

Adobe® Creative Suite Production Studio

Integrated Marketing and Product Imagery Guidelines



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Target Audience

Video Professionals who think highly of the Adobe brand, particularly through their use of Photoshop and After Effects. They may also work with and feel good about other DVA products (but they may have a perception problem of Premiere Pro being amateur vs. professional). They work for post-production facilities, in-house production facilities within agencies and large corporations, or they are sole proprietors of small, video-related facilities.

Job title examples: Editors, Visual Effects Supervisor, Independent Filmmakers, DVD Producer, Post Production Staff, AV/Digital Media Specialist, Animator, Event Videographers.

Target Audience

The following is a demographic profile for a broad definition of the creative professionals who edit video on Windows-based computers:

- 61% Male, 39% Female
- Median Age: 40
- 68% Married, 17% Single, 11% Divorced/Widowed
- Median HHI: \$69,400
- Educated: 34% have Bachelor's Degrees, 16% have Master's Degrees
- 60% Manage people at their organization

Source: MRI 2005 Spring

Marketing Objectives

Vision:

- Position Adobe as a thought leader in video, which supports Adobe's mission as the world's leading provider of software to create, manage, and deliver high-impact, reliable digital content

Perception:

- Begin to establish Production Studio as the platform of choice for video professionals
- Drive deep awareness and improved influencer relationships to overcome Premiere Pro perception problems across the video core audience

Demand:

- Generate 30% revenue growth in video offerings by leveraging the model and branding of Creative Suite
- Reinvigorate the installed base, driving upgrades from Video Collection and Point Product to Suite
- With OpenHD partners, deliver integrated programs to move customers from awareness through purchase

** DVA Marketing Objectives*

Communications Strategy

Utilize an integrated marketing strategy to announce and position Adobe Production Studio as the complete post-production solution for film, broadcast, and video

Leverage the established look & feel/voice created for Creative Professionals

Develop an integrated marketing campaign that will work across the marketing mix (i.e. direct, online, advertising, etc.)

Provide imagery & messaging (copy) that can be utilized for marketing communications

Integrated Marketing Communications Framework Guidelines

Communications Objectives

- Inspirational visuals/imagery to begin repositioning Production Studio in target audience mindset

- Images/messaging should take the audience deeper to the next level with examples (by target audience) of how Adobe Production Studio is utilized

- Point Product Features



Communications Vehicles

- Advertising (print, OOH, online)
- PR
- Events/Tradeshows

- Direct Mail
- Channel Communications
- Adobe/Partner Websites

- Line Brochure
- Adobe Website
- Packaging
- Channel Communications

Campaign Idea: The heroes behind the idea.

The champion of ideas. The 11th hour savior. The wizard behind the curtain.

Note: The campaign idea and manifesto are meant only to give a sense for the essence of the campaign. The line “The heroes behind the idea” is not meant to be used in copy. Adobe’s corporate tag line “Better by Adobe.” should be used for editorial sign-off.

The post-production professional is all that and more. Under impossible deadlines, they manage to find elegant solutions that address a multitude of different opinions. All while making it look easy.

We want these professionals to know that we understand what they go through. We understand the challenges their jobs present. We understand what it means to them to make everything they touch great.

By successfully demonstrating that we know the post-production professional and what their job requires, and that we know what they need to get that job done, Adobe is positioning itself as a true partner to the post-production professional.

What holds this campaign together are the simple truths and insights into the daily life of the post-production professional.

Tone of Voice

“The Adobe voice should be sophisticated, yet honest, human and real. Rather than overwhelming the reader with technical jargon and advertising double-talk, copy should be simplified, streamlined and free from dramatic claims. Above all, the Adobe voice is empathetic.” (Adobe Production Studio Guidelines)

The overarching and familiar voice that makes up Adobe’s brand personality should always be apparent in any outbound communications to consumers. However, the individual campaigns may place special emphasis on certain aspects of the Brand Voice Guidelines.

In order to communicate to DV creative professionals that Adobe understands their world, the Production Studio launch will focus heavily on the honest and empathetic aspect of the Adobe brand.

Look and Feel

“The Adobe brand stands for visual simplicity and maximum impact through the combination of typography and visuals. Negative space is a crucial aspect of the brand look. Visuals should be contemporary, compelling and powerful.” (Adobe Production Studio Guidelines)

The Adobe “style” should remain apparent in any outbound communications. The visuals should be compelling and powerful and the use of negative space and Adobe’s primary colors should remain consistent. As with the Creative Suite 2 campaign, the Production Studio campaign will place special emphasis on specific design elements.

