



Adobe Express

2024-2025

**American Marketing Association
Collegiate Case Competition**



TABLE OF CONTENTS

Executive Summary	1
Introduction	2
Situational Analysis	2
SWOT Analysis.	6
Market Research	8
Target Markets	10
Strategic Positioning	12
IMC Plan	13
Timeline & Metrics	18
Financial Forecast	18
Conclusion	18
Appendix	19
Works Cited	27



EXECUTIVE SUMMARY

The following report will analyze the current graphic design software industry in the United States including Adobe Express. The analyses conducted are used to develop objectives, strategies, and tactics to increase awareness and trial of Adobe Express within the primary target market of college students aged 18 to 24.

Situational Analysis

Adobe Express' variety of beginner-friendly design tools should be considered a strength in the continually expanding graphic design software marketplace in which it incorporates aspects for content creation, social media, and AI creation with Adobe Firefly. The software is user-friendly regardless of their level of expertise or purpose for use.

It was identified that Canva was the leading competitor within the design software industry as it accounts for 12.47% of market share and generates two billion dollars in revenue, likely from their 170 million monthly users (Demandsage, 2024).

Identifying the Target Markets

Understanding the diverse needs and behaviors of college students aged 18-24 is critical to positioning Adobe Express effectively within the competitive graphic design software market. Through qualitative and quantitative research, we identified four distinct target markets based on their design needs, experience levels, and usage patterns. These segments include:

- Pragmatic Prospects
- Social Media Scientists
- Future Founders

"No Stress, Just Express!" IMC Plan

For college students, ages 18-24, Adobe Express is a tool meant to assist in content creation. With its ready-to-use templates and the implementation of AI for photo generation, Adobe Express is an affordable and beginner-friendly platform taking designs to the next level stress-free.

In an effort to increase design software awareness and trial from August 1, 2025 to January 31, 2027, Adobe Express will adopt the "No Stress, Just Express!" campaign.

Objectives:

- 1) **Awareness:** At Adobe, we want to reach an awareness level within our target market for Adobe Express users to reach 30% within the next 12-18 months starting August 1st, 2025.
- 2) **Consideration:** Increase the trial of Adobe Express within the target markets by 2 million people from August 1st 2025 to February 1st, 2027.
- 3) **Conversion:** Increase sales revenue of Adobe Express by 12% from August 1st, 2025 to February 1st, 2027.

Major Campaign Tactics:

- User Generated Content & Influencers
- Google Workspace and Meta Integration Partnership
- Campus Ambassadors & Workshops



INTRODUCTION

Adobe Express was created back in 2016 by Adobe Inc. and was introduced as “Adobe Spark.” The design software was rebranded as Adobe Express in 2021 in which it offers various tools, features, and templates to allow non-designers or beginner designers to create professional-quality images, documents, and video content without extensive design experience.

In this report, Adobe Inc. targets college students to increase awareness and trial of Adobe Express in which they will need easy-to-use tools to create their class and personal projects most efficiently. The report provides a situational analysis and primary market research used to identify college student target segments and set objectives for the Integrated Marketing Communications plan. Within the IMC plan are detailed metrics, timeline, estimated budget, and sales forecast.

SITUATIONAL ANALYSIS

Industry Analysis

Adobe Express is the latest installment in Adobe’s Creative Cloud competing in the graphic software industry but also incorporates aspects from the marketing and advertising industries as well as the social media and content creation industries. This is likely due to Adobe Express’ attempt to make their software user-friendly regardless of their level of expertise or purpose for use.

Graphic Design Software

Within the graphic software market, they use different tools to design and create media. On top of the different fonts, colors, and images that a regular document would have, creative software takes the next step and has templates for resumes, flyers, presentations, and more. With the increasing use of AI, many design softwares have implemented AI in their apps to take designing and image generating to a new level.

Marketing and Advertising

Many big businesses use marketing and advertising for the promotion of their new products, but they usually have experienced workers doing their work in-house. In recent years, small businesses have grown roughly by 70% accounting for millions of jobs. Like big businesses, small businesses understand the importance and influence marketing can have on product promotion and growth of their business. Adobe Express understanding consumers’ needs and providing the tools necessary to help in the marketing process will influence success in that sector.

Social Media and Content Creation

While typically most people think that editing softwares and social media mix for things like photoshop or editing images, many content creators and influencers now turn to design softwares to create reels and videos. Apps like Instagram, Tiktok, and YouTube rely heavily on those video aspects, and these are the apps that most college students tend to use. With Adobe Express’ desire to target this demographic, being a key component that consumers and influencers are aware of is incredibly important for Adobe Express to take into account.

Competitive Analysis

For their ease-of-use, functionality, design templates, and value for money, Adobe Express is ranked in the “Top 5 Best Online Graphic Design Softwares” (DesignHub, 2024). Canva, Placeit, VistaCreate, and Snappa also make the list (Appendix, Figure 1).

In recent recordings, Adobe Express has seen an increase of users by 96% for quarter-over-quarter and an increase in number of creations by 86% year-over-year (Adobe, 2024). However, one of their biggest competitors, being Canva, accounts for 12.47% of market share and generates two billion dollars in revenue, likely from their 170 million monthly users (Demandsage, 2024).



Through further research, a table was created to showcase the revenue and number of users of Adobe Express and competitors (Appendix, Figure 2).

With social media continuing to grow and becoming part of peoples' daily routine, content creation, social media influencing, and small businesses have also been on the rise. The use and graphic design and understanding the importance of it has become a huge need.

Environmental Scan: Social

Human Capital Development

Empowering Small Businesses and Entrepreneurs: By offering affordable and easy-to-use tools, Adobe Express supports entrepreneurs, freelancers, and small businesses, particularly those that may not have the resources to hire professional designers. This helps small, start-up companies to build their brand, market their products, and communicate effectively, contributing to economic growth and innovation at the grassroots level.

Diversity, Equity, and Inclusion

Diverse Creative Voices: Adobe Express empowers creators from diverse backgrounds to share their unique perspectives through digital design. By lowering the technical and financial barriers to entry, the tool encourages more representation of underrepresented communities in creative industries, promoting cultural diversity and inclusion in media and content creation.

Equity: It takes a cross-industry effort. We're joining forces with our customers, partners, vendors, and peers to drive broad progress. We support their efforts by working with organizations dedicated to driving industry-wide pay parity.

Scalability and Global Use: Adobe Express is available globally, with multi-language support, making it accessible to users across different regions and cultures. This global reach enables it to impact diverse communities and industries, from education to non-profits and small businesses.

Aimed to Help Generations

According to an article, Adobe aims to help future generations through a new global initiative that expands the Adobe Digital Academy's focus to equip next-generation learners and teachers with AI literacy, content creation, and digital marketing skills to thrive in the modern workforce" (White, 2024).

It also trains generations to purchase Adobe products, who will collaborate with Coursera, NGOs, K-12 schools, colleges and universities, and alternative education organizations to offer training and certificates. Adobe will also fund scholarships and NGO grants to ensure that emerging professionals from all backgrounds can benefit from the training, tools, and direct pathways to future careers" (White, 2024).

Environmental Scan: Economic

Discounted Pricing

Adobe offers significant discounts on its Creative Cloud subscriptions for students and educators. This makes high-quality software more accessible, encouraging adoption. Adobe Express offers a Free Plan and a Premium Plan.

For students who want the Adobe Express Premium plan and the 20+ pro-level apps from Creative Cloud (Adobe Express 2024):

- Students can save over 60%
- From \$59.99 a month to \$19.99*

*only for the first year then goes back to \$34.99



Costs of Design Software

Adobe Express Premium is \$5 cheaper per month than Canva Pro and \$20 cheaper annually. Unlike other video editing apps, Adobe Express offers free video editing features in their programs.

