Adobe Social Content onDemand

Agency: purechannels Ltd

FINALIST 2014 B2B AWARDS

purechannels

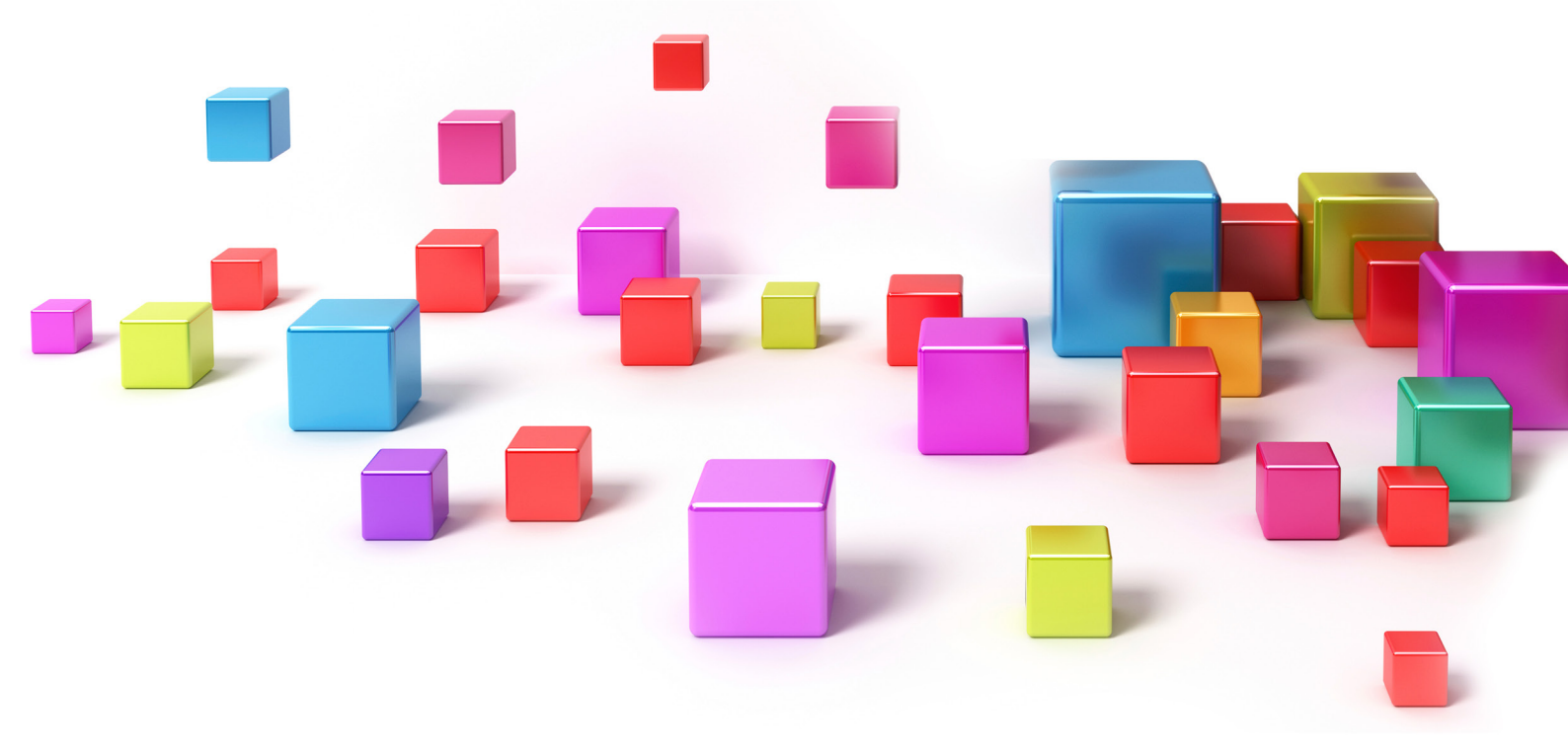
Category number: 15
Category name: Best channel marketing initiative
Programme/initiative name: Adobe Social Content onDemand
Agency: purechannels
Brand or client: Adobe
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Summary

Adobe wanted to create a dynamic way of communicating with their partners, at the same time as enabling their partners with regular, original, valuable content. They also wanted a way of amplifying their message through their partner networks using digital and social media.

