

CLIENT

Adobe

BRIEF

Develop a fresh, breakthrough brand campaign that puts Adobe at the top of the list as a must-have brand for small business success.

METHODOLOGY: FIELD RESEARCH

We interviewed 21 small business owners.

“Acrobat!? I don’t even think of that as Adobe. What else do they do?”

TAMIKA | THE PASTRY BOX

There seems to be a barrier to entry that makes tools like InDesign or PhotoShop quite intimidating.”

ADDISON | BEAUTY TREND CONSULTANT

CHALLENGE # 1

Awareness Perception

OPPORTUNITY IN TENSION

overwhelm



optimism

ease



expression

knowing why



struggling how

TARGET THE INERTIA BREAKERS

Budding
Brandsmiths



Growth
Generators



Starry-Eyed
Overhaulers



**Small businesses don't
need a champion.**

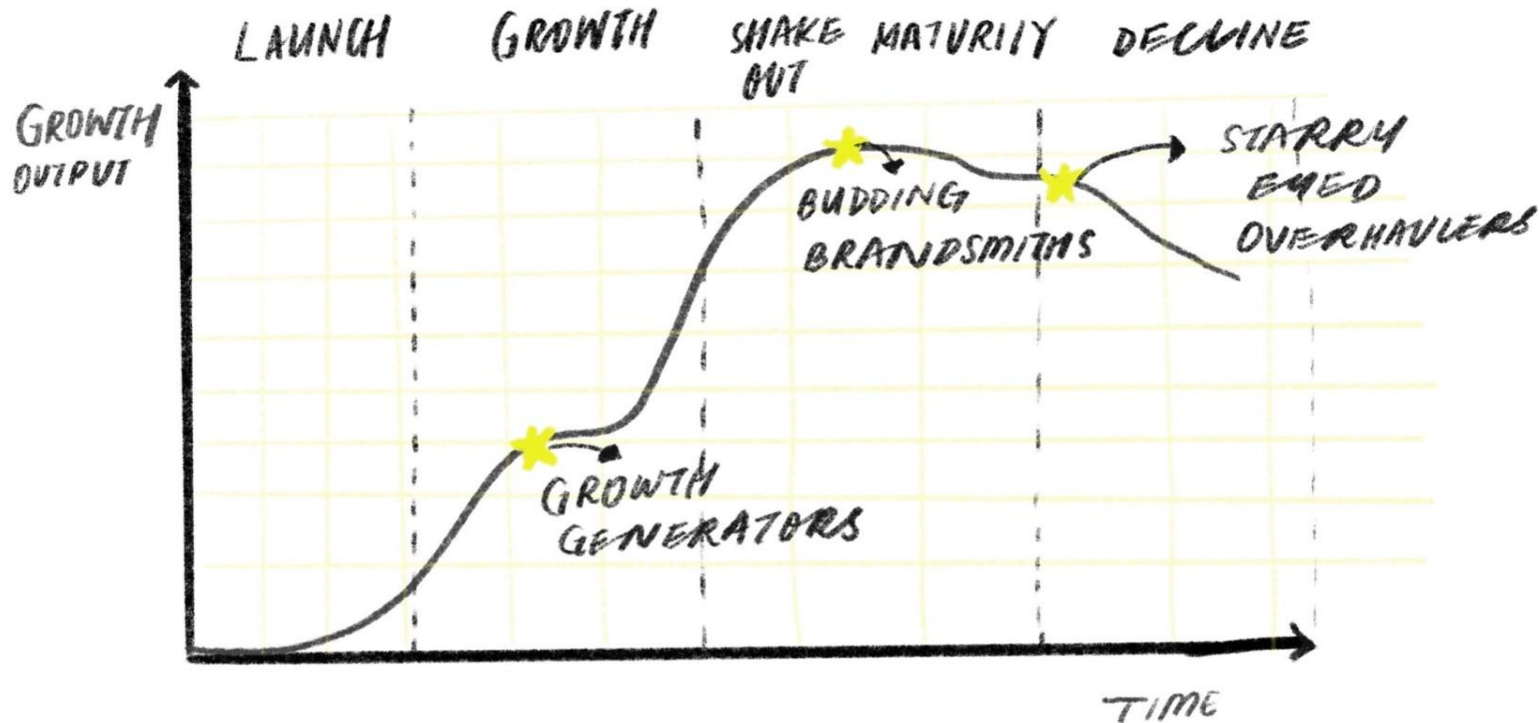
ACCOMPLICE



Batman and Robin?

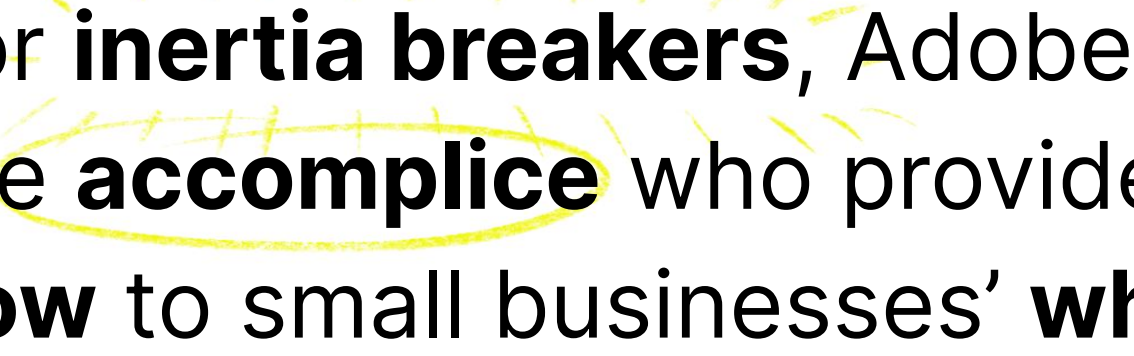


Batman and Alfred!



POSITIONING STATEMENT

For **inertia breakers**, Adobe is
the **accomplice** who provides the
how to small businesses' **why**.



You have the *why* to do it.
We've got the *how* to do it.

#howtowhy
www.howtowhy.adobe