Promotional and Marketing Uses

Event Promotion: Students involved in clubs, organizations, or events can use Adobe Express to create promotional materials, potentially increasing attendance and participation on a budget-friendly platform.

Entrepreneurial Ventures: Those looking to start their own business or freelance can utilize the tool for marketing, helping them to save on design costs.

Scholarship and Grant Applications

Professional Presentations: Well-designed applications and proposals can enhance the likelihood of receiving funding or scholarships, providing significant economic benefits (Adobe Express, 2024).

Environmental Scan: Legal & Regulatory

1. Data Privacy & Protection

- **General Data Protection Regulation (GDPR):** Requires companies to protect personal data, provide users with control over their data, and disclose how data is collected, processed, and stored. Key aspects of GDPR include:
 - Obtaining user consent before processing their data.
 - Giving users the right to access, rectify, or erase their data.
 - Ensuring data is securely stored and protected from breaches. (Wolford, B., 2019)
- **California Consumer Privacy Act (CCPA):** For users in California, Adobe Express must comply with CCPA, which grants users the right to know what personal data is being collected, to opt-out of data selling, and to request the deletion of personal data. CCPA also requires clear privacy policies and transparency regarding how personal data is used (State of California Department of Justice, 2019).
- **Children's Online Privacy Protection Act (COPPA):** If Adobe Express is used by children under 13, it must comply with COPPA, which regulates the collection of personal information from minors. This includes getting parental consent before collecting data from children and ensuring a safe online environment for younger users (COPPA, 2013).

2. Intellectual Property (IP) and Copyright Laws

As a platform that allows users to create and share content, Adobe Express needs to respect intellectual property rights and follow copyright law. This involves several aspects:

- **User-Generated Content:** Adobe Express enables users to upload their own images, videos, and music to create content. Adobe must ensure that it provides clear terms and conditions related to user-generated content, stating that users must own the content they upload or have the proper rights to use it (i.e., not infringing on others' copyrights, trademarks, or other intellectual property). (Wolford, B., 2019).
- **Licensing of Assets:** Adobe Express offers users access to a library of pre-made assets, such as stock images, templates, fonts, and graphics. Adobe must ensure that these assets are appropriately licensed and that users have the right to use them in their content (whether for personal, commercial, or editorial use). This includes:
 - Licensing agreements for stock images and media.
 - Providing users with proper attribution guidelines when using assets. (Creative Commons, 2019).
- **Copyright Infringement:** Adobe Express must also have mechanisms in place to address potential copyright infringement, including a Digital Millennium Copyright Act (DMCA) takedown policy, which allows copyright holders to report infringing content. Adobe would need to respond to such complaints and potentially remove infringing content from its platform (The DMCA Notice and Takedown Process, 2020).



3. Terms of Service and User Agreements

Adobe Express must have clear Terms of Service (ToS) that outline the rules and conditions of using the platform. These agreements would typically cover:

- User rights and obligations.
- Prohibited activities (e.g., illegal or harmful content, spamming, harassment).
- Limitations on liability (e.g., Adobe not being responsible for content created by users).
- Conditions for account suspension or termination.
- Ownership rights over content (e.g., does Adobe retain any rights to content users create?).

These terms must also be in line with any local or international regulations about consumer protection and fair use (Wolford, B., 2019).

4. Accessibility Laws

In compliance with accessibility regulations, Adobe Express needs to ensure that its platform is accessible to users with disabilities. Some key accessibility laws include:

- Americans with Disabilities Act (ADA): In the United States, the ADA requires that websites and digital services be accessible to people with disabilities, such as those who are blind, deaf, or have limited mobility. Adobe Express should ensure that the platform is navigable by users with screen readers, supports keyboard navigation, and provides accessible design options (U.S. Department of Justice Civil Rights Division 2024).
- Web Content Accessibility Guidelines (WCAG): Adobe Express must also adhere to WCAG, which are international guidelines aimed at making web content more accessible to people with various disabilities. This includes providing text alternatives for non-text content (e.g., alt text for images) and ensuring that content is easy to read and use (U.S. Department of Justice Civil Rights Division, 2022).

5. Consumer Protection Laws

Consumer protection laws ensure that users are treated fairly and that they are not misled or harmed by the use of Adobe Express. Some of the key regulations that apply here include:

- Fair Marketing and Advertising: Adobe must ensure that all advertising or marketing related to Adobe Express is truthful, not deceptive, and complies with relevant regulations about advertising practices. For example, Adobe cannot make misleading claims about the capabilities of the software or its subscription plans (Consumer protection law. (n.d.)).
- Refund and Cancellation Policies: If Adobe Express offers subscriptions or paid plans, it must follow consumer protection regulations around refunds and cancellations. For example, users must have a clear understanding of their right to cancel subscriptions and receive a refund in certain situations (Consumer protection law. (n.d.)).

6. E-Commerce and Online Transactions Laws

If Adobe Express offers any paid services (e.g., premium features, templates, stock images), it must comply with laws related to online commerce and payments. These include:

- Payment Card Industry Data Security Standard (PCI-DSS): If Adobe Express processes credit card payments, it must comply with PCI-DSS, which sets standards for securing card transactions and protecting cardholder data (PCI Security Standards Council, 2019).
- Cross-Border Commerce: Adobe Express operates globally, which means it must comply with cross-border e-commerce laws, including tax regulations (e.g., VAT in Europe, sales tax in various U.S. states) and rules for online transactions (Cross-border VAT rates in Europe. (n.d.)).

7. Export Control Laws

Since Adobe Express is a digital product available globally, it must also comply with export control laws, particularly in the U.S., which govern the export of software and technology. Adobe must ensure that the software does not violate restrictions on the export of certain technologies to specific countries or entities (e.g., countries subject to U.S. sanctions) (BIS Website. (n.d.)).

8. Antitrust and Competition Laws

As a company providing digital tools in a competitive market, Adobe must ensure that its business practices comply with antitrust and competition laws. For example, it cannot engage in practices that unfairly restrict competition, such as price-fixing or anti-competitive bundling of products (European Commission, 2024).



Environmental Scan: Technology

Adobe’s technology differs from its competitors as its technology uses embedded AI into its tools. According to Adobe’s website, its embedded **AI, Adobe Firefly**, allows its users to utilize Adobe at a personalization level unmatched by its competitors including other unique features from Adobe.

AI, Adobe Firefly

Adobe’s goals with AI include increasing productivity by cutting the time users spend on items in their projects by providing extra tools and solutions. Adobe’s approach to AI utilization includes a statement on ethical and responsible AI uses by emphasizing their commitment to creative credit to their contributors and also protecting the content of its users by never training its AI to mine content.

Adobe’s Cloud Sync

Adobe’s dedication to cloud syncing, allows users to move through different devices to edit the same project. The user can continue to edit their project on one device and move through another without skipping a beat.

Adobe’s Entire Ecosystem

In addition to the ability to use their cutting edge technology, users have the ability to use their other services including Photoshop, Illustrator, and Adobe Stock.

SWOT ANALYSIS



Strengths

Variety of Features, Tools, and Templates

Rather starting from scratch, Adobe Express has a broad range of example templates that can be revised and edited. Its diverse product range provides the necessary tools required to cover creative needs. Its unique array of features such as elements, add-ons, and effects enables easy access expanding the customers creativity.

