MEET AGENCY 559

NOT PICTURED: VALERIE BLACKBURN, MIA WALLACE.

SPECIAL THANKS

DEPARTMENT OF COMMUNICATION, MEDIA, AND PERSUASION, ISU CREDIT UNION, BOISE ADVERTISING FEDERATION, POCATELLO ADVERTISING FEDERATION, IDAHO FALLS ADVERTISING FEDERATION, ISU COLLEGE OF ARTS AND LETTERS, 78 MAIN STREET DINING, BLUE MOON BAR AND GRILL, ROYAL PIZZERIA, CHRISTIAN COYNE, IDAHO CENTRAL CREDIT UNION, LAVA HILLSIDE SUITES, LAVA HOT SPRINGS FOUNDATION WORLD FAMOUS HOT POOLS, NORMAN'S WORKSHOP, OAK STREET AUTO BROKERS, RIVERSIDE INN, SHANE TILLOTSON, STEVE BENGSTON, SWEET STUFF ICE CREAM & CANDY.
Executive Summary

Every journey has a beginning. Adobe’s journey began in 1982 when John Warnock and Charles Geschke developed a programming language called PostScript. This language aided the growth of companies like Apple and Microsoft and its success led to the creation of Illustrator and Photoshop. Adobe then created Acrobat, the PDF, and other creative software.

Today, Adobe is the industry standard for creative teams around the world, with 90% of creative professionals using Photoshop and over 367 million Creative Cloud downloads. Businesses choose Adobe products for their creative needs and today Agency 559 will help make Adobe the industry standard for advertising planning and buying as well.

According to our research, most companies use adtech that is subpar, or they just piece together their various media buying solutions, leaving campaigns feeling disorganized or lacking efficiency. Our campaign will show businesses how Adobe bridges the gaps between creative, account planning, and budgeting and reporting, giving our target audience the adtech experience they seek.

Our focus is on media planners and buyers at mid-sized ad agencies who influence decision-makers in their organizations. This campaign uses a strategic combination of paid, owned, and earned media to take our target audience on a journey to a better ad buying experience. Our budget is used to reach advertising professionals at trade shows, while they listen to podcasts, and when they search business-oriented social media platforms and trade publications.

So sit back and enjoy the ride as we show you how Agency 559 will take Adobe to the next phase of its journey, where the Adobe Experience Cloud for Advertising joins the Creative Cloud as the next industry standard.
Research Insights

Secondary Research

Ad spend is on the rise. Last year global ad spend increased by 4% and the last decade has seen advertising make leaps and bounds in delivery methods and creativity. Social media budgets have doubled since 2014 and a majority of current digital display ad spend is programmatic. Although there have been major disruptions, more traditional media such as TV should not be retired or disregarded in planning and buying decisions. TV ad spend will increase by $75 billion by 2022, confirming that it’s still a dominant platform. Diversity in the workforce is also spreading throughout the ad industry as 63% of the industry is female.

Focus on AI integrated adtech is evolving as both omnichannel advertising and ad fraud continue to grow. Adobe is third overall in cloud-based software market share at 9.3% as well as in marketing automation at 13.6%. Research revealed that top industry players are Salesforce, Criteo, HubSpot, Oracle, Freewheel (Strata), Tradesdesk, and Adform. There are many smaller one-solution adtech companies which are easily integratable. However, Adobe Experience Cloud for Advertising is the first to provide revolutionary omnichannel advertising capabilities and end-to-end customer experience management.
Primary Research

Surveys and In-depth Interviews

Surveys were sent to media planners and buyers throughout the United States. Our team also conducted one-on-one, in-depth interviews with experienced ad buyers from a diverse group of agencies.

Findings

Respondents did not have an industry standard adtech solution and mainly used Strata, Centro, Google Ad Manager, and platform-specific solutions. They keep an eye on industry publications such as Adweek and AdAge.

It is important to note that knowledge of Adobe was not mentioned by a single ad buyer when asked about adtech brands. Most ad buyers shared similar criteria for what they need from an adtech stack: clear data analytics and reporting, integration, ease of use, and, most importantly, customer support.