The objective was to give Adobe a digital edge using something that they could call 'unique'. purechannels deployed a revolutionary social amplification technology, socialondemand®, from their partner, purechannelapps. A UK trial was put in place in February 2012, under the name 'Adobe Social Content onDemand'. The solution was rolled out across Europe in March 2013 (in French, German and Turkish) and then across North America in October 2013.

Today, 1,918 individual social media accounts have been added by Adobe channel partners in Europe and North America. This means that Adobe now reach 3.7 million new LinkedIn contacts, Facebook friends and Twitter followers via their partners.

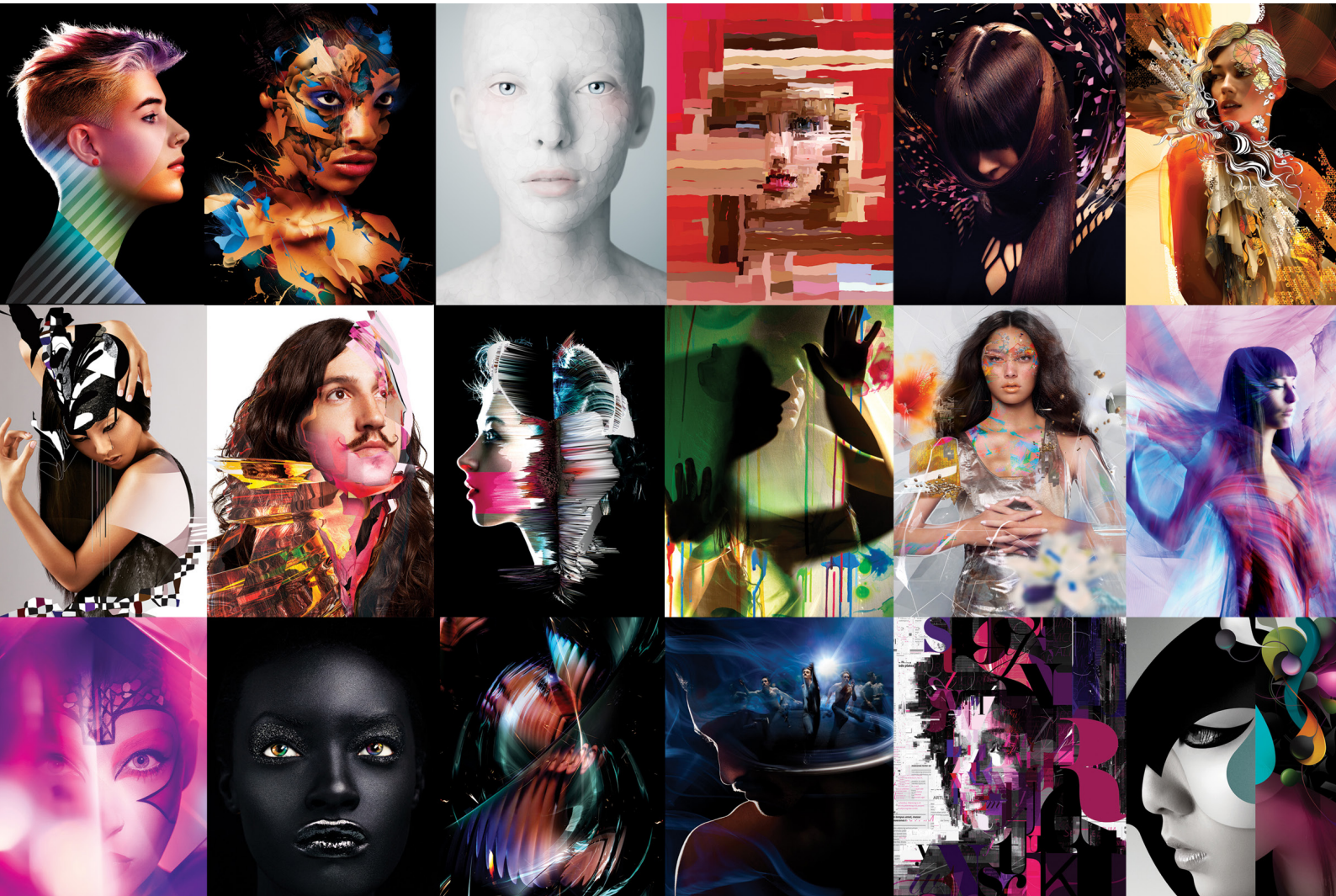


About the Client

Adobe has been setting the standard for communication and collaboration for more than 25 years. Their award winning software and technologies have revolutionised how the world creates, engages with and shares ideas and information at work and at home.