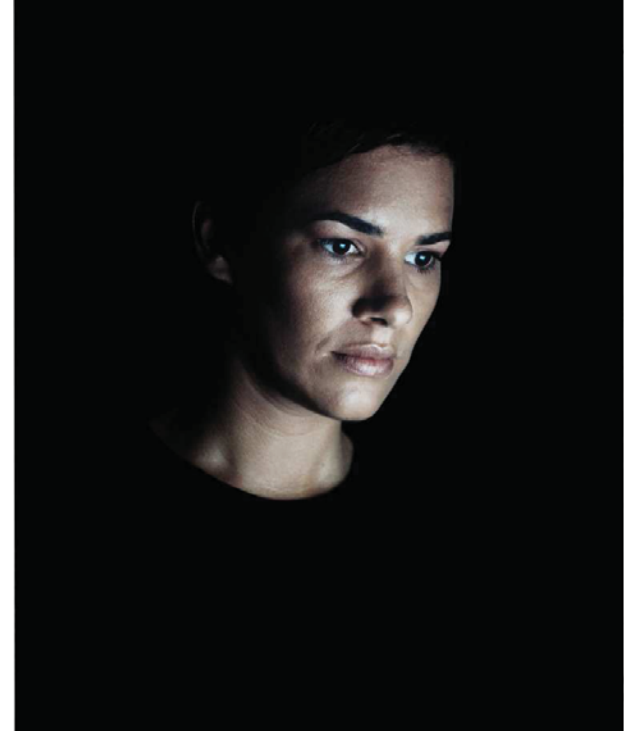
In order to create a consistent look and feel across the creative pro market, the campaign will utilize the long-established primary Adobe black as the dominant color used in the negative space in layouts.

Awareness level: photography

Imagery Usage

The usage rights for the lead imagery is 1-year unlimited worldwide usage. It may be used for (but not limited to):

- Print ads(trade publications)
- Web
- Outside signage/displays
- Collateral
- Tradeshows
- Point of Sale (POS)



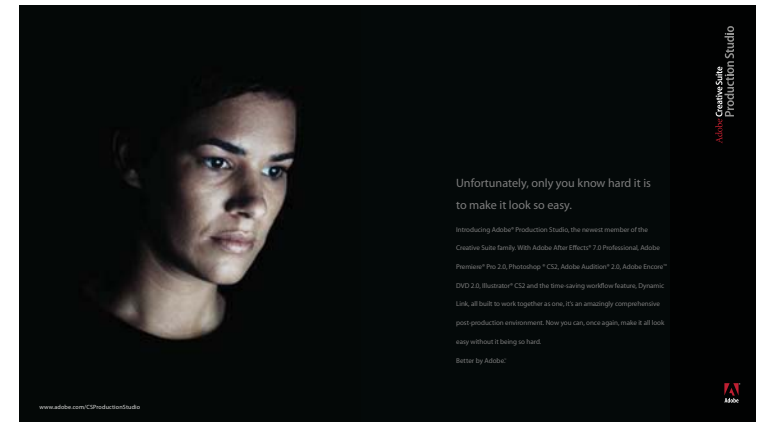
Awareness level: sample copy

Pending approval

Awareness level: print spreads

For print spreads, the image should always appear on the left hand side of the spread. When possible, the image should extend a couple of inches across the gutter, making sure that the main focus of the image remains well within the left hand spread. The negative space in the layout should have a black background.

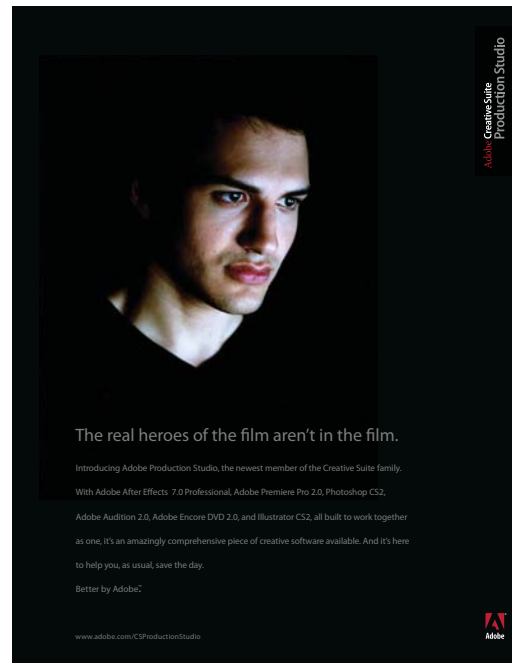
The copy of the right hand side of the spread should always appear evenly spaced - from the first line of the headline to the last line of body copy. The type should be grayed back so that it's contrast doesn't fight with the image and allows the logo and Creative Suite 2 Production Studio line to stand out more prominently.



