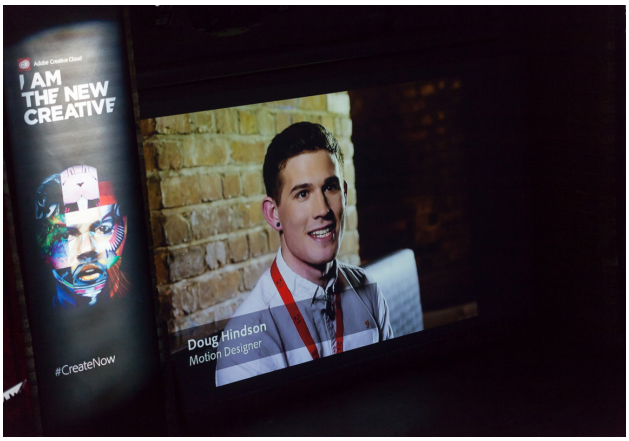
Client testimonial

> "Torpedo understood the audience as brilliantly as they understand us. They worked with us to help create an engaging campaign and live event experience that truly captured the imagination of the creative community. Their passion, hard work and skill resulted in an event incorporating in-person, online and offline channels which truly engaged the audience. Indeed the social engagement of this campaign was greater than other Adobe UK campaigns. The event helped us to further demonstrate our commitment to the creative industry."
>
> Liz Wilkins, Regional Manager Marketing - UK, Nordics & South Africa,
> Adobe Systems Europe Limited.

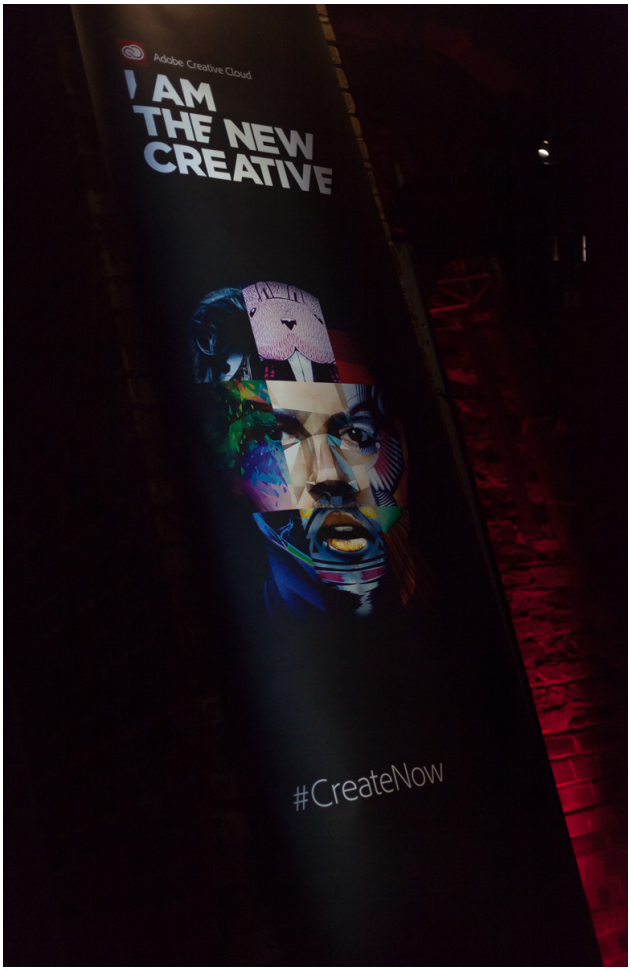
Main submission word count excluding summary & section headings: 976