Adobe software is evident almost everywhere you look and is essentially the global blueprint of all creative software, transforming digital interactions into richer experiences across multiple platforms and devices, engaging people anywhere, anytime.

With a reputation for excellence and a portfolio of many of the world's most respected and recognisable brands, Adobe is one of the world's largest and most diversified software companies.

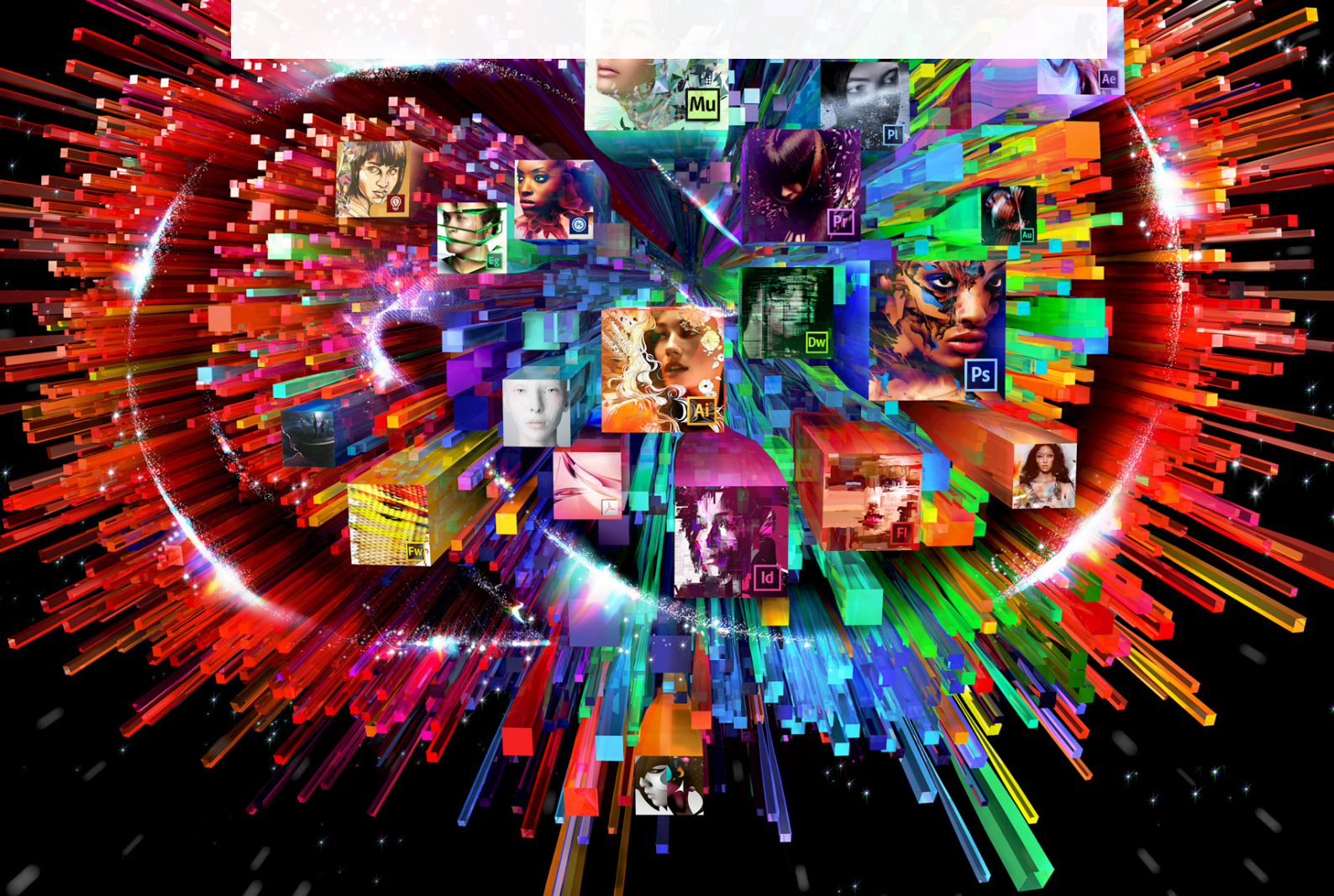


Strategy

With Adobe's reputation, the creative world looks on in anticipation at everything they do in terms of communication.