Awareness level: single page ad

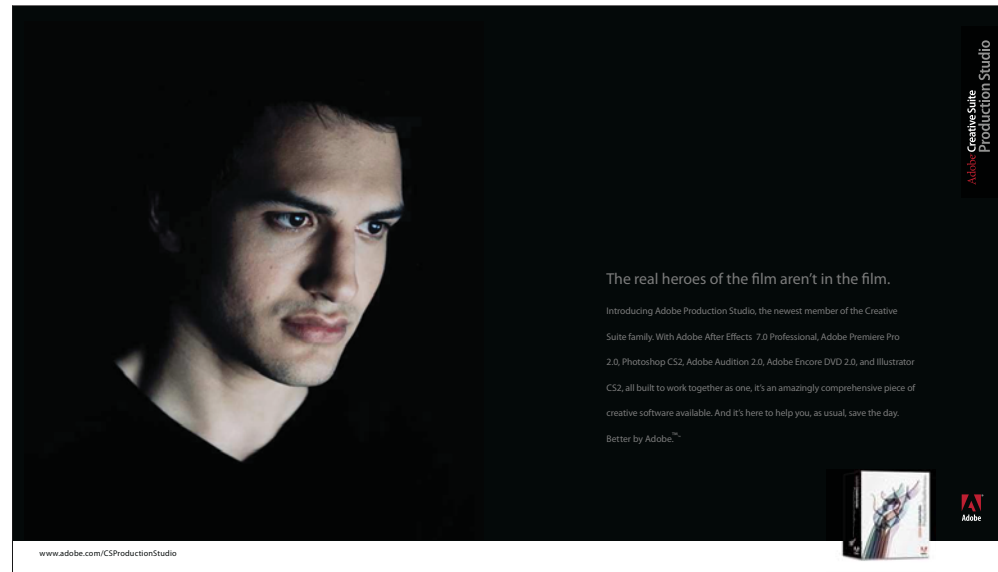
The page versions should follow the same design principles as the spreads in regards to colors, typography and logo treatment. However, the main image should be placed at the top of the page, occupying more than half of the page area. The negative space at the bottom of the ad should have a black background.

Horizontal copy length and size can be adjusted to fit the exact layout specs as necessary.



Awareness level: print ad with product packaging

The print spreads were specifically designed to work at the highest inspirational level within the communications framework. Their primary purpose is to connect with creative professionals in a meaningful way. Whenever possible, the previously established guidelines for the spread and page ads should be followed. However, when specific marketing conditions demand the inclusion of product packaging, the below creative example should be used as a guide.

