CREATIVITY —
The Fuel for Digital Marketing.

An Adobe White Paper
Most companies say they embrace creativity and innovation. But the proof is in the digital marketing. It’s the way Under Armour brings consistently powerful imagery to websites, smartphones, and stores—so customers can feel the sweat and grit of a great workout, even if they’re still in their work clothes. It’s how Apple reinforces their product design with crisp, clean digital marketing—inspiring busy people to stand outside of stores all night, just to be among the first to buy a new product.

These iconic brand experiences and the resulting creative dividends are built with highly orchestrated digital marketing and media. Their success often comes down to the last millisecond, when customers experience emotionally-charged content that’s deeply relevant to their needs. In that moment when the digital assets flash across a computer, tablet or in-store screen, it’s your job to deliver them with consistency, relevance and creativity. When you do, visitors become buyers—and they don’t just buy a little. They keep coming back and buying more.

A recent Forrester study shows that this type of digital creativity drives business results, including revenue growth and greater market share. And with more technologies and tools at our fingertips than ever before, digital marketing and media can be the place where your brand’s creativity really shines through. By developing experiences that delight customers across websites, smartphones, tablets, wearables, and wherever else they go, your creativity can pay off with big, long-term creative dividends.

The strategies in this paper can help you channel creativity into business revenue. Use it as a guide for building your brand’s creative dividends, and discover new ways to win your customers’ hearts, minds, and wallets.
Inspiration doesn’t work on a 9 to 5 schedule. Instead, our best ideas often arrive when we’re nowhere near our desks—in places where our minds are free to wander, imagine and dream. Neuroscience research shows that our brains have always worked this way, with eureka moments occurring when the mind is most relaxed. The difference today is that we have better tools to capture inspiration wherever it strikes—whether on a hike, in a café, or even in our cars.

By using smartphones and tablets to concept, sketch, and design, your creative team can now start the conceptual development process on the go and then take their ideas to the next level when they’re back at their desktops. In fact, this type of anywhere-creativity has become an expectation, with 74 percent of creatives saying that mobile technology is transforming the face of creativity and design.

Your job is to make it easy and seamless for your team. By investing in integrated tools that span the entire creative process, from concept to creation to production, you can turn brilliant ideas into creative campaigns faster than ever before.

Imagine going out to lunch with a friend, and the menu is the perfect shade of blue you need for an upcoming project. With the Adobe Capture mobile app, you can take a quick snapshot with your phone and upload it into Illustrator when you get back to the office.

Or, perhaps you are doodling during a work meeting, and one of your drawings turns out better than expected. Adobe Capture also allows you to take a photo and turn the picture into vectors that you can use in InDesign once you’re back at your desk. Creative Cloud for enterprise gives you and your team all the mobile apps you need to turn inspiration into reality.
It’s not enough to simply tell your people to “be creative.” You must equip them with tools that make their best work possible. Because creativity is an iterative process, especially when it comes to executing complicated digital marketing campaigns, the systems and workflows you put in place can make the difference between campaigns that soar and those that simply crash and burn.

“As new ways of communication and customer interaction continue to emerge, we have to be able to work faster and more creatively,” says Stephen Gates, a digital creative director who has led the development of integrated global advertising campaigns for brands like Starwood, Disney, and American Airlines. “We must be able to collaborate and share ideas from anywhere for continued business dividends.”

For instance, Adobe CreativeSync and Libraries let you instantly share your assets—such as style guides or color palettes—with everyone you work with. That way, no matter what app they’re working in, your entire team has access to the latest files and settings. When files are updated and shared in real time, your team is able to collaborate more often and more efficiently.

In essence, you can create great content, but without efficient collaboration and management tools, your assets can get lost in endless emails or random storage systems. Even when you’re juggling dozens of projects, you should be able to easily plan, review, and manage all of your assets at every phase.

And having a solid management system will accelerate your creative process. With Adobe Experience Manager (AEM), you can create customizable templates that help jumpstart new projects. And as the projects progress, you can easily reassign new users and give instant feedback.