SUPPORTING IMAGERY



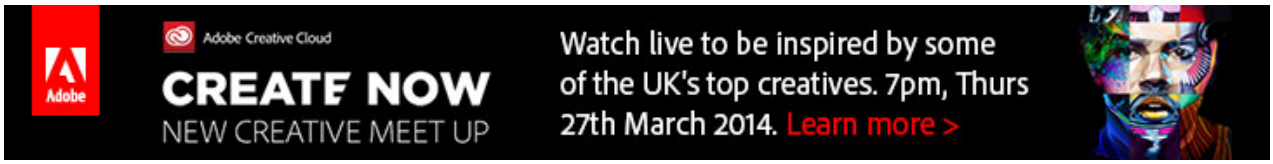


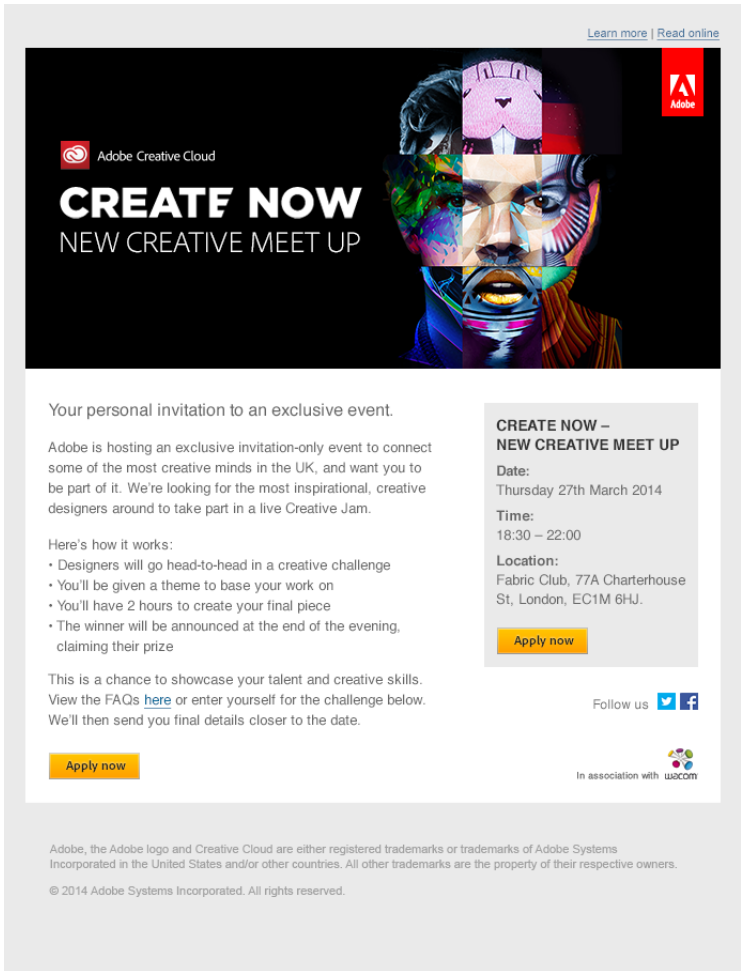


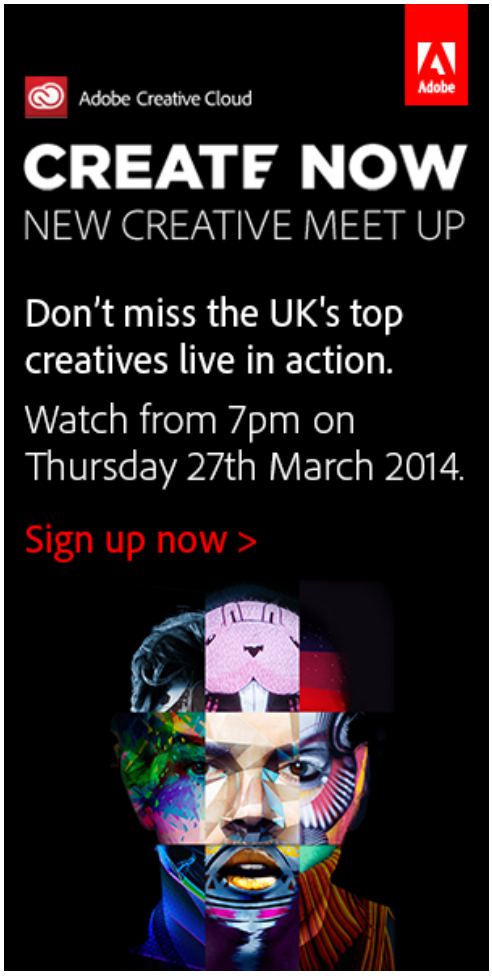


Collateral and venue photography

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Promotional web banners and communication

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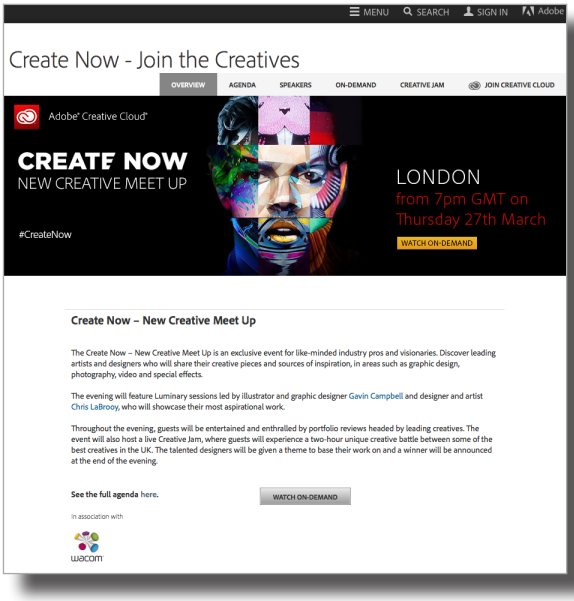