Discount on Creative Cloud Apps for Students and Teachers

The discount plan offers a reduced price of \$29.99 per month for students and teachers rather than \$59.99 per month during the first term. This plan is said to save students and teachers “over 66% on Creative Cloud All Apps for the first year.” The subscription includes 20+ apps, tutorials, fonts, templates, resources, 100 GB of cloud storage, and 1,000 monthly generative credits.



Adobe Digital Academy

Adobe Digital Academy focuses on equipping next-generation learners and teachers by offering courses, training, and certifications related to the user's career path or coursework. These online learning platforms enable users the opportunity to gain knowledge in AI Literacy and advance their creative and digital marketing skills such as content creation, and graphic design. The program is designed to empower learners in unleashing their creativity that will lead them towards success in today's job markets. (White, 2024).

Strong Brand Reputation

Adobe itself is widely recognized as a leader in creative software with products trusted by professionals across many industries. (Wartner, 2024) (Brosnan et al., 2024)

Consistent Innovation

Regular updates and new features keeps Adobe up to date with technology, AI, and trends making Adobe Express the forefront in the creative industry. (Adobe Communications, 2024)

Cross-Platform Compatibility

Adobe Express products work on Windows, macOS, and mobile allowing users to work seamlessly across devices.

Adobe Creative Cloud

The cloud-based integration enables easy access to files, collaboration, and syncing across devices.

Weaknesses

Complexity

Adobe Express does not express its product's features in simple form causing a barrier to entry for new users. This limits the capabilities of the users creativity and vision goals as they may find the product to be difficult and confusing.

Steep Learning Curve

Despite Adobe's power, the product's complex interface can potentially overwhelm their target audience. This limits user accessibility.

High Cost for Individual Users

The subscription model and high price points for some tools can deter individuals and small businesses.

Reliance on Subscription Model

The shift from one-time purchases to subscriptions may alienate customers who prefer outright ownership of software (Wagstaff, 2020).

Not Available on Safari (Mac)

A discovery was made through primary research that the Adobe Express is not available on Safari. Safari is the default browser for all Mac products, including Macbooks, iMacs, and iPads, in which 13.36% use Apple's Safari for desktop-based browsers (Browserstack, 2024).

Opportunities

Collaborations with Visual Discovery Engines

Collaborating with companies like Pinterest, Etsy, Picsart and other platforms will promote the artistic work Adobe Express allows its users to create.

Free Access to Professional and Experienced Graphic Design Influencers

Professional graphic designers create the best visuals and designs. With free access given to these influencers, they will promote Adobe Express on social media in return, by expressing their creations and designs. This will influence new users to try and use adobe express expanding brand awareness and gaining outreach.



Flexible Accessibility

Complexity is a main concern for Adobe. Coming up with flexible accessibility will make it more convenient for new users to navigate their creativity more effectively.

Brand Loyalty

Building trusting relationships with universities, campuses, institutions, community colleges and more, Adobe will be able to increase brand loyalty towards its target audience.

Expanding AI-Powered Tools

With the help of AI, Adobe Express will lead to greater efficiency. Having an internal robotic tool can be created to help users create flyers, presentations, or any visual displays with the information given by the user. The internal robotic tool will answer any questions users may have, make recommendations, and be the assistance to the user.

Growing the Education Sector

By offering more educational discounts and learning resources, Adobe could solidify its position as a go-to software provider for schools and universities.

Integration with Third-Party Apps

Strategic partnerships with social media and e-commerce platforms could streamline design and publishing workflows directly within these platforms (Sumeet & Nandha 2024).

Threats

Canva Design Software

Research shows Canva to be the main competitor towards Adobe Express when it comes to choosing other online designing alternatives (Goutham, 2024).

Demand Decrease in Data Visualization Designers

A demand decrease in data visualization designers can lead to a shortage in users using Adobe Express causing a decline with the product's customers.

Competition with Graphic Design and Editing Sources and Softwares

Although Adobe Express is a cloud based app, it still lands in competition with other designing tools, engines, and softwares with the same target audience (Pallen, 2024) (Sahni, 2024).

The Increase of Mobile Popularity as Well as Web-Based Tools

Tools such as Canva and Figma, which offer browser-based or mobile-friendly solutions, attract users seeking convenience and simplicity (Rainie 2012).

MARKET RESEARCH

Market research was conducted with college students ages 18 to 27 years of age of various majors and colleges. Through this research it was found that Adobe Express has an opportunity to primarily target the big segment of college students that use graphic design software on occasion for class and personal projects. There are also opportunities to target students that use social media to represent a brand and even students creating promotions for their very own start-up company.

Focus Group

Research Objective & Questions

Objective: Observe 3-5 subjects, with various levels of experience with design software, create a halloween flyer for an AMA event with three different softwares – Canva, Visme, and Adobe Express – and report key findings.

Follow Up Questions:

1. "Which software was the easiest to use in your experience right now?"
2. "Pick one favorite aspect or tool that you liked from each software."
3. "What software would you use for future graphic design?"



Data Collection Method

To explore the college students' experience with Adobe Express, a focus group was conducted on three subjects varying in experiences with design software. Subject #1 is a 27 year-old non-traditional student with a major in International Studies and no previous experience with design software. Subject #2 is a 22 year-old student with a major in Communications Design and with extensive experience with design software including Lightroom, Capcut, and Photoshop. Subject #3 is a 22 year-old student with a major in Marketing and some experience with design software such as Canva and Capcut.

The subjects were given 10 minutes with each software to create the halloween flyer while researchers took notes on their assigned subject's experience and answers to the follow up questions after creating the flyers.

Analysis Methods & Findings

Analysis Methods:

- Qualitative data was collected in which open-ended questions were given to receive opinions about softwares being tested
- Strength – subjects are of various levels of experience with design software and different majors/ fields of study
- Weakness – small group with only three point-of-views to study and time limit

Findings:

- All three subjects claimed Canva as the easiest software to use and as the software to use for future graphic design projects
- When asked to pick their favorite aspects or tools from each software, the subjects picked the following:
 - Adobe Express – User Interface, Recommended Color Palettes, Ability to Upload Images from Phone, Brand Kit, and Positioning Access
 - Canva – Graphic Types, Word Spacing/Curving, Brand Kit, and Elements
 - Visme – No Aspect or Tool was Favored
- Overall Notes on Adobe Express
 - Subject #1 said Adobe Express is almost at a tie with Canva but did not match completely due to the difficulty in locating certain features.
 - Subject #2 enjoyed the recommended color palettes for inspiration, helpful tools for generating/editing text, ability to upload images directly from mobile devices, backspace/undo button, and ability to create a brand kit to keep certain colors and fonts at an easier reach.
 - Subject #3 noted that they enjoyed Adobe more than Visme but not as much as Canva as they found Canva to be more convenient. They also enjoyed the ability to adjust positioning of text and images as well.
- All three subjects were able to create simple Halloween flyers on each software, the level of detail varied based on previous design experience (Appendix 3).

Implications & Recommendations

Implications:

- All levels of experience with design software enjoy the ease of beginner tools and interface within their graphic design software
- Tools and Elements within Adobe Express are difficult to locate and utilize

Recommendations:

1. With these implications, it is recommended to deeply research what makes Adobe's key competitor, Canva, the selected choice of design software for non-designers in college. A survey is recommended to further understand needs and wants of college students within design software usage.
2. Based on a subject's experience during the focus group, adjust the user interface of the software to prioritize user experience and resolve the difficulty of finding tools and elements.

Design Software Survey

Background Information

An anonymous survey was created in *Qualtrics* that included 15 questions, five questions about the participant's demographics and ten about design software. The survey was distributed



virtually to students, emphasizing on having well-rounded survey results with a variety of majors and fields of study throughout the university. The survey, of quantitative data, received 40 responses varying from 14 different majors including Marketing, Criminal Justice, Pre-Radiation, Psychology, and Fashion Merchandising (Appendix, Figure 4).

