

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

Adobe asked Oculus to design and build an integrated lead-generation campaign to promote Adobe Marketing Cloud – a complete toolkit of digital marketing solutions. In Adobe's words 'Powerful weaponry to build your business and beat the competition'.

ACTION

We devised an engaging, thought-provoking and ultimately rewarding campaign to facilitate data capture, specifically details of executive-level decision-makers. For the campaign theme, we created a spherical maze in Adobe red – a metaphor for the campaign theme: the Adobe 'digital journey'. This device worked really well in print and digital spaces – providing multiple opportunities for animation and creation of complementary copy, for example, 'Adobe's digital journey will take you through an interactive maze, offering you a unique set of tools and resources to help navigate your way ahead'.

In the first wave, all targets received an email and the 500 top-level leads also received a premium-quality boxed gift (a branded mobile phone charger). The email included a call to action to visit the campaign website, and urged thought leaders to 'get ready for their journey' with strong prompts to access gated free assets and a useful interactive digital maturity benchmarking tool. The rich-media-driven landing page featured animation of the maze device and a second opportunity to access the assets.

In the second wave, we updated the landing page to include a prompt to begin the journey. Visitors were invited to take one of four pathways: Personalisation, Mobile, Attribution and Omni Channel – leading to downloadable assets, including white papers and reports, most of which were created by Oculus. At this stage, we also introduced a light social touch by adding Twitter, developing an initial outreach programme and then a 'Tweet to Win' mechanic to extend the campaign reach.

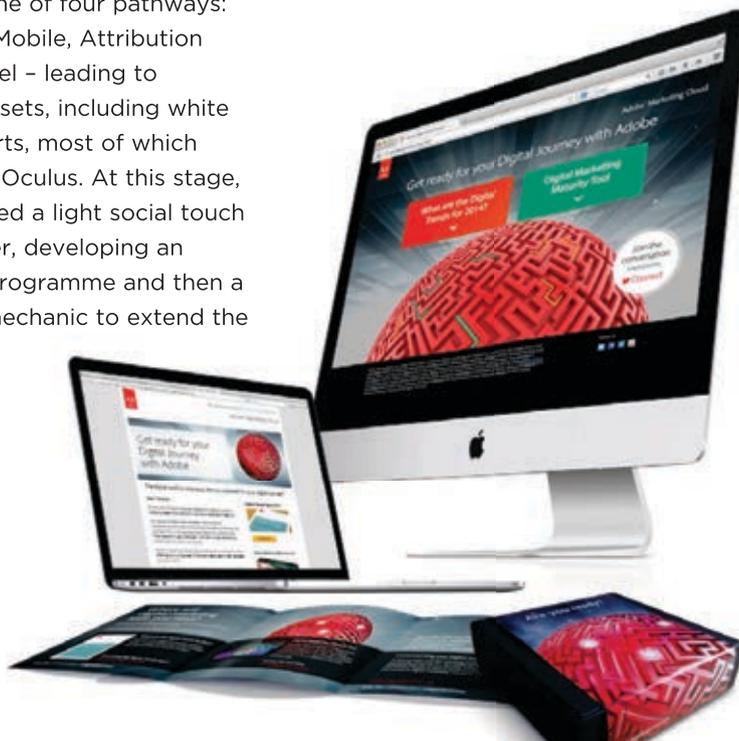
RESULT

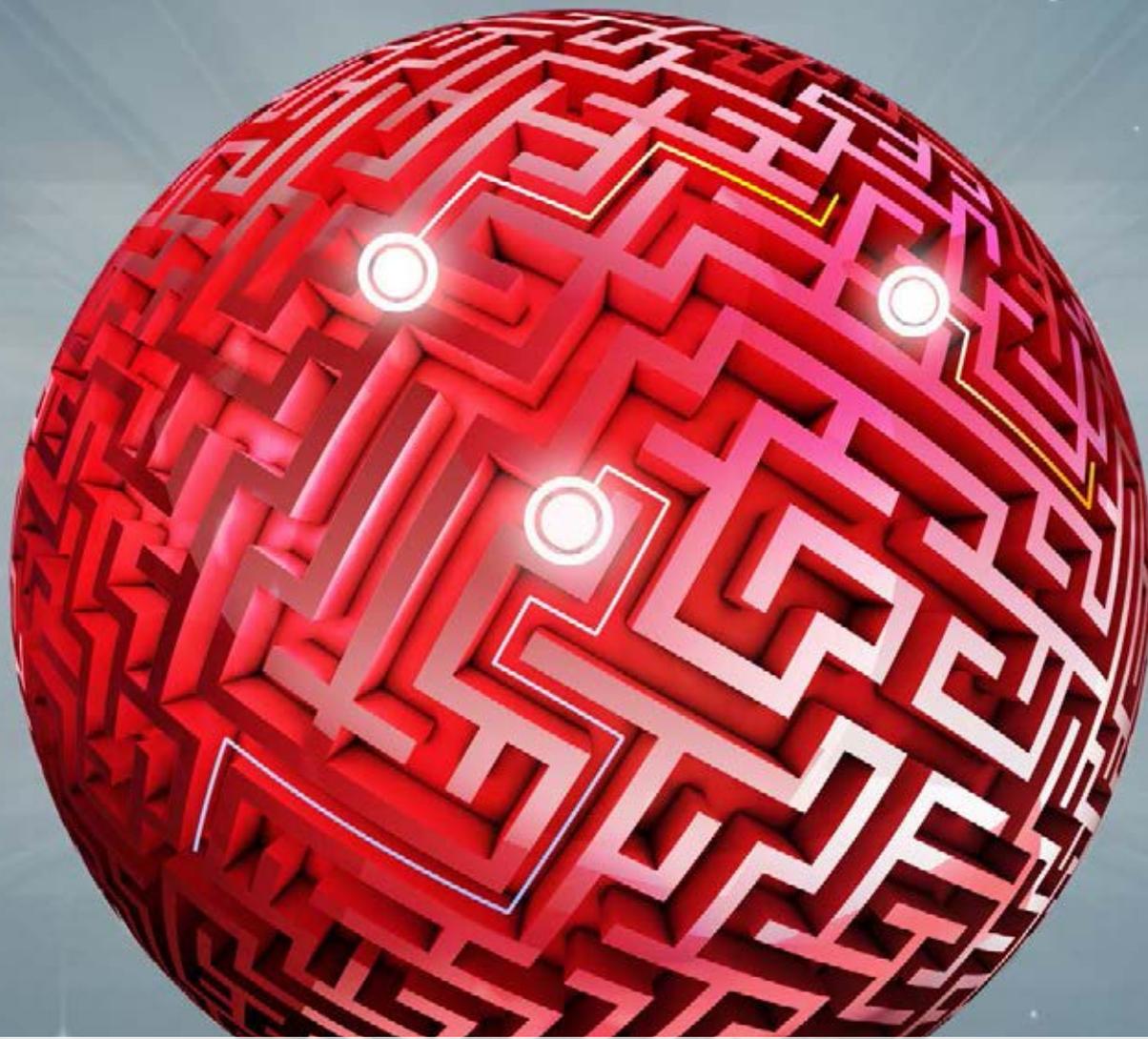
The campaign resulted in a regular feed of high-level prospects to Adobe throughout 2014. The Tweet to Win campaign generated further visibility and increased interaction.

This year-long campaign has been a great success and is continuing to generate a significant number of high-value leads.

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





“I know I’ll receive nothing less than a top-level professional service from Oculus. Creative and interactive, you constantly deliver more than I ask for and you never let me down – you meet every deadline, however tight, with exemplary attention to detail.”

Adobe