



# Embracing the digital economy.

Dentsu Aegis Network supports an ambitious digital strategy with Adobe Creative Cloud and Adobe Stock.

**dentsu AEGIS network**

*"Adobe Creative Cloud apps and services allow us to improve efficiency and support compliance while we deliver more professional and creative digital content for the modern age."*

*Sabrina Rodriguez, Global Head of Social Content, Dentsu Aegis Network*

## SOLUTION

Adobe Creative Cloud for enterprise  
Adobe Stock for enterprise  
Adobe Sensei

## RESULTS



Saves **HOURS** of searching with artificial intelligence



Improves **EFFICIENCIES** by sharing high-quality stock content



Produces a wide range of digital content **QUICKLY**



Supports **COLLABORATION** with shared libraries and storage



## Dentsu Aegis Network

Established in 2013

Employees: 40,000

London, United Kingdom

[www.dentsuaegisnetwork.com](http://www.dentsuaegisnetwork.com)

### CHALLENGES

- Prepare all member agencies to be 100% digital economy businesses by 2020
- Reduce time and cost associated with sourcing and licensing stock content
- Make it easier to collaborate within and among agencies
- Improve efficiencies to meet the needs of social media and digital channels

### USE CASES

- Collaboration
- Design Efficiency

## Moving towards a digital economy

Over the past 20 years, digital technologies have changed how the world works for companies and their customers. Customers are increasingly using digital spaces for work, social, and leisure activities. Companies can compete for customers anywhere in the world using digital mediums to reach audiences.

To help navigate this digital landscape, organizations big and small turn to media, brand, and creative agencies working under the umbrella of the Dentsu Aegis Network. This complex network of agencies in 145 countries shares a common vision to help clients build relationships with consumers and compete in the global economy.

“Dentsu Aegis Network is a large and complex network of agencies, but we are united through a common vision of providing innovative, best-in-class services for our clients and their brands,” says Sabrina Rodriguez, Global Head of Social Content at Dentsu Aegis Network. “Our vision is that by 2020 all our network agencies will be 100% digital economy businesses that focus on driving stories through digital marketing, digital content, and digital channels.”

As a part of this digital effort, agencies need to produce much more content, including rich visuals and video, for use across social media and other channels. The Global Center of Excellence for Social and Content within the Dentsu Aegis Network supports network members by developing global tools, platforms, and strategies that optimize capabilities and encourage greater efficiencies.

Adobe Creative Cloud for enterprise is one cornerstone of Dentsu Aegis Network’s digital economy strategy. “Adobe Creative Cloud apps and services allow us to improve efficiency and support compliance while we deliver more professional and creative digital content for the modern age,” says Rodriguez.

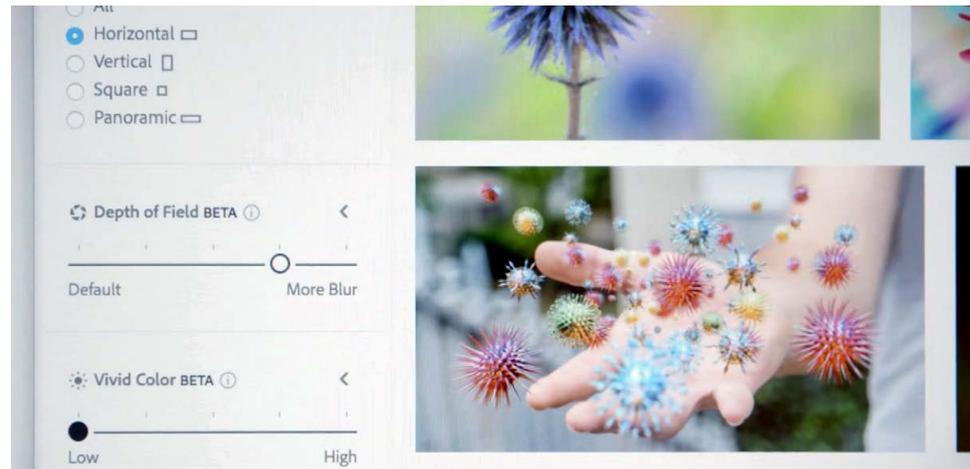
### Efficiency, compliance, and quality

To reach its business goals, Dentsu Aegis Network is promoting a very ambitious social media and content strategy for member agencies. High-quality stock images and video footage are an important part of producing a wide range of collateral quickly. Previously, every group and market found their own stock photos, using resources ranging from creative commons to subscription services. Often groups weren’t getting the full value of their subscriptions, perhaps paying for 50 images a month but only using a handful.

“Standardizing on Adobe Stock improves cost and production efficiency while helping ensure compliance over ad hoc methods,” says Rodriguez. “Creators can access Adobe Stock content through Adobe Creative Cloud apps to work faster and elevate creative content.”

“Adobe Sensei identifies and categorizes images in such a way that it takes a great deal of time and hassle out of finding just the right image. We spend far less time scrolling through search screens and more time working on exciting deliverables.”