Adobe sells software, globally, almost entirely through partners and therefore marketing to and through the channel is the essence of success for them. Finding ways to communicate creatively and successfully is of utmost importance.

Previously, Adobe has used and provided its partners with 'campaign-in-a-box' type programmes with co-brandable deliverables and out of the box solutions to allow partners to use Adobe elements when marketing to their end-user customers. With this type of legacy solution, something very powerful was required to change the way channel communications are carried out.



The Objectives

The objectives of the campaign were very clear:

1. Give Adobe a digital edge in channel communication.
2. Increase engagement and interaction with partners, through social media.
3. Enable partners with fresh, regular, reusable content.

Target Audience

Initially we targeted all channel partners in the UK and Europe. We then added North American partners.

The Solution

Adobe Social Content onDemand is a unique content amplification platform that allows partners to easily view and access social media content posted by Adobe, review it, edit it and re-post it as their own, original, content to their own social media networks, within a matter of seconds.

Media Channels or Techniques Used

We needed to inform the partners about Adobe Social Content onDemand, educate them on how to use it and encourage them to accept, embrace and actually use it.

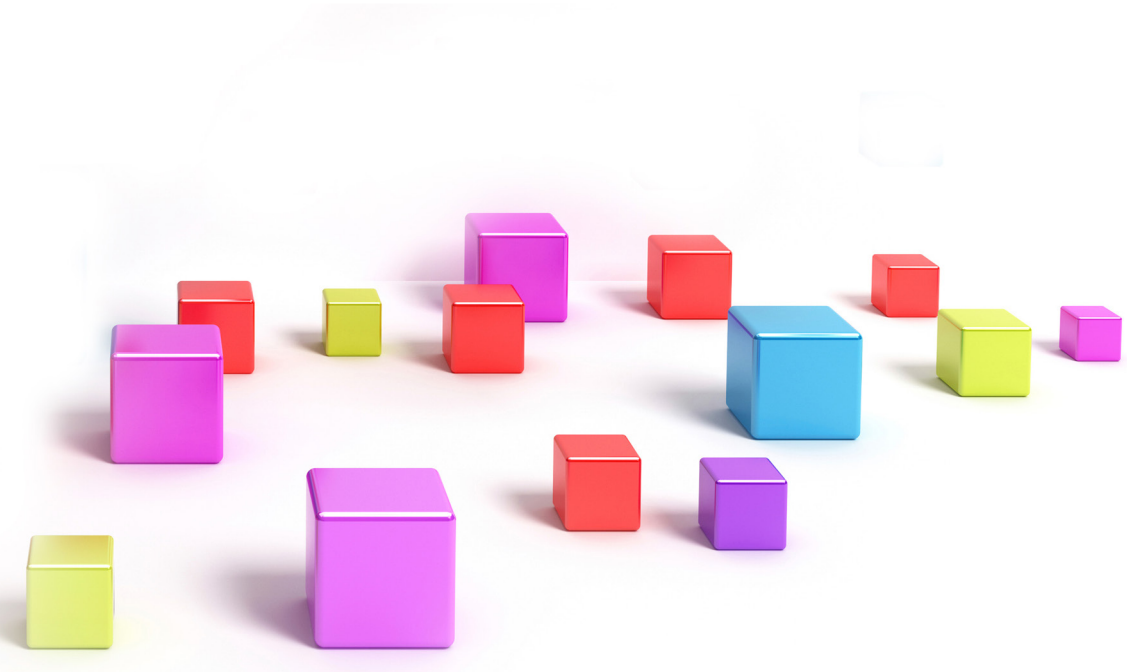
Without market acceptance, registration and then usage, the project would not succeed. So we had to make sure the deployment was supported with some great material to encourage engagement.

The mix of media we used:

Offline:

PowerPoint presentations: Training presentations were created for/ shared with all Adobe employees (solution administrators). 'Strategy' presentations were also provided to all Adobe key stakeholders to explain the programme. Reseller-focused presentations were also shared with Adobe channel partners.

Sales/Account manager toolkit: Email copy, email banners, infographics and presentations were shared with Adobe Channel Account Managers so they could explain the programme to their channel partners and forward them the relevant information.