85% of marketers say they are under pressure to create assets and deliver campaigns more quickly.7

This kind of collaboration means greater collaboration between creative and marketing teams. For instance, marketers can bring real-time data to their strategic direction, and then creatives can rapidly incorporate these insights into their designs. This makes it easier to hit the creative mark the first time—and to start boosting profits right out of the gate.

To ensure that your teams are able to develop their ideas quickly and continuously, you also need a frictionless workflow for managing the production of your teams’ creative executions—which will also help free up the necessary time for real creative exploration and thoughtful development. The result? Rapid innovation and truly memorable brand experiences.

62% of senior managers believe that technology enables their employees to innovate or find creative solutions to problems.6
Get your creative **ASSETS** in gear.

Once you’ve got great creative assets developed, the challenge is to leverage them efficiently, so they can easily be used by all team members and across every marketing channel. This means ensuring that everyone on your busy team can access assets like images, videos and display ads, so they can re-purpose them across any touchpoint and deliver them across every platform and browser.

Keep in mind that the people who need access to these creative assets frequently reside outside your company, either because they’re external contractors, or because they’re work-from-home creative professionals. Advertising agencies, brand marketers, freelance designers, distributors and dealers are all frequent consumers of your assets.

In addition, make sure your creative assets are easily available across every system your enterprise uses. This means ensuring that assets easily integrate with campaign management, email marketing, web content management and marketing resource management systems, so they can be efficiently distributed to targeted audiences no matter what platform or tool you’re using.

With all this flexibility, you must also ensure all your assets are protected. It’s important that while you share your files with external contractors or freelance designers, you remain in full control of your assets at all times. With Adobe Creative Cloud for enterprise managed services, all of your content is encrypted both at rest and over the wire, and your IT team retains full control of your encryption keys. Plus, all the content you create and share can live behind your own company’s firewall on a single-tenant server.

This kind of management allows you, your team, and anyone else you work with to collaborate in full confidence of your own IT department. When you know your creative assets are protected, you can focus your efforts on delivering the original and relevant work that helps your business reach its long-term objectives.

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75% of marketers **share assets with multiple teams inside and outside their companies as part of their ongoing project management process.**

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Make creativity shine with **RESPONSIVE** design.

Even the greatest strokes of creative genius are meaningless if they aren’t responsive across all the devices that your customers use. As communication philosopher Marshall McLuhan famously asserted, “the medium is the message.” And in today’s omnichannel world, where there are more mediums through which a message can be experienced, it’s never been more important to convey that message clearly, consistently and creatively using strategies like responsive design.

Recognizing that mobile, multi-device consumers are the new normal is the first step to creating campaigns that look great and perform beautifully across every channel. The next step is making sure that your creative teams have the strategies and tools they need to do responsive design right, and to create mobile content that sings.

Now that mobile devices have completely overtaken PCs, with mobile phone penetration rates in the West at over 100 percent, it’s up to you to take full advantage of the mobile revolution. And that means giving both your creative and marketing teams the tools they need to deliver contextually relevant, brand-consistent experiences everywhere your customers go.

To do this, look for comprehensive mobile experience solutions with the power to develop both responsive design and mobile-specific sites, so your creatives can choose the best solution for every project, on every screen.

Adobe Experience Manager apps (AEM apps) gives marketers the ability to manage content and push updates or notifications to their company’s mobile apps. AEM apps works with any operating system, so you can ensure your customers are getting quality experiences everywhere and on all their favorite devices.

But winning customer’s loyalty doesn’t stop there. It’s important that your brand is consistent across all types of web display—both mobile and desktop. With Adobe Dreamweaver, designers can build the ideal site for any type of web browser. It works with all Adobe Creative Cloud desktop apps, so they can quickly extract design elements from Photoshop and optimize them for a responsive web display.

And whether they create a site from scratch or use a built-in template, it’s easy to customize the code to guarantee the site is exactly how they imagined. Or, if you don’t have time to figure out code, Adobe Muse has new responsive design abilities. You can create websites anyway you like, and Muse will complete the coding for you.

