



**Adobe**

Product & Brand  
Management (MKT282)

MS Marketing '22,  
McCombs School of  
Business, UT Austin

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1D

5D

1M

6M

YTD

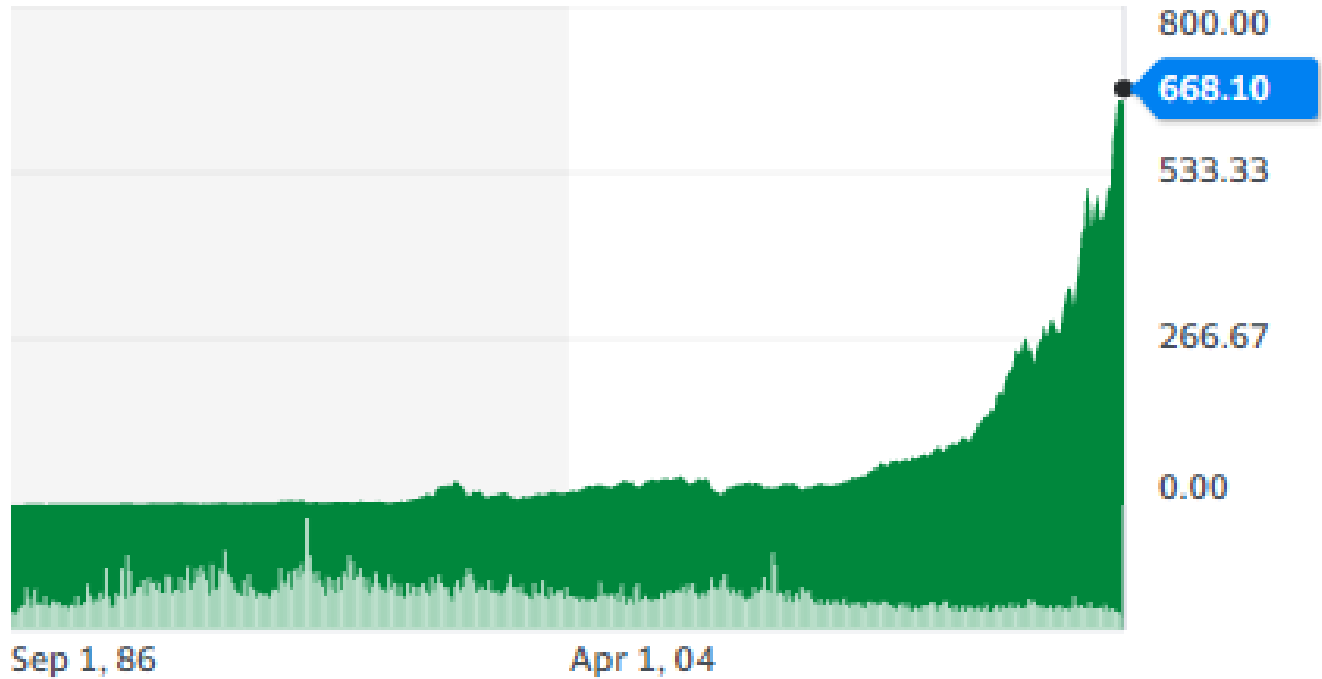
1Y

5Y

Max



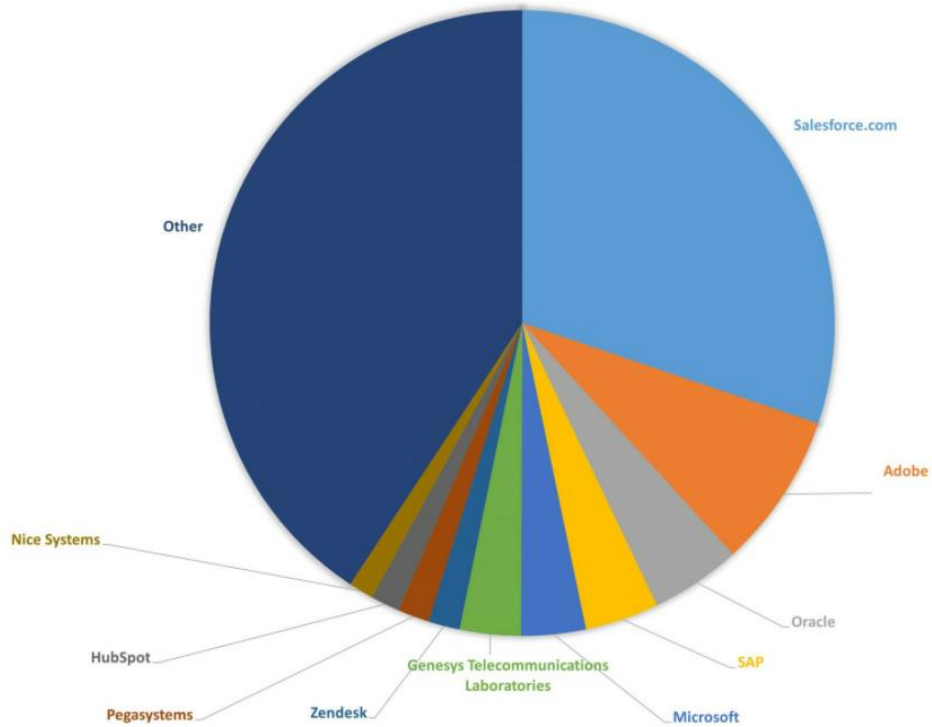
Full screen



Trade prices are not sourced from all markets

Pf	En	Ps	Ae	Pr	Ch	Ic	Id
Xd	St	Fl	An	Ai	Fs	Br	Sp
Sy	Fw	Mu	DW	Tk	Cp	Dn	Rh
Au	Sg	Pl	Cf	Lr	Sc	Fb	

EXHIBIT 1: 2019 CRM APPLICATIONS MARKET SHARES  
SPLIT BY TOP 10 CRM VENDORS AND OTHERS, %



The Adobe logo is displayed in white text within a red speech bubble shape. The bubble has a tail pointing downwards and is set against a background of curved, concentric lines in shades of gray and white.

Adobe

## What Adobe does well?

- Almost everything
- Pioneering Digital Media Tools
- Creative Suite & Document Security

## What Adobe can do better?

- To focus on CRM and Cloud, AI & data-driven marketing solutions

# Adobe's Brand Framework

**COMPANY VISION** - Changing the world through digital experiences

**COMPANY MISSION** - To connect content and data and introduce new technologies that democratize creativity, shape the next generation of storytelling, and inspire entirely new categories of business.

	<b>As-Is</b>	<b>Proposed</b>
<b>BRAND PROMISE</b>	Leading and defining the future of digital media and digital marketing.	Forward-thinking creative digital solutions
<b>BRAND PERSONALITY/ATTRIBUTES</b>	Genuine Innovative Exceptional Involved	Genuine Innovative Adaptive Inclusive
<b>BRAND VOICE</b>	Creative Pioneering Inspirational Expert	Creative Pioneering Relevant Engaging
<b>BRAND LOOK</b>	Contemporary Vibrant Clean Organized	Contemporary Vibrant Clean Organized

# Adobe Supporting Materials



**St**

**GET 10 FREE ADOBE STOCK IMAGES.**  
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**Totally transformed.**  
Adobe Creative Cloud.  
The entire collection of apps & services starting at **US\$49.99/mo.**  
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Lightroom for desktop and mobile plus Photoshop CC.  
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**THIS IS NOT A SHOE**

**THIS IS AN EXPERIENCE**

See how data and design are transforming the retail industry.  
**Make experience your business.**