Research Objective & Key Survey Questions

Research Objective: Identify what the needs and wants of college students, ages 18-24, are for design software for non-designers.

Key Survey Questions (Appendix, Figure 5):

- What do you typically use design software for?
- What do you create on this software?
- Have you ever used Adobe Express or other Adobe software/apps?

Research Findings

- Out of the 40 participants, 82.5% had used design software in the past
- 52.5% had beginner experience, 45% had intermediate experience, and 2.5% had expert experience.
- 90% of participants had used Canva in the past.
- Only 12.5% of participants had worked on Adobe Express but we also found that 47.5% had used Adobe Photoshop.
- When asked what they use these softwares for we found that 83% use them for class projects, 60% for student organizations/clubs, 25% for special events, and 20% for “other” including personal projects and a start-up clothing brand (Appendix #).
- 45% of participants only use the design software on occasion and 8% never use them.
- When asked what they create on design software we found that 70% create flyers, 60% use it for slideshow presentations, and 48% use it for content on social media.
- When asked about their experience with Adobe software/apps, we found that only 15% had used Adobe Express, 38% had used other Adobe apps, and 46% had never used any Adobe products in the past.
- Participants that selected “yes” to previously used Adobe Express expressed that they enjoyed the beginner friendly/easy-to-use aspects, design tools, and templates.
- Participants were asked on a scale from 0 to 100 how likely they were to use Adobe Express and it was found that their average was 56.29, indicating they are somewhat likely to use it in the future.

Implications & Recommendation

Implications:

- Most college students are beginners within the design field and need an easy-to-use graphic design software for non-designers with easy to find design tools.
- Adobe Photoshop is used 35% more by college students than Adobe Express.
- Adobe Express is not well-known amongst college students as an option for design software for non-designers/beginners.

Recommendation:

Increase awareness of Adobe Express on college campuses and social media platforms.

TARGET MARKETS

Market Segmentation

Digital Art Designers

This group includes students, ages 18 to 24, studying graphic or communication design within an Media or Arts College at Universities. Courses that these students take require a bit more use of their creative minds and discovering methods of design. This group is not limited to those studying graphic design as many students develop a hobby of digital art design or use it for student organizations or sororities/fraternities. Those within this segment are experts when it comes to digital art design as they use it frequently and mostly use software that creates the design from scratch, such as Adobe Photoshop and Procreate, instead which makes them passive customers for non-designer software such as Adobe Express and Canva.



Social Media Scientists

Segmented into this category includes undergraduate and graduate students, ages 18 to 27, that are highly active online, highly engaged in social media platforms, often create/share digital content, and are trend-conscious. This segment's behavior indicates active customers for the designer and non-designer software industry as they vary from beginner to advanced experience with design software. Majors within this segment include but are not limited to Marketing, Advertising, Public Relations, Fashion Merchandising, Mass Communications, and Media Innovation.

Future Founders

Students, ages 18-24, with their own small business or have an entrepreneurial mindset in which they will need to create their own website, social media ads, flyers/brochures, and more to generate revenue and promote their business. This segment varies between passive and active customers as they are not highly invested in design software but use it often to create a quick design for their business. Majors within this segment include Management, Entrepreneurial Studies, Finance, Business Administration, Engineering, and others. They are often beginners with their level of experience with design software and require simple and effective tools.

Pragmatic Prospects

A broader segment was identified as an opportunity to focus on beginner-friendly software for occasional use by the general study body at Universities across the nation. These students vary in age from 18 to 25 years old and vary in degrees including Computer Science, Mathematics, Health Sciences, History, and Education. With our primary research, we found that 45% only use the software on occasion for class and personal projects. As beginner-level designers they can be seen as passive customers within this big segment which ensures there are always customers seeking to make a quick design.

Target Audiences

Primary Target – Pragmatic Prospects

Key Behaviors:

- Use design tools occasionally for academic projects, group presentations, and student organizations.
- Tend to prioritize ease of use over advanced features, aiming to create simple designs quickly.
- Often select tools with intuitive interfaces that minimize the learning curve- Use design tools occasionally for academic projects, group presentations, and student organizations.

Key Needs:

- User-Friendly Interface: Pragmatic Prospects need a straightforward, beginner-friendly interface.
- Pre-Made Templates: They rely heavily on templates for flyers, presentations, and social media content.
- Quick Access to Features: Simplified tool layouts to streamline their experience and boost productivity.

Connection to Adobe Express: Adobe Express appeals to this audience through its drag-and-drop functionality, customizable templates, and ease of navigation. However, improving discoverability of features, as suggested in the case study, could enhance user satisfaction and adoption.

Secondary Target – Social Media Scientists

Key Behaviors:

- Regularly create digital content for personal branding, academic projects, and social media channels.
- Seek visually appealing, engaging content that resonates with their followers and peers.
- Are often willing to experiment with new tools but prioritize tools that offer efficiency and creativity.

Key Needs:

- Dynamic Content Creation: Access to a broad range of graphics, fonts, and elements to keep their content fresh.
- Social Media Integration: Features that streamline sharing content directly to social platforms.
- Customizability: Tools that allow for significant personalization of designs, with quick adjustments for different formats (e.g., posts, stories).

Connection to Adobe Express: Adobe Express' ability to create and customize content across formats makes it appealing to this audience. The brand kit, color palettes, and mobile compatibility align with their need for fast, aesthetically pleasing content creation.



Tertiary – Future Founders

Key Behaviors:

- Frequently design marketing materials for their businesses but have limited time and resources.
- Focus on utility and quick output, balancing business management with academic responsibilities.
- May have minimal design experience but value tools that allow them to maintain a consistent brand identity.

Key Needs:

- **Branding Capabilities:** Tools for creating cohesive branding, such as logos, color schemes, and fonts.
- **Efficiency:** Fast, straightforward design options that allow them to create professional materials quickly.
- **Mobile Accessibility:** The ability to create or edit designs on-the-go is crucial for their busy schedules.

Connection to Adobe Express: The brand kit feature in Adobe Express allows users to manage branding assets efficiently. Its mobile accessibility and beginner-friendly tools provide Future Founders with a competitive edge in creating polished marketing materials without professional help.

STRATEGIC POSITIONING

Positioning Strategy

The strategic position is crucial as it is the central element towards the marketing plan. For college students, Adobe Express is a content creation tool that aims to empower designs making them accessible to all users by providing powerful, easy-to-use creative tools. With the goal of relaunching the product, Adobe Express will focus on its primary key targets: college students whose ages range from 18-24, through the following segments: Pragmatic Prospects, Social Media Scientists, and Future Founders.

To appeal to these target markets, we will emphasize the key factors that will make the product more easy to use towards the audience to achieve quick designs with minimal effort. This approach will be suitable for users with little-to-no design experience. The positioning will be more product-based than experienced-based. This is supported by considering the fact that the product is designed to be accessible to users regardless of their skill-level.

Adobe Express will use this position to create a bridge from the design features it offers to accommodate the busy student life of college students in and outside of academics. In addition, Adobe will highlight its core product and service qualities to better position its product to increase brand awareness, familiarity, trial, and eventually brand loyalty.

Value Proposition

For individuals who desire a graphic design software that is easy-to-use for non-designers without extensive tutorials and prior experience, Adobe Express is a tool meant to assist in content creation and graphic design for quick projects that are next level.

Positioning Statement

For college students, ages 18-24, Adobe Express is a tool meant to assist in content creation. With its ready-to-use templates and the implementation of AI for photo generation, Adobe Express is an affordable and beginner-friendly platform taking designs to the next level stress-free.