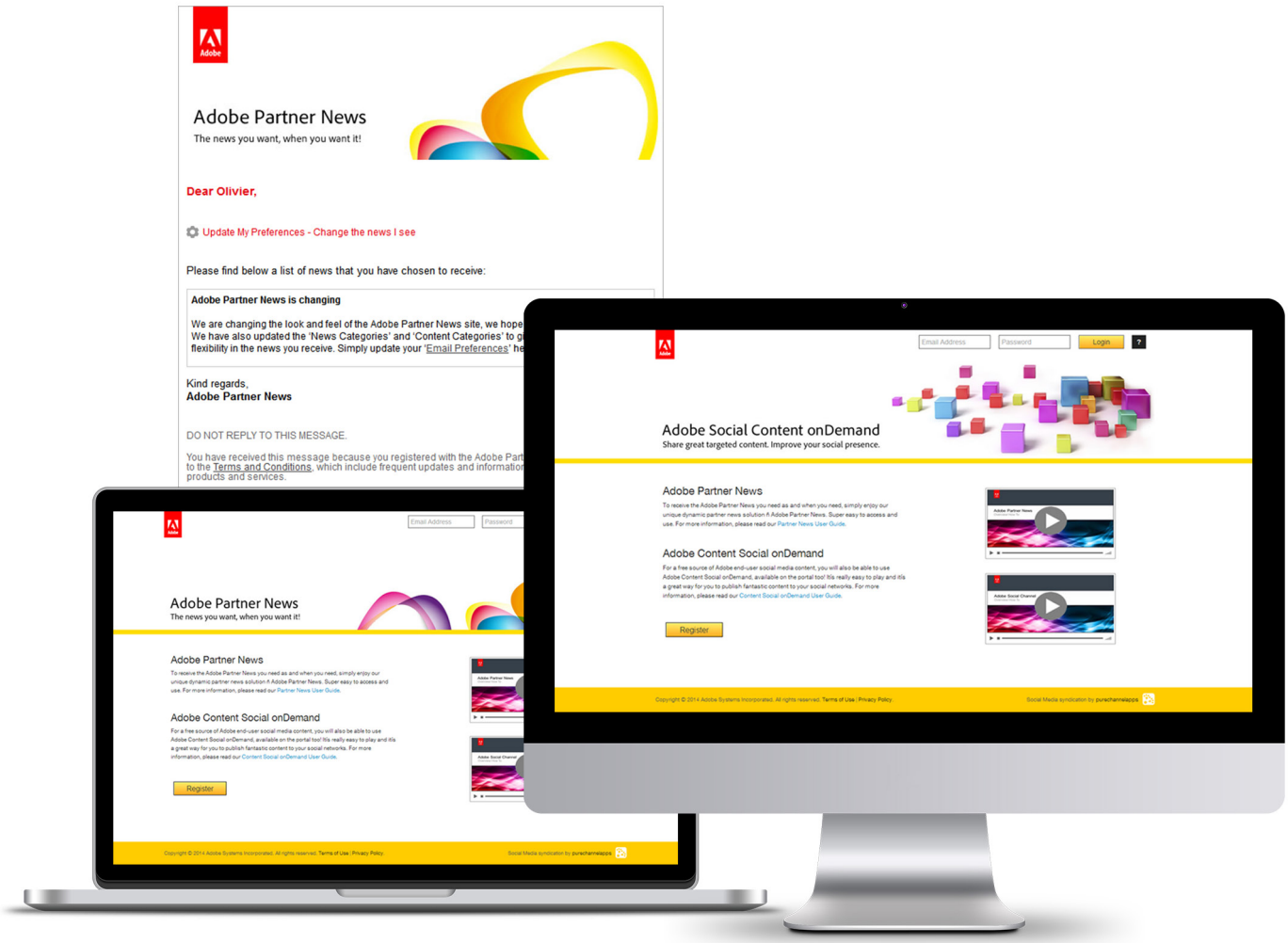
Digital:

Web banners: Banners were created and appeared on various Adobe partner communications and portals to encourage users to register for Adobe Social Content onDemand.

Emails: A series of targeted launch emails were created that would simplify the registration process for partners (i.e. linking to pre-filled registration forms, based on known data for these partners).

Infographics: Infographics were created and used as part of the launch campaign. These explained how Adobe Social Content onDemand worked, what (partner) problems it solved and how partners could benefit from participating in the programme.

Training/enablement webinars: purechannels organised a series of training/ enablement webinars for both Adobe and their partners.