From our surveys and interviews, it was determined that there were three main segments of adtech consumers. The most common were Piecemakers. These advertising practitioners utilize platform-specific buying solutions at the expense of time and simplicity. The next segment were Transitioners. Other ad tech companies lure them in with friendly sales people and personal service, but do not provide an all-in-one solution. The last and least common segment were Happy Campers. This segment is happy with their current adtech and not actively looking for a new solution, thus they were not a focus in our campaign.
Autumn Solora
Piecemealer

Bio
42 years old
Married
Media Planner
Houston, TX
Income: 90k

Core Concerns
Clean reporting for clients
User interface
Inefficient media buying

Core Values
Trustworthiness
Ethical consumerism
Efficiency

Motivation
Ease of use for companies/clients
Straightforward reporting
Tight deadlines
Improved customer service
Desire to move to programmatic
Better use of client ad spend

Pain Points
Too many cold calls
Sloppy and unclear reporting
Poor customer support/training
Lack of personal and family time
Inability to test product
Data mining and fraud

Michael Pruitt
Transitioner

Bio
35 years old
Married
Media Buyer
Nashville, TN
Income: 70k

Core Concerns
Inefficiency
Organization
Staying current

Core Values
“Work smarter, not harder”
Recognition
Autonomy
Meaningful work

Motivation
Ease of use for companies/clients
Straightforward reporting
Tight deadlines
Improved customer service
Desire to move to programmatic
Better use of client ad spend

Pain Points
Too many cold calls
Sloppy and unclear reporting
Poor customer support/training
Lack of personal and family time
Inability to test product
Data mining and fraud
**SWOT**

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<td>Adobe brand equity</td>
<td>Customer service reputation</td>
<td>Usage trends—piecemealing and transitioning</td>
<td>Platform-specific buying seen as more convenient and direct</td>
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<td>Streamlined product</td>
<td>Lack of product awareness</td>
<td>Growing industry</td>
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<td>Data transparency and clear reporting</td>
<td>Reputation as solely creative brand</td>
<td>Growing digital ad spend</td>
<td>Media buys possible without adtech solution</td>
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<td>Ad platforms not Adobe owned; not self-serving</td>
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<td>Poor reputation of other data companies</td>
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<td>Innovative digital environment</td>
<td>Adtech reputation as inferior buying tool</td>
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<td>Notable current customers</td>
<td>Unclear training/support</td>
<td>Digital natives entering/in the workforce</td>
<td>Cluttered competitive landscape</td>
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**Objectives**

- Raise unaided awareness by 2%
- Be in the top three for share of voice in earned media
- Drive 50,000 visits to the Adobe Advertising Cloud website
- Capture 10,000 new decision maker and practitioner contacts
The core of our creative strategy lies in offering a unique experience to media planners and buyers who are looking for, or have never experienced, an efficient adtech solution. The experience we provide marries the established creative and innovative spirit of Adobe with this new dimension of advertising technology.

We represent the Adobe Experience Cloud for Advertising with:
- rich, vibrant colors
- wiring displayed on circuit boards
- interconnected geometric elements and gradients

These components visually represent the seamless integration and connectivity of the different aspects of Adobe Experience Cloud for Advertising.

Our call to all media planners and buyers is to experience Adobe Experience Cloud for Advertising:
- to experience seamless planning and buying
- to experience integration, innovation, and connectivity
- to experience clear reporting that will change the way they work

Many already recognize Adobe for their innovative products, and we want that same energy and potential to be recognized in the Adobe Experience Cloud for Advertising by issuing a call to experience Adobe.
Digital & Print Awareness Ads

Our creative strategy first focuses on increasing product awareness. These print and digital advertisements seek to elicit site visits and to increase unaided recall of Adobe Experience Cloud for Advertising. These ads will appear in print or digital format in *AdAge, Adweek, FastCompany*, and other trade publications and sites that are relevant with our target audience members.
Print & Digital Event-Driven Ads & Collateral

Our creative strategy also focuses on event-driven efforts. This is a four-pronged approach. First, digital and print ads will run in publications in the weeks leading up to these major events. Second, tailored geofencing ads will run over the duration of the events to drive event attendees to Adobe’s booths. Third, event attendees will be given a collateral piece which provides them with a personal sales-focused contact as well as QR codes which connect to the Adobe site and invite them to experience our product demo. Finally, event-generated leads will receive a personalized follow-up postcard reminding them of their experience with Adobe at the trade show.
Podcasts & Video

We will utilize advertising and marketing specific podcasts which are popular among Piecemealers and Transitioners as they explore current industry trends. Our :15 and :30 second spots will be featured in AdExchanger Talks, Neil Patel’s Marketing School, and The DigiDay Podcast which will generate 4 million impressions. We also created a video ad that will appear on the following sites: AdAge, MarketingLand, MarTech Today, and Search Engine Land.
Consumer Decision Journey

Each Piecemealer and Transitioner is at a different stage in their decision-making process to utilize a new adtech solution. Our campaign will meet them at these various points throughout their consumer decision journey. These contact points reinforce Adobe Experience Cloud for Advertising as the ideal adtech solution that provides a streamlined and cohesive ad planning and buying experience.