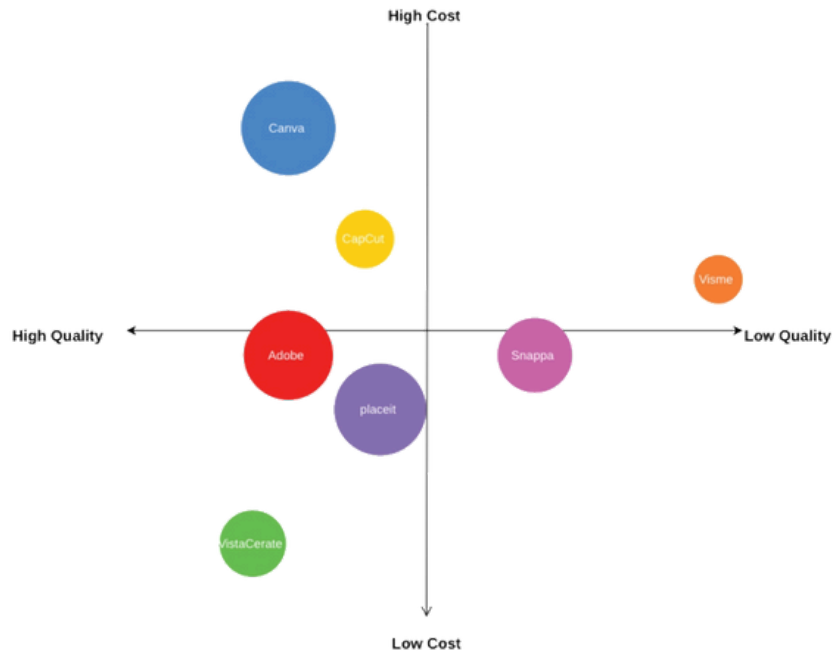
Objectives

1. **Awareness:** At Adobe, we want to reach an awareness level within our target market for Adobe Express users to reach 30% within the next 12-18 months starting August 1st, 2025.
2. **Consideration:** Increase the trial of Adobe Express within the target markets by 2 million people from August 1st 2025 to February 1st, 2027.
3. **Conversion:** Increase sales revenue of Adobe Express by 12% from August 1st, 2025 to February 1st, 2027.



Perception Map

As seen on the chart, college students (ages 18-24) value the quality of the product or service and then analyze if the price is even the worth of the product or service. When it comes to Adobe Express, the students prefer it because the quality is good while also having a major discount on the cost.



IMC PLAN

“No Stress, Just Express!” IMC Plan

The objective is clear – the overall strategy of the marketing plan is to redesign and relaunch Adobe Express to better position the product as the #1 graphic design and content creation tool towards its key audience ultimately leading to an increase in brand loyalty from Universities and college students. The tag line “No Stress, Just Express!” conveys the idea of being able to come on the platform with no prior experience to easily create a special for the life of a busy college student. Digital marketing tactics will include social media platforms to effectively and capture the college student market. Direct marketing tactics will impact the recognition of the product’s comprehensive features including AI tools and its automation through the engagement of participants.

Campaign Tactic Pillars:

1. Express Design for Class Projects (Pragmatic Prospects)
2. Express Design for Social Media and Branding (Social Media Scientists)
3. Express Design for New Businesses (Future Founders)

Digital Marketing Tactics

Design Hacks and Templates on YouTube

Pillar: Express Design for Social Media and Branding

Target Market: Social Media Scientists

Objective: To bring in consumers by using YouTube, which is a popular platform among 18-24 year olds, to promote Adobe Express by having influencers use Adobe to create their content.

Tactic Details:

- YouTube is a long-running platform that has been around since 2005. The fundamental tenet of its initial release was that anyone could create content, and this core principle remains true today. Furthermore, the platform itself promotes content creation and encourages people to share their ideas.
- Through the usage of education and/or leisure it is likely most students have had at least some experience with YouTube.



- Through Youtube, we will have influencers promote Adobe Express by creating their content using Adobe editing. Students, or adults, aged 18-24 who watch YouTube can build connections and loyalty to YouTubers through watching their content. They build this trust because they get to know said YouTubers, even if just through a screen. Through this loyalty, students are more inclined to listen and trust what the YouTubers they watch are promoting. Our product offers editing tools that allow students to make their brand or ideas come to life. Features like animated effects, stock media and templates help students to create their vision.
- We would encourage influencers to create video challenges where students are tasked with creating poster or social media designs related to promoting their club or party on adobe express in under 30 minutes. Other students may be inspired to consider or use Adobe Express after watching those videos, because they may feel more trusting of someone their own age during these student-led challenges. The results from these challenges will also prove the quickness of creating content on Adobe Express.

Timeline: Recruiting YouTubers to work with Adobe will take about 3 months throughout our time as we reach out to different influencers periodically, the campaign will take place over the remaining 12 months.

Total Allocated Budget: Reaching out to the influencers and getting them to promote our product in the specific way we want will take \$30,000.

Impact: The promotion will bring in new consumers that are interested in Adobe's features.

User Generated Content on Instagram Reels

Pillar: Express Design for Class Projects

Target Market: Pragmatic Prospects

Objective: To increase awareness of the easy-of-use of Adobe Express for personal and class projects and increase trials of the software.

Tactic Details:

- With Adobe Express, we will partner with Instagram influencers in which they will do tutorials in which they will be showing their user how to express themselves with Adobe Express and to not stress so much about it.
- Another thing will be that influencers will do live and respond to comments in which they will answer any questions that their users have about Adobe Express.
- Influencers that are actually college students will do a video of them day by day in how they use Adobe Express.
- Reels is a platform that has become one of the most popular and influential in society. It has empowered creators from diverse backgrounds to share their unique perspectives through digital design.
- With Reels, we will have influencers who are in the same age range as college students (ages 18-24) who will talk about the usage of Adobe Express and doing this will give the customers a greater sense of trust and honesty through Adobe Express. The video will show the influencers doing an educational workshop on the product or service doing this will encourage consumers to be more confident with the usage of Adobe Express.
- Adobe Express will provide a wealth of educational resources, including tutorials, workshops, and community forums. This not only supports skill development but also fosters a sense of community among users.

Timeline: The content will be posted by the influencers in three 3-month periods throughout the campaign (Appendix, Figure 7). These are key times in the semester in which college students will be in search of resources in order to finish their projects.

Total Allocated Budget: By getting in touch with college students' influencers and getting them to promote Adobe Express, the allocated budget will be \$550,000.

Impact: It will help users as well with having Adobe Express include their tools it will help with social media scheduling, easy to add to text graphics, but most importantly having collaboration with Creative Cloud.

Adobe Express Advertisement on Hulu

Pillar: Express Design for Social Media and Branding

Target Market: Social Media Scientists

Objective: Increase awareness and brand familiarity of Adobe Express by showcasing advertisements of Adobe Digital Academy on the streaming platform Hulu.



Tactic Details:

- By infiltrating streaming services we can reach a younger audience, as people from ages 18-24 tend to lean more towards watching streamed movies and shows rather than cable TV.
- We will implement ads into streaming services allowing 18-24 year olds to view Adobe Express while watching their favorite shows. For these ads, we will lean into the film and editing side of Adobe Express's features in order to capture the attention of creative students who may be majoring in something related to marketing or content creation that would require them to edit their works.
- With Hulu, some of the TV shows and movies that Adobe Express will be infiltrating will be TV shows that are interested in Business, Forensic Crime, Scifi, Drama shows in which we will be targeting Social Media Scientists.
- Our Adobe Express ads will cover the social media features that it offers such as easy templates and a variety of graphics. It will also cover Adobe's resources for student entrepreneurs looking to attract more consumers to grow their small business.