All of these solutions are integrated, so you can keep a big picture of your online strategy, and blend your mobile presence into other brand experiences. And when your solutions work together, it’s easy to make your strategies work well together, too. And customers notice. As you engage with customers using responsive design and impressive mobile apps, you build relationships that keep them coming back for more.

55% of marketers rank mobile as the biggest driver of change in marketing. Nearly 100% say that smartphones and tablets are the most important devices that they needed to master to reach their customers.
Once you’ve got seamless workflow tools, integrated digital assets and a mobile-ready website, the next step is to personalize your digital content, so you can make sure the right messages reach the right people at the right times. Companies like REI have become masters of this personalization process, serving up awe-inspiring mountain imagery to ski-obsessed customers during wintry months and delivering sunny camping shots to customers who want to get outdoors the moment that spring rolls in.

Combining great creative with asset intelligence and customer data makes this possible. With a data-driven understanding of what people want and need in their lives, and what they like or dislike about the brands and products that surround them, it’s easier to make the personal connections that capture hearts, minds and market share. Add automation, and you can personalize your interactions with customers in real time, delivering the specific offers and content that are most relevant to their individual needs, at the moment they need them—while still retaining the branded creative executions that make lasting, human connections.

Of course, this is easier said than done. To succeed, you need the right blend of human and machine. The Econsultancy Quarterly Digital Intelligence Briefing for January 2015 puts it this way: “Personalization depends on technology, but it is human insight that moves it beyond the algorithms relating products and people. Great personalization can be fundamental to relevance, while bad personalization feels intrusive and unnecessary.”

Tumi, a popular bag manufacturer, knows that personalization pays off. As shoppers explore their website, Tumi offers a virtual look at personalized monograms on various products. Using Adobe Experience Manager, Tumi overlays any three-letter monogram onto the image of a bag or luggage tag in real time. Shoppers can even experiment with font style and color to achieve the look they want.

Then, using Adobe Analytics, they can track how customers interact with certain products, monogramming, and other dynamic images. According to Naveen Gunti, Senior Director of e-Commerce Technology and Operations at Tumi, “Adobe Analytics provides us with data about page views and clicks to help determine how images and interactive elements are affecting the customer experience and sales.” He says, “Sessions have increased by up to 40 percent, indicating that customers are taking their time to really explore our products.”

Because Tumi has the tools to analyze that type of products customers spend the most time looking at and monogramming, they can adjust their personalization services to best fit their customer’s needs.

Of course, the kind of personalization Tumi applies to their company may not fit into your business strategy. See what kind of personalization is realistic for your type of product, and find what kind of customization your consumer’s are looking for. Regardless of how you incorporate it into your marketing strategy, personalization is key in winning over customers and strengthening loyalty.

Companies targeting personalized content in real time are seeing, on average, a 16% uplift in sales. This is 33% greater than those businesses that say the type of personalization they carry out isn’t instantaneous.
Get your mojo working **FASTER** than ever.

To take your products and services from "nice-to-have" to "can't-live-without," you must go beyond individual creative strategies to cultivate a digital culture of innovation throughout your entire organization. Combine this collective digital creativity with the ability to efficiently manage and optimize it all, and you’ve got the creative velocity you need to generate consistently outstanding campaigns in our 24/7 digital world.
Adobe has been a partner to the world’s best brands for more than 30 years, providing industry-leading creative solutions that help you create amazing content. Today, Adobe offers everything you need to achieve an advantage through design, thanks to an offering that integrates several solutions, such as Adobe Creative Cloud for enterprise, Adobe Experience Manager and Adobe Digital Publishing Solution.

These solutions bring together the necessary components for a modern digital workflow, including a full spectrum of creative desktop and mobile apps with integrated fonts and stock images, an asset management and delivery system that keeps your content connected and accessible, and direct publishing that lets you convert your designs into beautiful mobile apps that lets you update continuously—without coding or IT support. Now you can easily deliver content at the velocity your company needs to give your customers engaging, personalized experiences.

For more information, visit Adobe.com or contact a local Adobe Sales representative.