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FOR IMMEDIATE RELEASE

## Adobe partners with industry-leading customers for Experience Business ad campaign

**London, UK — 13<sup>th</sup> November 2017** — Adobe (NASDAQ: ADBE) today announced the launch of its global "Experience Business" ad campaign. The crossmedia campaign emphasises Adobe's belief that deep intelligence and amazing design are fundamental to creating compelling experiences that help brands stand out. Major brands participating in the campaign include: Caesar's Entertainment, Carnival Corporation, Franke Group, Holland America Line, Hostelworld, Pandora, Princess Cruise, Sydney Opera House, UBS and T-Mobile. The initial rollout is planned for the U.K., Germany, France and U.S. starting from 13<sup>th</sup> November.

Adobe's "Experience Business" campaign will be managed programmatically through Adobe Advertising Cloud, part of Adobe Experience Cloud, and will bring to bear the full power of the industry's most transparent, cross-channel advertising management platform. The campaign will target C-level executives including CMOs, CIOs, CDOs, CTOs and CXOs and will leverage high-impact design and media formats across a diverse range of channels. Buying methods include a combination of real-time bidding (RTB) and non-guaranteed direct buys via [On-Demand](#), Adobe Advertising Cloud's premium publisher marketplace.

The campaign creative, developed jointly by Adobe's in-house creative team and partner agency Goodby Silverstein & Partners, depicts seemingly everyday objects with the tagline "This Is An Experience", conveying how companies must think beyond the products they are selling – they must provide a truly exceptional experience around their products to really stand out. The comprehensive campaign features a reimagined Adobe.com experience and is the centerpiece at Adobe's events worldwide.

"Now more than ever, businesses must deliver relevant and personalised experiences across every customer touchpoint," said John Travis, vice president of Marketing for Europe, Middle East and Africa, Adobe. "By making experience their business, brands can exceed customer expectations and stand out in today's competitive market. This campaign shows how using customer insights to develop great content, delivered at the right place and the right time, can help brands do this."

Adobe will use Advertising Cloud's cross-screen planner to determine optimal media investments and Adobe Advertising Cloud's demand-side platform (DSP) to execute media buys across: desktop display and video, mobile display, paid social display and video, digital out-of-home, digital audio as well as programmatic, addressable and connected TV ad formats.

Adobe continues to use its data solutions to find new ways to effectively reach new audiences and measure the impact in real time. Project Relay, for example, is Adobe's homegrown model for measuring how paid media moves customers toward free trials, and then paid conversions.

**Helpful Links:**

- "Make Experience Your Business" website: [www.adobe.com/uk/experience-cloud](http://www.adobe.com/uk/experience-cloud)
- "Make Experience Your Business" video ad: <https://youtu.be/Gwq9Hwtt6O4>

- Project Relay: <https://blogs.adobe.com/conversations/2017/10/adobe-takes-home-the-ana-genius-award-for-analytics-innovation.html>

### **About Adobe Experience Cloud**

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

### **About Adobe Advertising Cloud**

Adobe Advertising Cloud is the industry's first end-to-end, independent platform for managing advertising across traditional TV and digital formats. By focusing on brand safety, improving transparency and leveraging the full power of Adobe Creative Cloud and Adobe Experience Cloud, our platform enables advertisers to gain greater control of their global advertising spend and achieve their business objectives. The platform already manages roughly \$3 billion in annualised ad spend on behalf of more than 1,000 global clients, including Allstate, Ford, Johnson & Johnson, Kraft, Liberty Mutual, L'Oréal, MGM, Nickelodeon and Southwest Airlines. Learn more about [Adobe Advertising Cloud](#).

### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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