

ADOBE INDIA'S "CREATIVITY IS FREEDOM" CAMPAIGN

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Abstract:

Adobe India launched the "Creativity is Freedom" campaign in September 2020, which aimed to encourage individuals and businesses to embrace creativity as a means of coping with the challenges brought on by the COVID-19 pandemic.

Key Words: Adobe, Creativity is Freedom, Marketing campaign, India

Introduction

Adobe India's "Creativity is Freedom" campaign was launched in September 2020, amidst the challenges brought on by the COVID-19 pandemic. The campaign aimed to encourage individuals and businesses to embrace creativity as a means of coping with the pandemic, and it was designed to help people unlock their creativity and develop new skills. The campaign was a huge success, with over 5 million people participating in the various online events and workshops, generating significant buzz on social media, and receiving widespread media coverage. Let's take a closer look at the marketing strategy adopted by Adobe India for this campaign.

As for background on Adobe, the company is a multinational computer software company headquartered in San Jose, California. It was founded in December 1982 by John Warnock and Charles Geschke. Adobe is best known for its multimedia and creativity software products, including Photoshop, Acrobat Reader, and Illustrator. Adobe's products are used widely by creatives, designers, and marketers around the world. Prior to the "Creativity is Freedom" campaign, Adobe had established itself as a leader in the digital marketing space.

Adobe is a global technology company that specializes in digital media and marketing software. It is known for creating industry-standard software

such as Photoshop, Illustrator, and InDesign. Adobe has a strong presence in India and has been operating in the country for over 20 years.

In September 2020, Adobe India launched the "Creativity is Freedom" campaign, which aimed to encourage individuals and businesses to embrace creativity as a means of coping with the challenges brought on by the COVID-19 pandemic.

The Case:

In September 2020, Adobe India launched the "Creativity is Freedom" campaign, which aimed to inspire individuals and businesses to embrace creativity as a means of coping with the challenges brought on by the COVID-19 pandemic. The campaign included a series of webinars, social media posts, and virtual events that highlighted the benefits of creativity and showcased how Adobe's products could help users bring their ideas to life.

Problem:

The COVID-19 pandemic has caused immense disruption to people's lives, with many businesses struggling to survive. The pandemic has also led to an increase in stress, anxiety, and mental health problems. The marketing team at Adobe India recognized the need to address these challenges and wanted to find a way to support people and businesses during these difficult times.

Through Process:

The marketing team at Adobe India realized that creativity can be a powerful tool for coping with stress and anxiety. By encouraging individuals and businesses to embrace creativity, they could help them to cope with the challenges brought on by the pandemic. The team also recognized that the pandemic had led to a surge in online activity, with more people using social media and digital platforms to connect with others.

Solution:

To address these challenges, Adobe India launched the "Creativity is Freedom" campaign. The campaign was designed to inspire and empower people to embrace creativity as a means of coping with the pandemic. It included a series of online events, workshops, and tutorials, all designed to help people unlock their creativity.

The campaign also had a strong social media presence, with the hashtag #CreativityIsFreedom being used across various platforms. Adobe India partnered with influencers and content creators to promote the campaign and encourage more people to get involved.

Marketing Strategy:

The marketing strategy adopted by Adobe India for the "Creativity is Freedom" campaign was a multi-faceted approach that included a variety of tactics to reach and engage with the target audience. Here are some of the key components of the marketing strategy:

Understanding the Target Audience:

The marketing team at Adobe India started by identifying the target audience for the campaign. They recognized that the pandemic had led to a surge in online activity, with more people using social media and digital platforms to connect with others. They also recognized that people were feeling stressed and anxious, and that creativity could be a powerful tool for coping with these emotions. With this in mind, the team created a campaign that would appeal to a wide range of people, from individuals looking to develop new skills to businesses looking to stay relevant during challenging times.

Creating Relevant and Engaging Content:

The "Creativity is Freedom" campaign was centered around creating relevant and engaging content that would inspire and empower people to embrace creativity. The campaign included a variety of online events, workshops, and tutorials, all designed to help people unlock their creativity and develop new

skills. The team also created a series of videos and social media posts that highlighted the importance of creativity in coping with the pandemic.