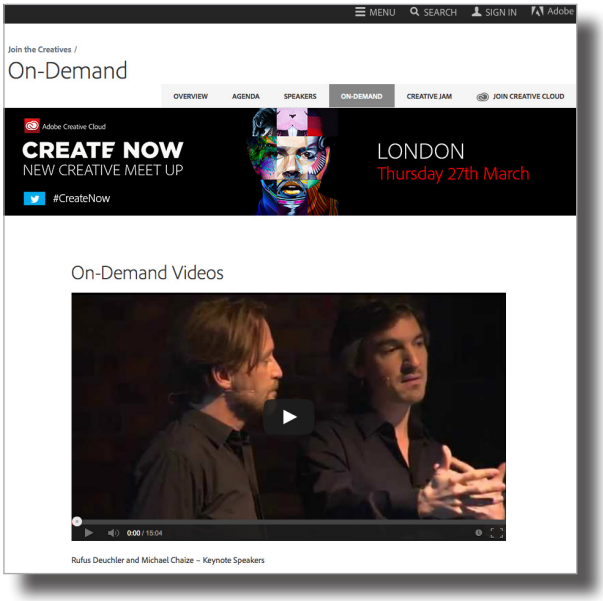
Event ‘behind-the-scenes’ photography

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ONLINE COLLATERAL

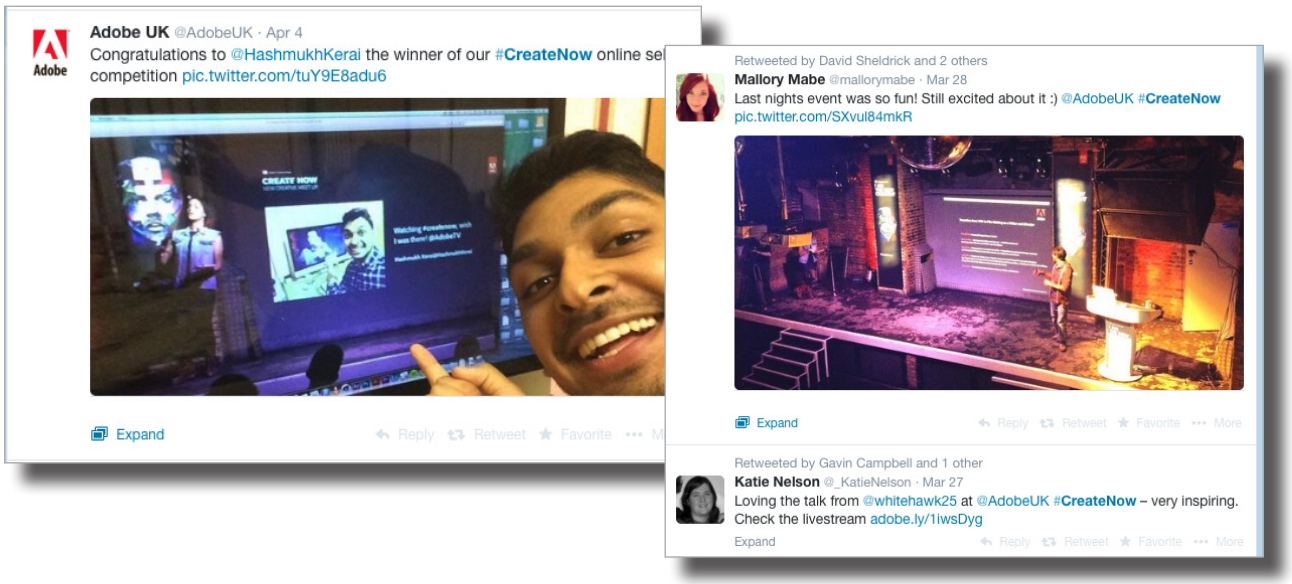


Microsite visuals
www.adobe.com/uk/event/jointhecreatives.html



On-demand content
http://www.adobe.com/content/dotcom/uk/event/jointhecreatives/replay.html

SOCIAL ENGAGEMENT



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