Timeline: Being executed in four 3-month periods throughout the campaign (Appendix, Figure 7). This timeline is adequate due to the fact that in those times a majority of the college students will be de-stressing after a long week of finals or they are on break for the semester.

Total Allocated Budget: By Adobe Express making a collaboration with Hulu and making ads that is targeting college students ages (18- 25 years) the adequate budget will be \$5 million.

Impact: It will bring more awareness to Adobe Express with students in the range age from 18 to 25 years old, this will bring in 15% in consumers by the end of the campaign.

Entrepreneur Influencers on LinkedIn

Pillar: Express Design for New Businesses

Target Market: Future Founders

Objective: Our goal is to emphasize Adobe Express' quick and easy features that can be tailored towards and used by student entrepreneurs.

Tactic Details:

- LinkedIn is a professional networking site that offers students and adults the ability to highlight their skills, find jobs, build relationships, and market their business to other professionals.
- We will have influencers on LinkedIn describe the features and elements of Adobe Express that make it easy and quick to use for business promotion on the app. Their content will be made with Adobe Express in order to prove Adobe's abilities as a tool to create professional content for businesses or promotion.
- The elements that they will highlight: Student entrepreneurs looking to promote their business or stir up conversation about their startup can utilize Adobe Express to create a quick design that helps their business grow. Adobe provides fast and easy access to resources like templates, branded assets, and a plethora of design tools, which allows student entrepreneurs to create their brand while also having time to focus on their own business. In our focus group, we asked our subjects to describe features they liked about Adobe Express and subject two had stated that they liked Adobe's brand kit that allowed them to save colors that they could use towards their brand. Moreover, students can use this feature to save their brand and design quickly.

Timeline: For creating the promotion and finding other influencers or student entrepreneurs to carry out the promotion we will allocate 3 months. The actual posting of these promotions will take place in the next 11 months.

Total Allocated Budget: We will allocate \$20,500 finding and sponsoring LinkedIn influencers to promote our product.

Impact: This will bring in new consumers, specifically student entrepreneurs looking to use Adobe's many features that tailor to them. It will bring in 10% of the consumers.

Direct Marketing Tactics

Live Comparison Social Experiment

Pillar: Express Design for Class Projects

Target Markets: Pragmatic Prospects, Social Media Scientist, and Future Founders

Objective: The live comparison social experiment is designed to highlight the user-friendly nature and versatility of Adobe Express in real-time.



Tactic Details:

- This marketing tactic will involve setting up booths or pop-up stations on college campuses, where students can test Adobe Express side-by-side with competitors like Canva and Visme.
- Participants will be asked to complete a simple yet creative task, such as designing a flyer or a social media post, using all three platforms. Observers will guide the participants, ensuring they have an equal amount of time on each software, followed by a brief survey to capture feedback.
- To make the experiment engaging, completed designs will be showcased on a board, and participants will vote for their favorite designs. The live aspect not only educates participants on Adobe Express's unique features, such as the brand kit and AI-powered tools, but also creates social buzz around the product.
- Incentives like gift cards or free Adobe subscriptions can motivate students to participate and share their experience online, increasing visibility and awareness.

Timeline:

- Planning: 3 months
- Execution: 12 months

Total Allocated Budget: \$300,000

- Event Logistics: \$120,000; includes branded booths, materials for demonstrations, and AV equipment for on-campus setups.
- Giveaways: \$100,000; free Adobe Express subscriptions, branded merchandise (e.g., tote bags, notebooks, T-shirts).
- Social Media Promotions: \$50,000; paid promotions on platforms like Instagram and TikTok to attract campus event attendees.
- Data Collection Tools: \$30,000; surveys and feedback tools to measure participants' perceptions and preferences during the experiment.

Impact: This tactic directly engages participants, demonstrating Adobe Express's beginner-friendly features and AI tools in real-time. It addresses the needs of Pragmatic Prospects (class projects), Social Media Scientists (content creation), and Future Founders (branding materials).

XPress Campus Ambassadors Program

Pillar: Express Design for Social Media and Branding

Target Markets: Pragmatic Prospects, Social Media Scientists

Objective: The Campus Ambassadors program will serve as a direct and grassroots approach to connect with college students while promoting Adobe Express. Ambassadors students who are passionate about design, marketing, and social media will be selected from universities nationwide to act as brand representatives.

Tactic Details:

- These ambassadors will organize on-campus events such as design challenges, software demos, and collaborative projects that highlight the software's beginner-friendly tools and unique features. They will also serve as points of contact for peers, providing guidance and tutorials on Adobe Express.
- To incentivize participation, ambassadors will receive perks like exclusive Adobe merchandise, free subscriptions, professional development workshops, and potential internship opportunities.
- This program leverages the ambassadors' networks and credibility to establish trust and increase brand loyalty among their peers. Ambassadors will also be encouraged to share their creations and success stories on social media, further expanding Adobe's reach.

Timeline:

- Recruitment and Training: 3 month
- Ongoing Campaigns: 12 months

Total Allocated Budget: \$250,000

- Recruitment and Training: \$80,000; Train 50-100 ambassadors across universities to run campaigns, host events, and create digital content.
- Marketing Materials: \$60,000; Create event kits, flyers, tutorials, and branded merchandise to assist ambassadors in outreach efforts.
- Social Media Content Creation: \$50,000; Ambassadors will produce TikToks, Instagram Reels, and YouTube Shorts highlighting Adobe Express.
- Ambassador Stipends: \$60,000; Monthly stipends for ambassadors to maintain engagement and incentivize high-quality outreach.

Impact: Ambassadors target Pragmatic Prospects with beginner-level tutorials and Social Media Scientists through relatable, trend-focused social media content, establishing Adobe Express as an essential creative tool.



Content Creation Workshop by Adobe Digital Academy

Pillar: Express Design for Social Media and Branding

Target Markets: Social Media Scientists and Future Founders

Objective: Host workshops for content creation to increase trial of Adobe Express software.

Tactic Details:

- Workshops and public demonstrations, under the umbrella of Adobe Digital Academy, will position Adobe Express as an essential tool for college students across various disciplines. These sessions will be held both in-person on college campuses and online to maximize accessibility.
- Interactive workshops will focus on helping students create professional-quality content, such as event flyers, social media posts, and presentations, with minimal effort. Adobe experts and influencers will conduct these workshops, demonstrating the software's capabilities, including its AI-powered features, cross-platform compatibility, and extensive template library.
- Public demonstrations during campus events, like career fairs or student organization expos, will allow students to experience Adobe Express in action.
- Attendees will leave with completed projects, boosting their confidence and inspiring them to explore the software further. By incorporating Adobe Academy certification programs, students will gain marketable skills in digital design, making the workshops not just informative but also career-enhancing.

Timeline:

- Workshop Preparation: 3 Months
- Execution: 3 Months
- Ongoing Education via Adobe Digital Academy: 6 Months

Total Allocated Budget: \$300,000

- Workshop Logistics: \$100,000; Host 50 workshops (both in-person and virtual) across campuses, including materials and instructor fees.
- Adobe Academy Development: \$80,000; Develop certification courses tailored to Social Media Scientists and Future Founders.
- Public Demonstrations: \$70,000; Host high-traffic campus events and community tech fairs to showcase Adobe Express's features.
- Promotional Support: \$50,000; Fund targeted ads and social media campaigns to drive attendance and awareness.