Adobe Experience Cloud



# Adobe Archetype



The Hero



The Creator



The Sage

- Adobe is a Creator archetype because they exist in the realm of creativity and inspire imagination with their pioneering creative digital solutions





# **Adobe Brand Measurement**

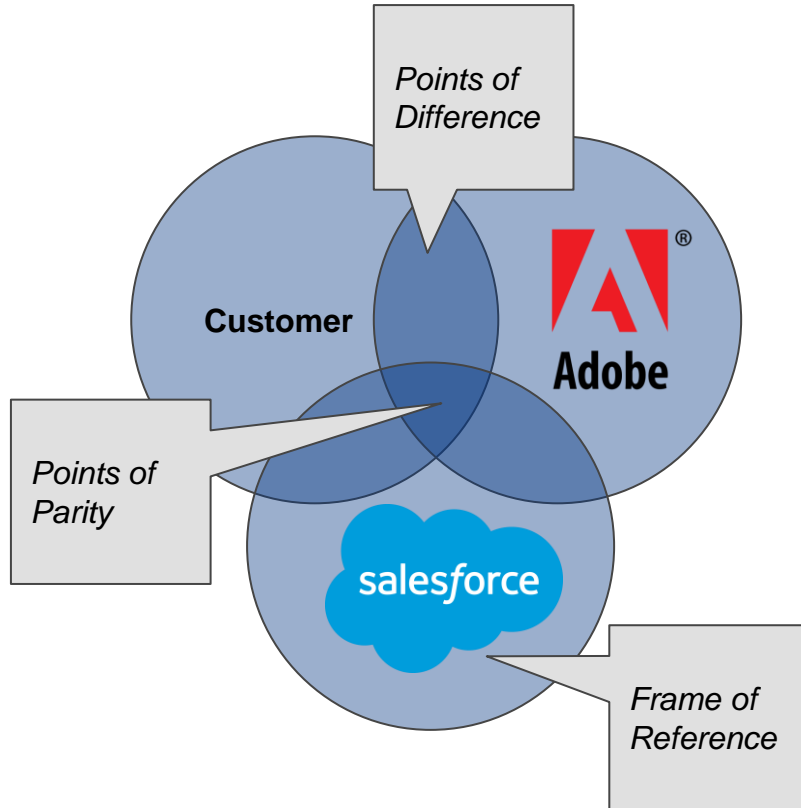
## *Key Metrics*

1. Product Analytics
2. Price Premium
3. Brand Awareness
4. NPS/CSAT
5. Penetration & Buy/Engagement Rate
6. Churn Rate
7. \*Conjoint Analysis

# Key Metrics

- 1. Product Analytics** - The Adobe product and service line has multiple channels of distribution from their website. Tracking page views, CTA clicks, and downloads are crucial metrics for success as they provide insight into how many users are seeking out the brand and ultimately using the products.
- 2. Price Premium** - Adobe products are targeted toward professionals and organizations and are thus priced at a premium level. By analyzing the price premium, Adobe can determine the value that consumers place on its products versus the competition and measure the willingness to pay for the brand name, and differentiation provided.
- 3. Brand awareness** - One of Adobe's biggest assets is its brand which has a strong global presence, and many products from its portfolio have become household names. It is the go-to solution for digital creativity with its Creative Cloud apps and is utilized by many organizations for document creation, editing, and security. Analyzing brand awareness is vital to maintain this presence.
- 4. NPS / CSAT** – With NPS, Adobe can evaluate how loyal its customers are to their brand and the likelihood of positive word of mouth. NPS concentrates on customer loyalty towards Adobe brand while CSAT (customer satisfaction score) will assist Adobe in measuring the customer satisfaction generated by using their product or service. With the new brand framework, Adobe needs these key performance indicators to analyze the performance of its customer experience.
- 5. Penetration and buy/engagement rate** - While Adobe's Creative Suite and Document offerings are widely used and adopted, its Experience Cloud is among many competitors in the market. By measuring brand penetration, Adobe can measure its proportion of market share, and assess how well its products and services are performing compared to the competition. This can help Adobe invest further in areas where it is different and determine where alternatives may have stronger offerings.
- 6. Churn Rate** - Being in such a competitive space, Adobe can analyze its churn rate to keep a track of unhappy customers as they can spread negative word-of-mouth and bring detriment to the overall brand value. It will be expensive for Adobe to acquire new customers in comparison to retain existing customers. Adobe can identify its detractors, diagnose the reasons for their dissatisfaction and churn and attempt to reduce it.
- 7. \*Conjoint Analysis** – Using Conjoint Analysis, Adobe can measure the value that its consumers place on the different features of its products and services. This technique will assist Adobe in delivering and communicating relevant user experiences as we proposed in the brand framework. Positive customer experiences and perceptions will directly impact the brand equity of Adobe.