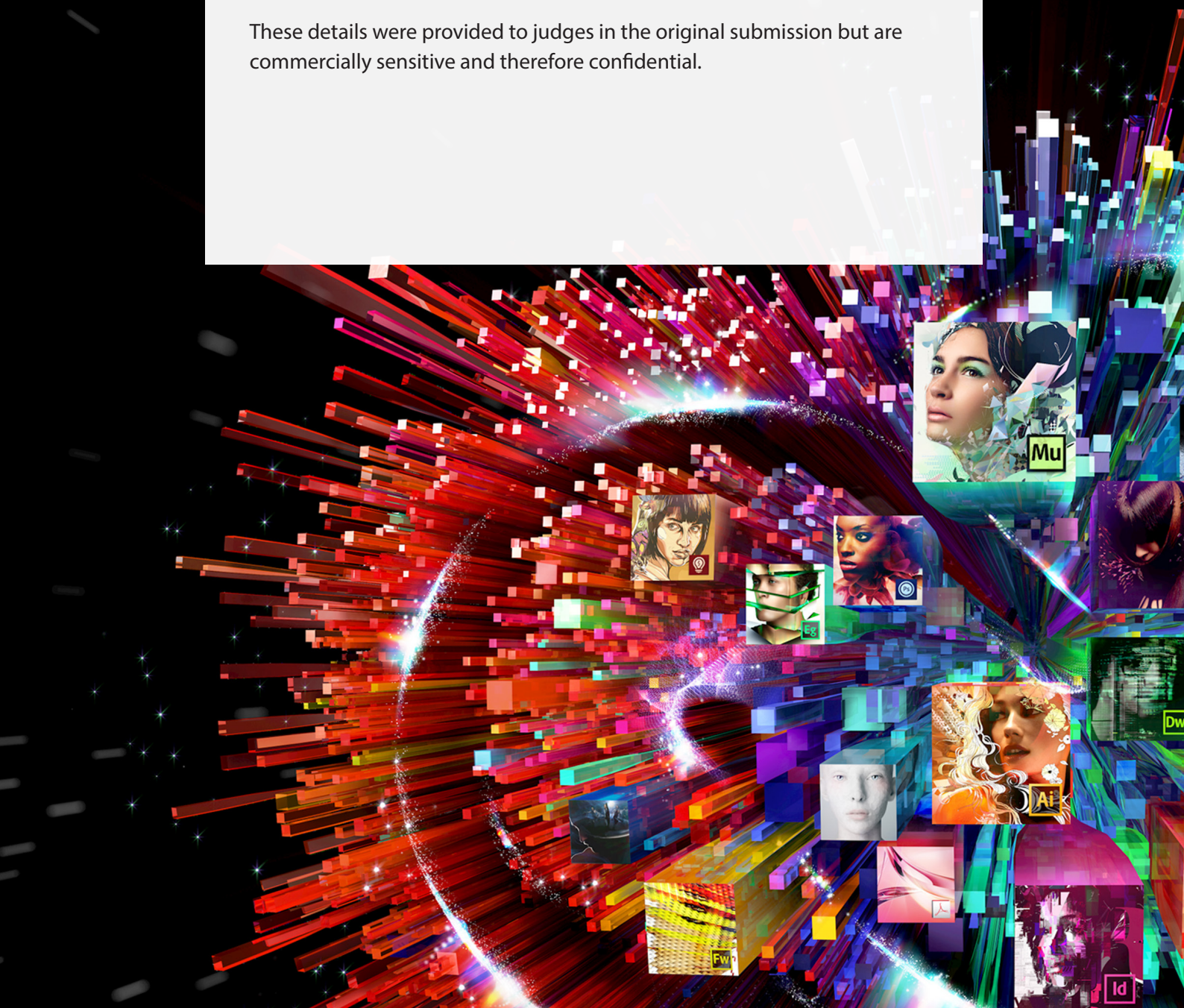


Timescales

Adobe adopted a phased approach to the launch of Adobe Social Content onDemand, which started with a UK focused trial in February 2012. Following the successful UK pilot, the solution was formally launched internationally by Adobe across Europe in March 2013, followed by a North American launch in October 2013.

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.



The Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client Testimonial

"The same passion we bring to revolutionising how people engage with ideas and information is evident in our work fostering change in communities worldwide. Adobe Social Content onDemand provides us with a leading-edge, dynamic platform by which we can continue to communicate through our channels to reach our customers,"

Angela Leach, Senior Marketing Manager EMEA, Adobe.