Impact: Workshops address Pragmatic Prospects by teaching beginner-friendly projects like flyers. Social Media Scientists gain insights into professional-grade content creation, while Future Founders learn branding and entrepreneurial applications.

Express Design Tools Integration Partnerships

Google Workspace Integration

Pillar: Express Design for Class Projects

Target Market: Pragmatic Prospects

Objective: Increase trial and consideration of Adobe Express through exposure of tools on Google Workspace apps.

Tactics Details:

- Integrate design tools from Adobe Express into programs within Google Workspace that students will utilize for class projects such as Google Slides and other apps that may be relevant to use design tools.
- Google Workspace provides multiple apps that are commonly used for both class projects and personal projects that may be an opportunity for Adobe Express tool integration including Google Slides and Google Forms.
- An option will be added where the user can sign into Adobe Express on the Google app to use Premium plan tools.

Timeline: Full 18 months starting August 1st, 2025

Total Allocated Budget: \$1,500,000

Impact: Students will try out the tools found in Adobe Express while working on their class or personal projects and will seek to use the full software.

Meta for Business Integration

Pillar: Express Design for New Businesses + Express Design for Social Media and Branding

Target Markets: Future Founders and Social Media Scientists



Objective: Increase trial and consideration of Adobe Express through exposure of tools on the AdManager software of Meta for Business.

Tactics Details:

- Design tools from Adobe Express will be integrated into a tab within the AdManager section of Meta for Business
- These tools will be targeted towards the ease of representing a business or brand for our target markets
- It will allow for non-designers to add personal or finishing touches to an image or video before publishing ensuring their brand is well-represented

Timeline: Full 18 months starting August 1st, 2025

Total Allocated Budget: \$2,000,000

Impact: This integration will allow for both Social Media Scientists and Future Founders to try out the design tools available on Adobe Express and seek to explore more of the software.

TIMELINE

The “No Stress, Just Express!” campaign will be launched on August 1st, 2025 with the implementation of the advertisements on Hulu and the Live Comparison Social Experiment on college campuses. The different aspects of our IMC plan are presented in the timeline along with when they will begin and end (Appendix, Figure 7).

METRICS

To further manage the effectiveness of the tactics executed during the IMC plan, a table displays individual benchmarks for tracking results. The table outlines how each tactic will be measured through impressions, engagement, and click-through-rates (Appendix, Figure 8).

FINANCIAL FORECAST

Throughout the 18 month run of of the campaign, a budget of \$6,450,500 will be used to engage the target market. Adobe Express has over 43 million users globally; after the “No Stress, Just Express!” campaign, its user count is projected to grow by 25% bringing the user base to over 53 million by the end of the campaign period. This will have the effect of raising the Adobe Express’ market share by 4.4 percent. As the brand becomes more recognizable, in the two years following the campaign it is expected for the market share to increase by an additional 3 percent each. Afterwards, Adobe Express will continue to grow but at a rate of around 1-2 percent per year due to the awareness of the campaign diminishing. (Appendix, Figure 9).

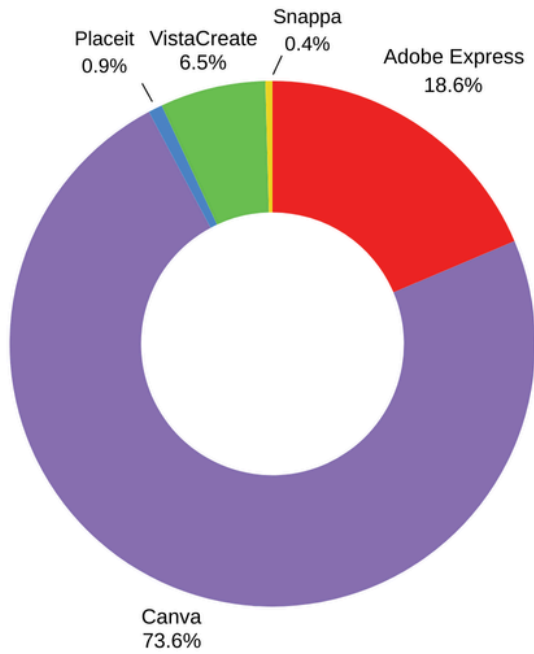
CONCLUSION

Adobe Express will be positioned as a product that provides an easy-to-use software for designing graphics and creating content for all College Students aged 18-24. The implementation of the “No Stress, Just Express!” IMC plan will help Adobe Express achieve its strategic goals by raising awareness, consideration, and conversion into sales. The slogan “No Stress, Just Express!” will reach the target markets by emphasizing on the idea that Adobe Express allows you to great next-level designs and projects without prior experience through the use of their student-friendly software. The use of User Generated Content on social media, integration in Google Workspace and Meta for Business, and Campus Ambassadors and Workshops will create the right kind of experience college students seek to accommodate to their busy lives as college students, academically and socially.



APPENDIX

Figure 1 - Relative Market Share



**Sources: Similarweb, Medium, Datanyze, Demandsage, and Adobe

Figure 2 - Competitive Landscape Analysis






Brand	Slogan	% of Market Share	Amount Spent on Advertising	Social Media Engagement Rate
	"Empowering the World to Design"	73.6%	\$27.5M* *Source: Digiday	33%
	"Changing the World through Personalized Digital Experiences"	18.6%	> \$100M* *Source: MediaRader for Adobe	3.75%
	"Where Small Businesses get Big Ideas"	6.5%	< \$100M* *Source: MediaRadar for VistaPrint	2.03%
	"The Easiest Way to Create Professional Designs for Free!"	0.9%	Information Not Available	6.27%
	"Create Online Graphics in a Snap."	0.4%	Information Not Available	1.54%

Figure 3 - Focus Group Samples

Subject #1:

Adobe Express



Canva



Visme



Subject #2:

Adobe Express



Canva



Visme



Subject #3:

Adobe Express



Canva



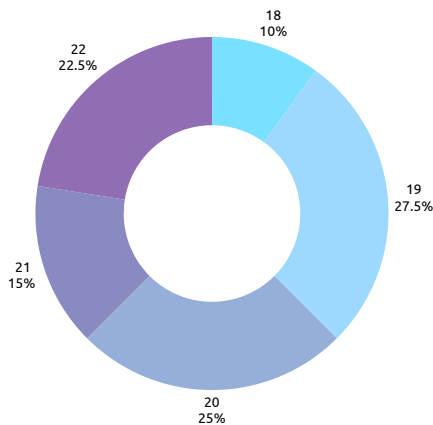
Visme



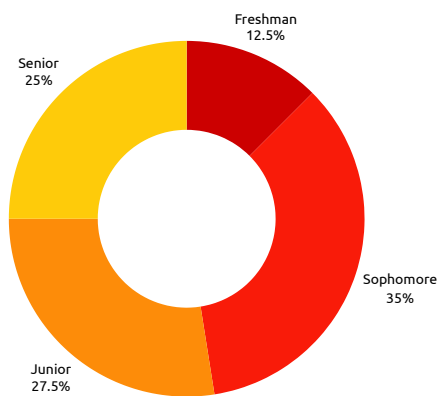


Figure 4 - Survey Participant Profile

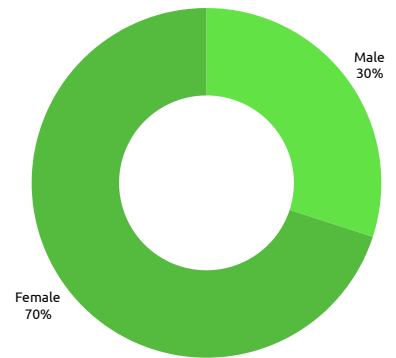
Age:



Classification:



Gender Identity:



Design Level:

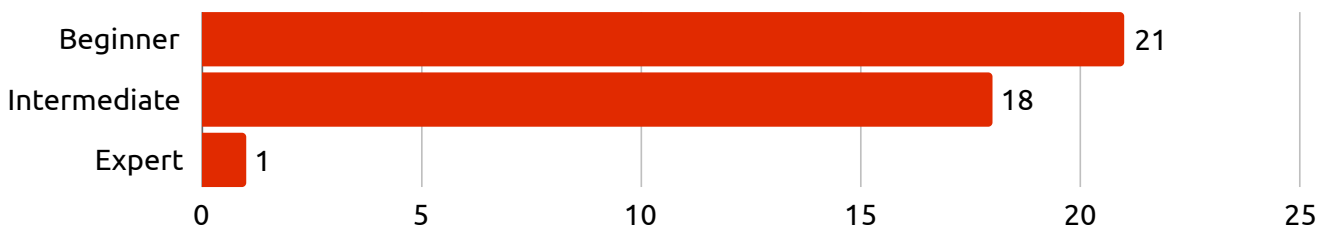


Figure 5 - Key Survey Questions

Q8

What design software have you used in the past and currently?

- Affinity
- Canva
- Visme
- Adobe Photoshop
- Adobe Express
- Adobe Indesign
- Adobe Illustrator
- Other



Q9

What do you typically use design software for?

- Class Projects
- Student Organizations/Clubs
- Fraternities and Sororities
- Church
- Work
- Special Events
- Other

Q10

How often do you use this software(s)?

- Daily
- 2-3 times a week
- Once a week
- Once a month
- On Occasion
- Never

Q12

Have you ever used Adobe Express or other Adobe software/apps?

- Yes, I've used Adobe Express before
- Yes, I have used other Adobe software/apps
- No, I've never used Adobe

Q15



How likely are you to use Adobe Express?

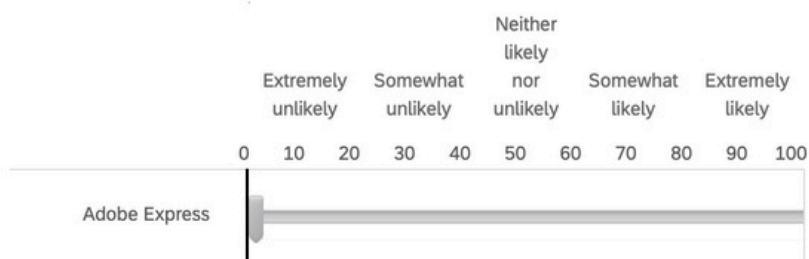




Figure 6 - Samples of IMC Plan

Design Hacks and Templates (YouTube)



User Generated Content (Instagram Reels)



Adobe Express Advertisement (Hulu)



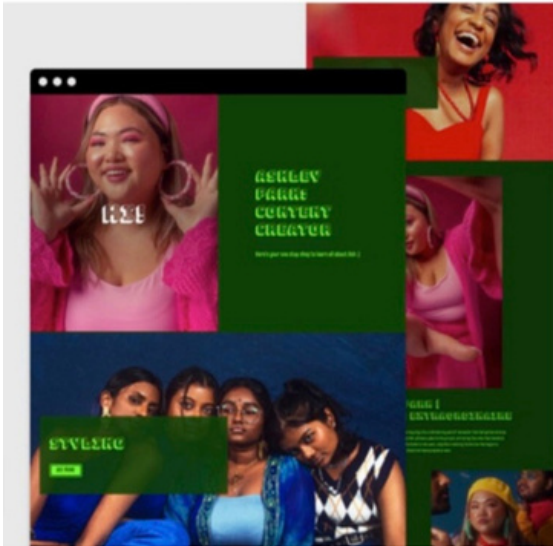


Entrepreneur Influencers (LinkedIn)



Michelle Smith
Entrepreneur Business Owner | CEO of Enchanted Jewelry

As an entrepreneur student influencer, staying content focused is one of my key components when it comes to being a successful student business owner. Adobe Express is the #1 content app that's the most convenient. I'm not the best graphic designer on the planet but Adobe Express allows me to promote my business by creating professional content effortlessly. In a time of hurry, I needed to create a visual that would showcase what I am and what I do while highlighting my business line. Thank to Adobe Express with its easy-to-use tools and elements, I was able to achieve this visual within minutes! I can't wait to see what else I can create using Adobe Express!



XPress Campus Ambassadors Program



XPress Campus Ambassadors Program

Organize On-campus Design Challenges • Earn Stipends • Exclusive Access to Adobe

Apply Today!





Figure 7 - Timeline

	2025					2026												2027
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Design Hacks and Templates (YouTube)																		
User Generated Content (Instagram Reels)																		
Adobe Express Advertisement (Hulu)																		
Entrepreneur Influencers (LinkedIn)																		
Live Comparison Social Experiment																		
XPress Campus Ambassadors Program																		
Content Creation Workshop by Adobe Digital Academy																		
Google Workspace (Integration Partnership)																		
Meta for Business (Integration Partnership)																		

Figure 8 - Metrics

Tactic	Metric	Frequency
Overall Projected Sales	Overall sales will be measured throughout the duration of each tactic within the marketing plan.	Tracked daily and will be added to an annual report.
Overall Awareness/ Trial	Awareness will be monitored by calculating the overall reach of our tactics compared to total engagement received by the target markets.	Tracked daily and will be added to an annual report.
Design Hacks & Templates	Utilizing YouTube's analytical interface to track impressions, delivery location, sharing statistics, and subscription changes	Weekly from November 2025 to January 2027
User Generated Content	Instagram Analytics interface will be used to track engagement, geographic reach, and followers' demographic and psychographic characteristics.	Monthly during the three periods of UGC content with influencers.
Adobe Express Advertisement	Ad impressions will be utilized to calculate the awareness gained about Adobe Express to college students on Hulu.	Monthly to collect total impressions collected during four various periods of airing on Hulu
Entrepreneur Influencers	Click-through-rate on posts from partnerships with Entrepreneurial influencers on LinkedIn	Weekly for all posts from December 2025 to January 2027.
Live Comparison Experiment	Awareness can be tracked by the number of students involved in the social experiment booths	Monthly during the three 4-month periods
XPress Campus Ambassadors	Measured through the number of participants involved in the competitions and events held by the Campus Ambassador to promote brand recognition and trial.	Weekly check-ins with Ambassadors during the Fall semester of 2025 to the end of the Fall semester of 2027.
Content Creation Workshop	Attendance at workshops held on campuses by Adobe Digital Academy to increase trial of Adobe Express.	Summary generated after Monthly workshops from October 2025 to September 2026.



Figure 9 - Financial Forecast

Time period	Campaign end	1 year post	2 years post	3 years post	4 years post
Projected User Growth	Over 53,000,000	Over 63 million	Over 73 million	Over 80 million	Over 85 million

Figure 10 - Allocation of Budget

Tactic	Amount of Budget	% of Budget Used
Design Hacks & Templates	\$30,000	0.3%
User Generated Content	\$550,000	5.5%
Adobe Express Advertisement	\$5,000,000	50%
Entrepreneur Influencers	\$20,500	0.21%
Live Comparison Experiment	\$300,000	3%
XPress Campus Ambassadors	\$250,000	2.5%
Content Creation Workshop	\$300,000	3%
Tools Integration Partnership	<u>\$3,500,000</u>	<u>35%</u>
Total Spent	<u>\$6,450,500</u>	<u>99.51%</u>
Amount Left	\$49,500	0.49%
Total Budget	<u>\$10,000,000</u>	<u>100%</u>



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