Leveraging Social Media:

The marketing team at Adobe India recognized the power of social media in reaching and engaging with the target audience. They created a strong social media presence for the campaign, using the hashtag #CreativityIsFreedom across various platforms. They also partnered with influencers and content creators to promote the campaign and encourage more people to get involved.

Building a Sense of Community:

One of the key goals of the "Creativity is Freedom" campaign was to build a sense of community around the campaign. The team used social media and online events to connect with participants and create a space for people to share their creativity and connect with others. By building a sense of community, the team was able to create a more meaningful and engaging experience for participants.

Generating Media Coverage:

Finally, the marketing team at Adobe India recognized the importance of generating media coverage for the campaign. They reached out to media outlets and influencers to highlight the positive impact of the campaign and share stories of participants who had been positively impacted by the campaign. This helped to raise awareness of the campaign and attract more participants.

Overall, the marketing strategy adopted by Adobe India for the "Creativity is Freedom" campaign was a comprehensive approach that leveraged a variety of tactics to reach and engage with the target audience. By creating relevant and engaging content, leveraging social media, building a sense of community, and generating media coverage, the team was able to create a campaign that resonated with millions of people and had a significant positive impact.

Expected Outcome:

The expected outcome of the "Creativity is Freedom" campaign was to inspire and empower people to embrace creativity, help them cope with the challenges brought on by the pandemic, and build a strong sense of community around the campaign. The marketing team at Adobe India hoped that the campaign would help people to develop new skills, connect with others, and feel more positive about the future.

Final Outcome:

The "Creativity is Freedom" campaign was a success, with over 5 million people participating in the various online events and workshops. The campaign generated significant buzz on social media, with the hashtag #CreativityIsFreedom trending on Twitter and Instagram.

The campaign also received widespread media coverage, with many news outlets highlighting the positive impact it had on people's lives. Participants in the campaign reported feeling more positive, creative, and connected to others.

Overall, the "Creativity is Freedom" campaign was a huge success, exceeding the marketing team's expectations and achieving its goals.

Debatable Question:

Do you think the "Creativity is Freedom" campaign was effective in addressing the challenges brought on by the COVID-19 pandemic, or was it just a marketing gimmick?

Teaching Note:

The "Creativity is Freedom" campaign is an excellent example of how companies can use their resources to support people and businesses during difficult times. As a management professor, you can use this case study to teach students about the importance of social responsibility and community engagement in business.

Some questions you can ask your students include:

- Why do you think the marketing team at Adobe India decided to launch the "Creativity is Freedom" campaign?
- What were some of the challenges the campaign aimed to address?
- How did the campaign use social media to build a sense of community around the campaign?
- What were some of the key factors that contributed to the success of the campaign?
- Do you think the campaign was effective in addressing the challenges brought on by the COVID-19 pandemic, or was it just a marketing gimmick?

By discussing these questions

Discussion:

The pandemic has brought unprecedented challenges to businesses and individuals worldwide. In this scenario, Adobe's "Creativity is Freedom" campaign sought to promote the idea that creativity can be a powerful tool for overcoming adversity and finding new solutions to old problems.

At the heart of the campaign was the idea that creativity is not just a nice-to-have luxury, but an essential ingredient for success in today's business world. By tapping into their creativity, businesses could find new ways to reach customers, develop innovative products and services, and differentiate themselves from their competitors.

The campaign was targeted at a range of businesses, from small startups to large corporations, and aimed to highlight the benefits of creativity for business-to-business marketing. By emphasizing the importance of creativity, Adobe hoped to position itself as a thought leader in the industry and attract new customers to its suite of digital marketing products.

One of the key elements of the campaign was a series of webinars that explored various aspects of creativity in business. These webinars were

hosted by experts in the field and covered topics such as branding, content creation, and social media marketing. They provided attendees with practical tips and insights on how to harness their creativity to achieve their business goals.

In addition to the webinars, the campaign included a range of social media posts that highlighted the benefits of creativity and showcased Adobe's products in action. These posts were designed to reach a wider audience and promote engagement with the campaign.

Another important element of the campaign was a series of virtual events that brought together Adobe's customers and partners to share their experiences and insights on the role of creativity in business. These events were an opportunity for attendees to network and learn from one another, as well as to hear from industry experts and thought leaders.

