

## AWARD

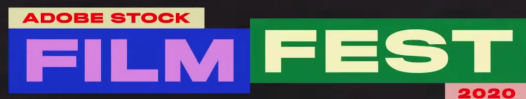
# Brands as Creators

## WINNER

# Adobe – Stock Film Festival

## Agency

# 72andSunny Los Angeles



## BACKGROUND & CONTEXT

With the reality of COVID-19 in 2020, many creators faced the challenge of how to bring their ideas to life, with fewer avenues to capture content of their own. Stock footage has long suffered from its perception as a last-ditch tool for creatives. Adobe Stock identified this reality, knowing that stock footage often wasn't even on creators' radars.

The company wanted to demonstrate the creative power of Adobe Stock, challenging the belief that stock is a bland and boring back-up option and repositioning it as a rich resource for storytelling. Adobe asked 13 filmmakers from around the globe to create films with no cameras, no actors, and no sets, just their imaginations and the full Adobe Stock library, creating the first ever digital Adobe Stock Film Fest.

## CAMPAIGN OBJECTIVES

The primary objective was to drive awareness of the product as a powerful creative tool and to encourage users to look to it as a tool in their storytelling arsenal. The company targeted experienced creatives ranging from professionals to hobbyists with this global initiative.

## WHAT ROLE DID YOUTUBE PLAY?

YouTube gave the filmmakers a platform to tell their stories and be where consumers already are.

First, Adobe took advantage of TrueView in-stream ads to promote the festival leading up to the premiere. Then it turned to YouTube Live for the premiere. It also hosted the films in a playlist, presenting them as a neat, easy-to-navigate collection. Sharing from the Adobe Creative Cloud channel, it was also able to bring users into

the Adobe ecosystem, where they could find more creative content.

## CREATIVE STRATEGY

Adobe aimed to create a sense of cultural esteem and momentum. To do so, it tasked creators to bring a diversity of rich stories to life in the moving medium of film. It wanted to tap into a global audience that was spending more time at home and was primed for a lean-back entertainment experience.

To build anticipation, Adobe wanted to mimic all the behaviors of a real-life festival, with promotion that drew inspiration from festival line-ups and movie posters using TrueView pre-roll. The Adobe Stock Film Fest premiered live on YouTube with a special guest host (creative guru Jason Levine) and introductions from the filmmakers, creating a tune-in moment where the audience could gather.

Adobe wanted to deepen the storytelling by ensuring that editorial content was targeted to filmmakers. Finally, to help its audience turn this inspiration into creations of their own, the company wanted to share behind-the-scenes content on Adobe Live, Adobe's own hub for creative resources, with tutorials from the creators.

## OVERALL EFFECTIVENESS

- The Adobe Stock Film Fest had **over 1.5M viewers, with 80K of those in the first 5 minutes, which was 2X higher than the benchmark\***
- **50% increase in brand awareness in every market\*\***
- **3,000 new creatives were inspired to purchase and subscribe to Creative Cloud and the experience influenced 1,062 Adobe Stock subscriptions\*\*\***

**50% increase in brand awareness**

The Adobe Stock Film Fest created an integrated brand experience that was fresh for the category and cast stock footage in a new light for creatives.

*\*Source: YouTube Studio Video analytics*

*\*\*Source: Nielsen Brand Lift Study*

*\*\*\*Source: Adobe Marketing and Consumer Insights*

## WHY DID THIS CAMPAIGN WIN?

This campaign cast new light on a historically overlooked product. By encouraging creativity, the online Adobe Stock Film Fest emulated the offline experience of a traditional film festival using unique YouTube tools.



## LESSONS LEARNED

- **Custom Content is a Consistent Driver of Success:** Adobe spoke directly to creators with its "Stock Film Fest" campaign. Thinking of YouTube's TrueView in-stream ads and YouTube Live for the premiere when planning this campaign, it was able to engage the creator community in an authentic way.
- **Generating Consumer Conversation:** Recreating an offline film festival online presented not only a unique set of challenges but also a great opportunity for Adobe to use YouTube Live to generate conversation and commentary on other creators' work.

"It's a brilliant idea – people are stuck at home and you have all these creators who can't work or get out and shoot anything, and they really took advantage of this.

They accomplished their goal while creating something really fun and a challenge for people who are creative, and got them familiar with what Adobe can do."

**Sheryl Goldstein**, EVP, Member Engagement and Development, IAB