- **Awareness**
  - Digital and print ads
  - Trade shows
  - Podcasts
  - Social

- **Consideration/Trial**
  - Simulated product demo at trade shows
  - QR codes on collateral for invited product demo and site visits
  - One-on-one contact with sales reps at trade shows

- **User Experience**
  - Invited speakers at various trade shows provide first-hand product experience
  - Post-conference direct mail piece

- **Repurchase**
  - Customer service and sales reps at trade shows
  - Post-conference direct mail piece

- **Share Information**
  - Share information and demo with home agency via QR codes
  - Post-conference direct mail piece
  - Social

- **Advocacy/Loyalty**
  - Highlighting notable current customers as speakers models product advocacy and loyalty
Agency 559’s campaign utilizes a mix of paid, owned, and earned media to generate awareness for Adobe Experience Cloud for Advertising. These efforts include reaching Piecemealers and Transitioners by:

- maximizing our presence in their favorite digital and print trade publications
- connecting with them at major trade show events
- speaking to them through their favorite blogs and podcasts
- engaging with them on social media
- utilizing paid search and keyword advertising

All of these contact points will ensure Adobe Experience Cloud for Advertising is the solution planners and buyers find when they’ve become frustrated with their current adtech...again. This strategy is designed to meet and exceed our campaign objectives of generating awareness, being in the top three for share of voice, generating site visits, and obtaining promising leads for Adobe. To do this, our media planning and scheduling efforts are focused in two key areas: 1) generating awareness, and 2) driving consumers to trade shows where they can experience the Adobe Experience Cloud for Advertising for themselves.
## Media Schedule

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* These amounts include the costs and impressions for all Third Door Media.

** Impressions are included in individual trade show impressions.

*** Trade show total includes booth production and booth space.
**Promotions & PR**

**Trade Shows**

As part of our media strategy, we will attend four trade shows. Our presence at these well-attended trade shows will allow Adobe to communicate and build relationships with target audience members. It also affords media planners and buyers the opportunity to demo the ad buying experience available through Adobe Experience Cloud for Advertising. We selected the following trade shows as they were identified as events where meaningful and relevant contacts could be made with target audience members.

- **Advertising Week New York** takes place in October 2020 with over 100,000 attendees. Here, marketing and advertising professionals will gather for a series of seminars and workshops featuring the industry's brightest minds.

- **AdExchanger's Industry Preview** in January 2021 is a two-day event with over 800 advertising executives in attendance. The event focuses on what is expected in marketing technology within the next year.

- **Digiday Media Buying Summit** in February 2021 will provide Adobe with nearly 16,000 highly relevant contacts/impressions. This summit provides information from companies and brands which are transforming the ways in which media planning and buying are done.

- **Adobe Summit** in March 2021 has an expected 17,000 attendees. At this event, professionals gather to discuss the future of branded customer experiences and discuss the latest product and platform innovations.
Product Demo & Swag

At each trade show, we will provide target audience members with the full Adobe Experience Cloud for Advertising experience. Upon arrival at our booth, attendees will be greeted by a sales representative who will walk them through product specifics and provide them with our collateral piece which contains two QR codes. The first QR code directs to the Adobe Advertising Cloud Website. The second, and more critical QR code, takes users to a product demo providing them a first-hand experience of the unique features of Adobe Experience Cloud for Advertising. The product demo will also be displayed on large television screens throughout our booth. The product demo QR code will remain open for one week after each trade show to allow Piecemealers and Transitioners to return to their home agencies and share the product demo experience with agency decision-makers. This demo also allows Adobe to collect contact information of event attendees to assist in lead generation efforts.

Each attendee will leave our booth with swag items which serve as reminders about their experience. These items also remind attendees that Adobe is the adtech stack which can simplify and streamline their work. These swag items include pens, cups, mouse pads, and sticky notepads which reiterate our creative strategy of “Experience Adobe.”
Speakers
Four Adobe affiliated speakers will attend the trade shows determined in our media mix.

**Anil Chakravarthy**
Executive Vice President and General Manager, Digital Experience Unit, Adobe
Anil works directly with Adobe Experience Cloud. He has extensive knowledge in technology, management, leadership, and project management.
*AdExchanger’s Industry Preview*

**Ann Lewnes**
Executive Vice President and Chief Marketing Officer, Adobe
Ann helped pioneer Adobe’s digital marketing solutions. She continues to build the Adobe brand through effective marketing campaigns and is well-known throughout the industry.
*Adweek, Digiday, Adobe Summit*

**Andrew Springate**
Chief Marketing Officer, Keurig/Dr. Pepper
Andrew previously worked as Senior VP of Sales and served as brand manager for Sprite at the Coca-Cola Company. He is a current Adobe adtech user.
*Digiday*