*Sabrina Rodriguez, Global Head of Social Content, Dentsu Aegis Network*



With member agencies all working with Adobe Stock, Dentsu Aegis Network can reduce costs associated with underused subscriptions and encourage greater reuse of stock images with sharable libraries that allow people to see licensed images. Adobe Stock also allows designers to edit watermarked images within applications such as Adobe Photoshop CC, and then swap in the high-quality licensed assets with just a click.

Most importantly, Adobe Stock helps to maintain compliance in an increasingly complex market. To operate efficiently on a global scale, Dentsu Aegis Network wants to know that the images are properly licensed for all countries, markets, and usage. With Adobe Stock, designers can feel confident sharing content across markets and brands.

“Adobe Stock helps us create a large volume of quality content in a much shorter period of time,” says Rodriguez. “We can support brands and thought leadership with exciting content that engages customers and lifts performance.”

### Intelligent imagery

Clients demand fast project turnaround times of agencies, so content velocity is always a factor. Adobe Stock makes finding and using stock images even easier for Dentsu Aegis Network creatives through intelligent search functions such as Visual Search and Aesthetic Filters, powered by Adobe Sensei, Adobe’s artificial intelligence and machine learning framework.

With Visual Search, designers can drag any still image into the Adobe Stock search bar to find similar images, and can include additional search terms to narrow down the fields. Aesthetic Filters take searching to a whole new level, allowing designers to filter the search based on characteristics such as depth of field or vivid color to match a specific look.



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*David Houston, Creative, icuc.social*

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## Fast turnaround for social media

Social media management company icuc.social is one member of the Dentsu Aegis Network that specializes in social media for a diverse range of clients, from automotive and accounting firms to education and consumer products companies. While each of these clients requires a different mix of social media to face their unique challenges, there are some similarities. They all require some level of reactive social media content that must be conceptualized, developed, and published as quickly as possible. Also, all of these organizations increasingly want short, snappy video that will break through the noise and attract attention.

Adobe Creative Cloud apps and services are essential to helping icuc.social produce exciting content quickly. By working through Adobe Creative Cloud, all creators have access to the same version of tools, helping to ensure compatibility. Shared Adobe Creative Cloud Libraries further improve collaboration by giving everyone a single location to find all of the assets needed for a project.

“We’re social media specialists, so efficiency, speed, and collaboration are key,” says David Houston, creative at icuc.social. “Adobe Creative Cloud greatly contributes to our flexibility as a team, eliminating the friction between apps and people so that we can keep working.”

For example, using the integration between Adobe Premiere Pro CC and After Effects CC, Houston can start editing video in Premiere Pro, quickly shift to After Effects to adjust lighting, and then switch back to Premiere Pro—all without needing to stop his workflow to export clips. Designers can also access Adobe Stock directly through the Creative Cloud apps to find just the right image, texture, or video clip to elevate a project.

“Adobe Stock helps us accelerate content production,” says Houston. “Everything’s right there, fully integrated, and there’s such an incredible selection of high-quality visuals. I could lose hours finding what I needed before, but with the intelligent search and filtering capabilities of Adobe Stock, I can quickly find what I need and keep working.”

## Creating a customer story

As part of the Dentsu Aegis Network, The Story Lab works with innovative brands from around the world to deliver forward-thinking advertisements over print, radio, social media, and television. Producing video ads requires a great deal of coordination, collaboration, and work, but that effort is made easier through Adobe Creative Cloud.



## SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise, including:

Apps: Adobe Photoshop CC, Adobe Premiere Pro CC, Adobe After Effects CC

Services: Adobe Creative Cloud Libraries, Adobe Creative Cloud Assets

Adobe Stock for enterprise

Visual Search, powered by Adobe Sensei

Aesthetic Filters, powered by Adobe Sensei

### For more information

[www.adobe.com/creativecloud.html](http://www.adobe.com/creativecloud.html)

<https://landing.adobe.com/en/na/products/creative-cloud/283747-adobe-stock-for-enterprise.html>

[www.adobe.com/sensei.html](http://www.adobe.com/sensei.html)

“There’s lots of paperwork involved in video production,” says Amber Barrow, Production Assistant at The Story Lab. “From notes for our editors, to production orders, call sheets, and supply orders, Adobe Creative Cloud Assets allows us to store all of the assets and paperwork that we need for a project in one place.”

Working with Adobe Creative Cloud also helps The Story Lab leverage the power of freelancers to work more efficiently. With Creative Cloud, freelancers are always working on the same software versions as staff. When a freelancer leaves the project, all of their work remains stored in Creative Cloud Assets, not spread across multiple platforms or hard drives. As a result, The Story Lab team can quickly find the content that they need to make edits and create polished video that draws in viewers.

## Looking to the digital future

Across the Dentsu Aegis Network, Adobe Creative Cloud helps teams achieve collaboration, efficiency, and compliance, ultimately leading to more time spent working on the eye-catching digital creatives that companies are looking for in a digital economy. “Our network is growing fast, but with Adobe Creative Cloud, we’re aligning all of our member agencies around a digital strategy that will help us tell the stories that drive business for our clients,” says Rodriguez.



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