Overall, the "Creativity is Freedom" campaign was a powerful example of how digital marketing can be used to promote a brand and connect with customers. By emphasizing the importance of creativity in business, Adobe was able to position itself as a leader in the industry and attract new customers to its suite of digital marketing products.

As for the sales effect after the campaign, there is no information available on this specific campaign. However, Adobe's overall revenue increased by 14% year-over-year to \$3.91 billion in the fourth quarter of fiscal year 2020. This can be attributed to increased demand for Adobe's digital marketing products, as more businesses turned to digital channels in response to the pandemic. It's possible that the "Creativity is Freedom" campaign played a role in driving this growth, although this cannot be confirmed without specific sales data for the campaign.

- The importance of creativity in business: The "Creativity is Freedom" campaign highlights the value of creativity in business-to-business marketing. How can businesses tap into their creative potential to reach customers, differentiate themselves from their competitors, and develop innovative products and services?

- Digital marketing strategies: Adobe's campaign relied on a range of digital marketing tactics, including webinars, social media, and virtual events. What are the advantages and disadvantages of each of these strategies? How can businesses leverage digital marketing to reach new audiences and build brand awareness?
- Thought leadership: The campaign positions Adobe as a thought leader in the industry, offering practical tips and insights on the role of creativity in business. What are the benefits of thought leadership for businesses? How can companies establish themselves as experts in their respective fields?
- Impact of the COVID-19 pandemic: The pandemic has brought unprecedented challenges to businesses worldwide. How has the crisis changed the way businesses approach marketing and branding? What role can creativity play in helping companies adapt to the new normal?

Adobe India's "Creativity is Freedom" campaign - Adobe India launched a digital marketing campaign that highlighted the importance of creativity in business to business marketing. The campaign was aimed at B2B marketers, and it emphasized the importance of creativity in creating successful marketing campaigns. The campaign included webinars, blog posts, and social media posts.

SWOT analysis:

Strengths:

Adobe is a well-known brand in the creative industry, and this campaign highlighted their expertise in marketing. The campaign focused on a unique selling point that emphasized the importance of creativity, which set them apart from their competitors.

Weaknesses:

The campaign may have been too niche, as it focused on a specific aspect of marketing rather than broader business topics.

Opportunities:

Adobe could expand the campaign to target a broader audience, including small and medium-sized businesses that may not be familiar with the benefits of creativity in marketing.

Threats:

Competitors in the marketing and creative industries could create similar campaigns, potentially diluting the impact of Adobe's campaign.

One of the key takeaways from the campaign is the importance of creativity in business-to-business marketing. By tapping into their creativity, businesses can find new ways to reach customers, differentiate themselves from their competitors, and develop innovative products and services. In the current business landscape, where disruption and uncertainty are the norm, creativity is not just a nice-to-have luxury, but an essential ingredient for success.

Another takeaway from the campaign is the power of digital marketing to connect with customers and build brand awareness. By leveraging a range of digital channels, including webinars, social media, and virtual events, Adobe was able to reach a wider audience and engage with customers in a more meaningful way.

Finally, the campaign underscores the importance of thought leadership in digital marketing. By positioning itself as an expert on creativity in business, Adobe was able to build trust and credibility with its audience, which in turn helped to attract new customers and grow its business.

Conclusions:

Adobe's "Creativity is Freedom" campaign was a powerful example of how digital marketing can be used to promote a brand and connect with customers. By emphasizing the importance of creativity in business, Adobe was able to position itself as a leader in the industry and attract new customers to its suite of digital marketing products. The campaign serves as

a reminder of the importance of creativity, thought leadership, and digital marketing in today's business landscape.

The campaigns highlighted the importance of digital marketing in reaching and engaging with target audiences in the B2B sector.

The campaigns showcased the importance of highlighting practical benefits to potential customers, such as improving efficiency or data security.

The campaigns demonstrated the potential of webinars, social media posts, and events in reaching target audiences and generating interest.

The campaigns showed the need for differentiation and focusing on unique selling propositions to stand out in a crowded industry.

The campaigns provided insights into the marketing strategies of some of the top technology companies in India, which could be useful for businesses looking to develop their own marketing plans.

Here are some citations with internet links for this case:

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