**Lara Caimi**
ServiceNow Chief Strategy Officer
Lara has experience helping tech companies in strategy and development, in performance and improvement, and in merger integrations. ServiceNow is a current Adobe adtech user.
*AdExchanger’s Industry Preview*

**AdExchanger’s Industry Preview:** Anil Chakravarthy and Lara Caimi will conduct a deep dive discussion. This is a Q&A chat that will engage the audiences attending the event.
**Adweek:** Ann Lewnes will host a solo presentation of Adobe Experience Cloud for Advertising.
**Digiday:** Ann Lewnes and Andrew Springate will facilitate a discovery talk on campaign innovation.
**Adobe Summit:** Anil Chakravarthy and Ann Lewnes will present a discovery talk on where to engage digital audiences.
Public Relations

Adobe has a new story to share with media planners and buyers. Telling this story through smart public relations tactics ensures that Adobe Experience Cloud for Advertising’s share of voice is optimized to increase product awareness. These tactics include carefully crafted pitches and press releases designed to cut through the clutter as we reach out to bloggers, industry publications, influencers, and podcasters. We scoured the internet to find out how and where adtech is talked about the most. This led us to craft a persistent and focused approach that will secure Adobe Experience Cloud for Advertising’s place in the conversation.

As a result of these efforts, the next time a list of adtech trends or predictions are published, or the next time an influencer interviews an expert about the future of adtech, Adobe Experience Cloud for Advertising will be front and center.

What Exactly Is Adtech?

The What, Why, and How of the Adtech
A Look Inside the 2020 Adtech Outlook
Fast Company’s Secrets of the Most successful People
Adweek’s “The Hot List”
Five Martech and Adtech Trends to Watch in 2019
5 Adtech Predictions For 2020
How to Use Adtech Properly

The APP Solutions

Clearcode Blog
RampUp
What is Adtech? Martech and Adtech Finally Explained

Techopedia

Adweek’s Programmatic Newsletter
The Adtech Trends Rounding Out 2019
## Campaign Objectives

1. **Raise unaided awareness of Adobe’s adtech leadership position with Adobe Experience Cloud for Advertising.** Currently, unaided awareness sits at 5%. We seek to raise this by 2 percentage points.

2. **Be in the top three for share of voice for earned media.**

3. **Drive 50,000 visits to Adobe.com and Advertising Cloud at this site:**
   - [https://www.adobe.com/advertising/adobe-advertising-cloud.html](https://www.adobe.com/advertising/adobe-advertising-cloud.html)

4. **Increase advertiser persona contact growth in marketable database for target accounts.** Do this by capturing 10,000 new decision maker and practitioner contacts from enterprise accounts with ad spend over $1 million per year.

## Measurement

1. **Adobe commissioned study to accurately measure & provide unaided awareness statistics.**

2. **Track Adobe Experience Cloud for Advertising share of voice utilizing Accuranker.**

3. **Campaign generated organic clicks + paid search clicks = total visits.**

## Evaluation

1. **If unaided awareness of Adobe’s Experience Cloud for Advertising has gone up by 2% to reach 7%, the goal has been met.**

2. **If SOV ranks within the top three, then the goal has been met.**

3. **Bounce rate will indicate effectiveness of targeting. If 50,000 visits are achieved, the goal has been met.**

4. **Assess number of contacts in Winmo database as well as contacts generated through trade shows.**

5. **10,000 contacts added to database through tradeshows and lead generation purchases. If buy is executed and tradeshows attended, 10,000+ contacts will be achieved.**
The world of advertising and marketing is constantly evolving and resourcefulness, efficiency, and innovation are vital to success. These are core Adobe values as well, and have long been recognized in the Creative Cloud suite of products. However, our research revealed that media planners and buyers are unaware of what Adobe has to offer them.

Agency 559’s campaign will position Adobe as the brand leader in adtech among Piecemealers and Transitioners who are ready for an innovative solution. Through grounded research we have created a unique communication plan that speaks to our consumers wherever they are in the decision-making journey.

We’re dedicated to reaching our audience in an authentic way that resonates with them. That’s why our campaign focuses nearly 90% of our $4 million budget on speaking directly to Piecemealers and Transitioners who are influencers in the agencies of interest to Adobe. These efforts will help put Adobe in the top three for share of voice, generate 50,000 clicks to the brand’s website, raise unaided awareness by 2%, and capture 10,000 new decision maker and practitioner contacts.

At Agency 559 we understand the barriers media planners and buyers face when searching for a better adtech solution, and our creative and media strategies reflect this understanding. We have shown Adobe the most effective way of reaching Piecemealers and Transitioners while highlighting the Adobe Experience Cloud for Advertising as the all-in-one solution they need.

So, are you ready to begin this journey with us? If so, it’s time to Experience Agency 559 and Experience Adobe.