

Case study Adobe

CLIENT

Adobe is a global leader in digital marketing and digital media solutions – committed to providing its customers with next-generation solutions to keep up with today's phenomenal rate of technological change.

TASK

Our client, Adobe, was launching Adobe Social, an integrated suite of digital marketing tools. The Adobe marketing team asked Oculus to come up with a direct marketing package to promote Adobe Social to European marketing heads. The client was keen for the item to look good, be rigid enough to post, potentially be an item that people would keep and, crucially, fit with the largely social launch of the product.

ACTION

We created design visuals showing a choice of approach and packaging based on a 'box of memories' – effectively a forerunner of Facebook. Our concept, a mock Havana cigar box, featured internal graphics representing a typical mix of memorabilia, including holiday snaps, tickets and labels. Initially, we created dummy versions to prove the concept and modified our designs based on client feedback before finalising the creative.

We engineered the box to incorporate a branded pair of sunglasses and a rubber stamp (that the client had already ordered) to tie in with an Instagram competition they were running via the Adobe Facebook page. The box also contains a promotional leaflet to describe the product and give details of the competition – for which we supplied the design and copy.

We produced three language versions – English, French and German – with the box requiring only a black plate change between languages to keep costs down. We produced 1,500 boxes, inserted the flyer and giveaways, added personalised labels and posted them to addresses supplied by the client.

RESULT

We designed and delivered a robust and appealing 'box of memories' for recipients to keep and use for their own mementos. The whole concept underpins the 'Get social!' theme of the promotion and delivers on every level.

FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at www.oculus.co.uk



Get Social with Adobe

Create and demonstrate social media ROI with Adobe® Social

Adobe Social is a new single solution that lets you rise above the chatter to start a whole new conversation.

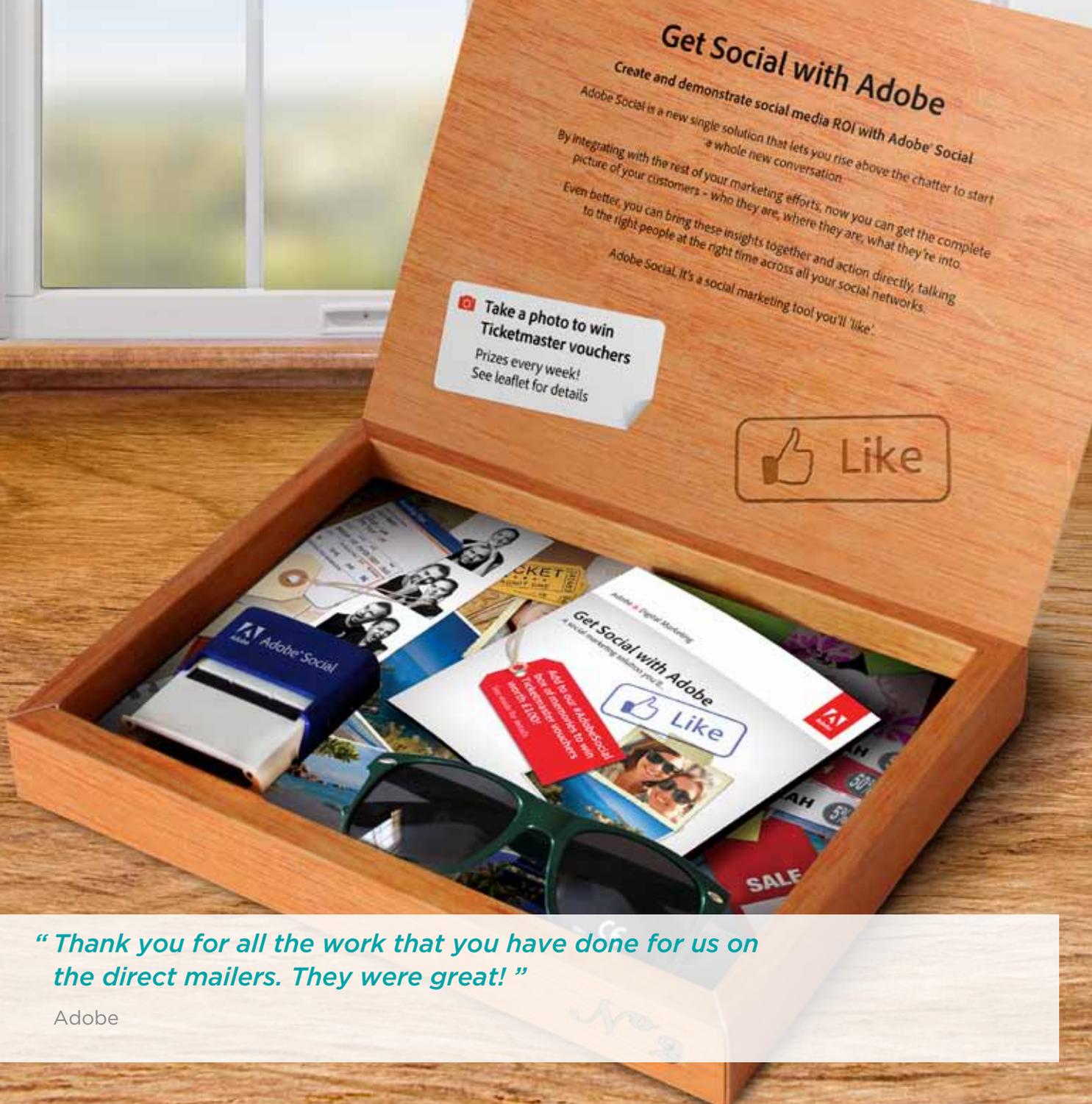
By integrating with the rest of your marketing efforts, now you can get the complete picture of your customers - who they are, where they are, what they're into.

Even better, you can bring these insights together and action directly, talking to the right people at the right time across all your social networks.

Adobe Social. It's a social marketing tool you'll 'like'.

 **Take a photo to win Ticketmaster vouchers**

Prizes every week!
See leaflet for details



“ Thank you for all the work that you have done for us on the direct mailers. They were great! ”

Adobe