# Brand Positioning



**Frame of Reference** - Digital solutions for creative and marketing needs

**Points of Parity** - Customer Relationship Management, Data and Content management platform, Analytics, Marketing and commerce solutions, SaaS, High quality, Personalization engines, AI driven-solutions, B2B

**Points of Difference** – Document (Security) Solutions, Creative cloud, Mobile App Analytics, Meeting solutions, B2C, Adobe Primetime, Creative Brand Imagery (Advertising)

## **Adobe - 100-Word Hearts and Minds Narrative**

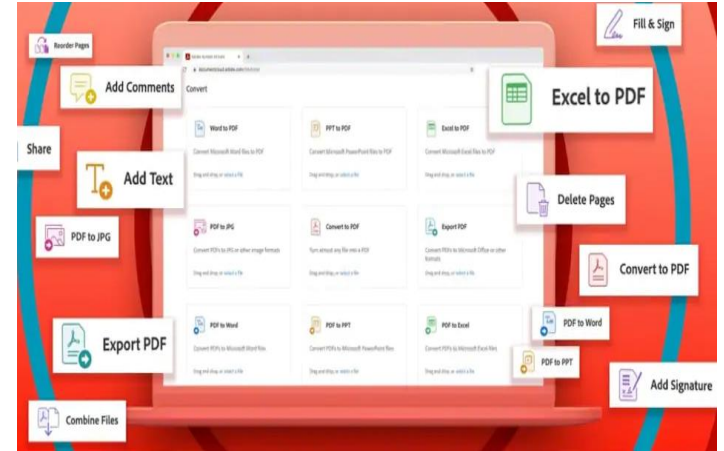
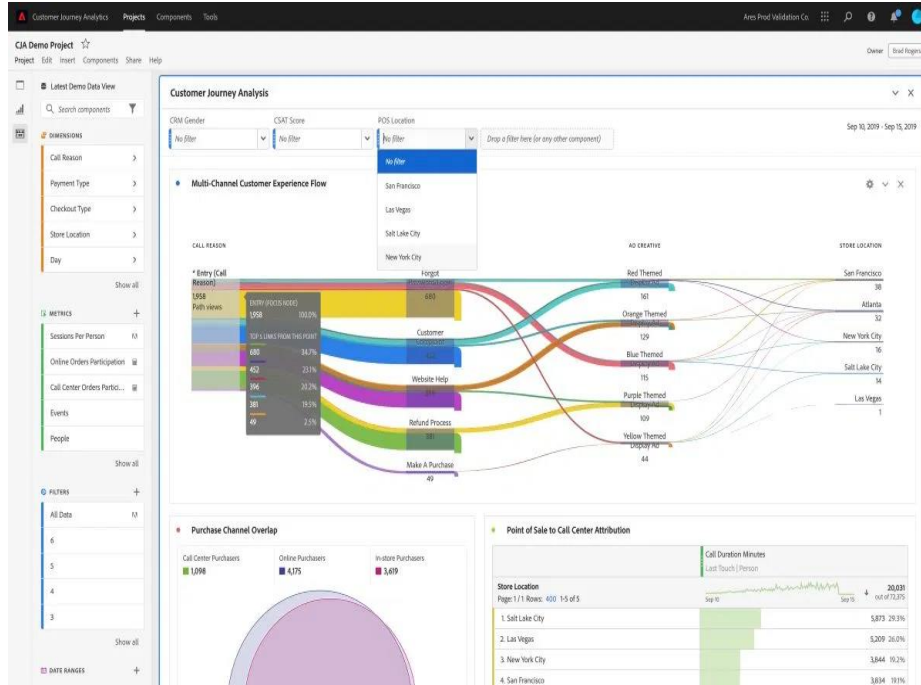
In the wake of digital revolution, creative and marketing needs have become increasingly important. Digital solutions engender creativity and innovation at the intersection of deep science and art of storytelling. For many, cutting edge technological solutions equip them to create sustained competitive advantages. For others, it allows for boundless creativity at the tips of their fingers. Great experiences have the power to inspire, transform, and move the world forward. And every great experience starts with creativity. Adobe connects data and content, builds innovative technologies, inspires creative storytelling, and empowers entirely new categories of business.