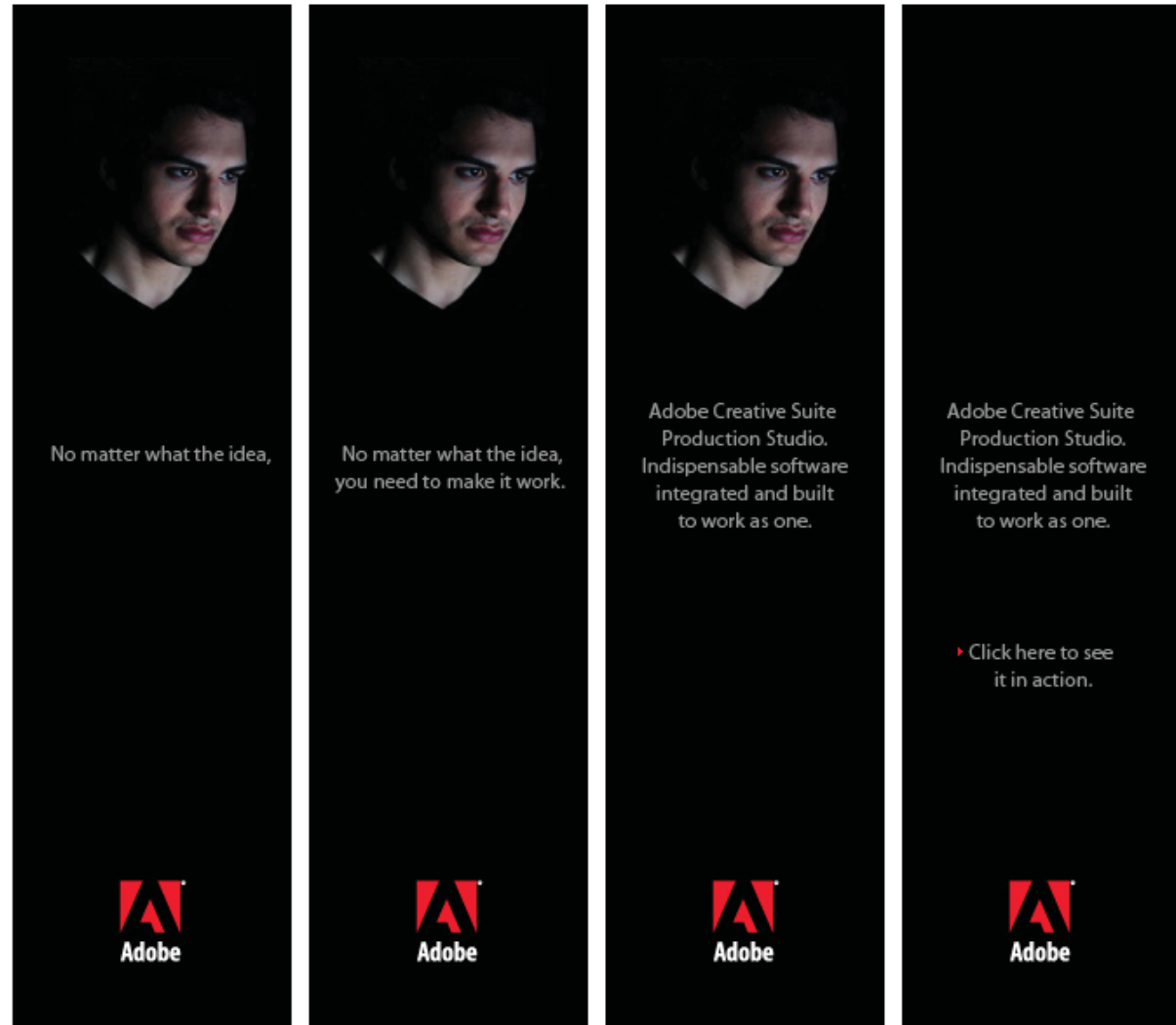


Awareness level: outside signage/display



Awareness level: interactive banner

Copy Pending Approval



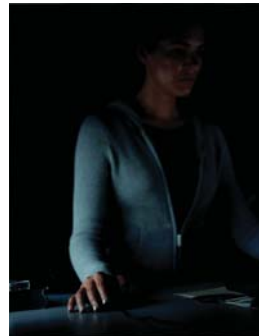
Solutions level: photography

Imagery Usage

The usage rights for the supporting imagery is 1-year worldwide usage for:

- Web
- Outside signage/display
- Collateral
- Tradeshows
- Point of Sale (POS)

Supporting images should NOT appear as the primary image in print (trade publications).



Solutions level: channel copy

25-word description

Deliver your best work with Adobe® Production Studio Premium software. Part of the Adobe Creative Suite family, Production Studio is the complete post-production environment that combines Adobe's world-class video and graphics applications with time-saving integration and workflow features such as Adobe Dynamic Link.

50-word description

Deliver your best work with Adobe® Production Studio Premium software, the complete post-production environment that is part of the Adobe Creative Suite family. Offering unparalleled integration, Production Studio Premium combines Adobe After Effects® 7.0 Professional, Adobe Premiere® Pro 2.0, Adobe Photoshop® CS2, Adobe Audition® 2.0, Adobe Encore™ DVD 2.0, and Adobe Illustrator® CS2 software with time-saving workflow features such as Adobe Dynamic Link.

80-word description

Deliver your best work with Adobe® Production Studio Premium software. A complete post-production environment that is part of the Adobe Creative Suite family, Production Studio Premium combines Adobe After Effects® 7.0 Professional, Adobe Premiere® Pro 2.0, Adobe Photoshop® CS2, Adobe Audition 2.0, Adobe Encore™ DVD 2.0, and Adobe Illustrator® CS2 software with time-saving features such as Adobe Dynamic Link. Offering unparalleled integration, Production Studio supports a wide range of video formats, from DV to HD, and brings new power and efficiency to your post-production workflows.