# Adobe and Salesforce Brand Visuals



# Adobe Software Visuals



# Sources for Brand Framework

<a href="#"><u>Pie Chart Source</u></a>	This is the resource for the pie chart of CRM market breakdown
<a href="#"><u>Print Ad Source</u></a>	The print ad from Adobe's 'Experience Business' campaign
<a href="#"><u>Welcome to Cannes Source</u></a>	The visual from for Adobe's 'Welcome to Cannes' campaign celebrated with
<a href="#"><u>Adobe &amp; Source</u></a>	The visuals for 'Adobe &' campaign
<a href="#"><u>Make it Adobe Source</u></a>	The print ad 'Make it Adobe Cloud'
<a href="#"><u>About Adobe Source</u></a>	Vision, Mission, Bland promise and Brand personality



# Sources for Brand Measurement

<a href="#"><u>Adobe Marketing Mix</u></a>	We reviewed the marketing mix to help us understand what Adobe is offering, how they're offering it, and how they define success
<a href="#"><u>Adobe - Define KPIs</u></a>	This Adobe website reviews their business recommendations for defining KPIs, and we used this to determine which metrics were most applicable when measuring the brand
<a href="#"><u>Customer Experience Management</u></a>	This source was referred as a guide to understand how the different aspects of a customer experience affects a brand and how they can be managed
<a href="#"><u>Brand Equity</u></a>	We reviewed this source to ascertain the key components of brand equity and how we can measure them
<a href="#"><u>Adobe Case Study</u></a>	This case study by Eric Siu analyzed Adobe's marketing mix and key metrics and helped us understand that brand strategy
<a href="#"><u>Brand Awareness</u></a>	We studied what aspects are included in brand awareness to analyze Adobe's current brand awareness
<a href="#"><u>NPS / CSAT</u></a>	We used this source to understand how the performance indicators – NPS and CSAT affects a business strategy



# Sources for Brand Development

<a href="#"><u>NASDAQ comparative review of Adobe &amp; Salesforce CRM</u></a>	NASDAQ.com reviewed in-depth the difference between Salesforce and Adobe CRM platforms
<a href="#"><u>Adobe's Competitors List</u></a>	List of top competitors in the market
<a href="#"><u>Adobe's website</u></a>	The about Adobe page on the company's website. This allowed us to mend currently existing brand imaging with tweaks of new
<a href="#"><u>Gartner Data for Comparison</u></a>	Gartner data on similarities and differences of markets that Salesforce and Adobe have
<a href="#"><u>Adobe CRM Overview</u></a>	Adobe CRM deep dive and overview
<a href="#"><u>Salesforce website</u></a>	The Salesforce website was referred to gather information related to its products, solutions and brand image