



**Brief set by**  
Adobe

**In collaboration with**  
Calvin Lyon, Wieden + Kennedy

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## Make Adobe the go-to tool for Gen Z creatives

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### Additional Prizes

A year's free Creative Cloud for winners

### Deadline

20 March 2024, 5pm GMT

### The backstory

[9 in 10 of Gen Z would consider themselves creative](#). That's more than any other generation before them, and that number has only grown since reports began emerging in 2020 of [the most creative generation yet](#).

Creativity is at the heart of everything that Adobe does. Adobe is the brand behind some of the most renowned creativity apps including Photoshop, Illustrator, Premiere Pro, and Acrobat.

But the nature of 'what' it means to be a creative and 'who' can be a creative is changing. In the past, only those who sought out formal training felt they could see themselves as 'creatives'; those with a technical understanding of Photoshop, Illustrator, InDesign and beyond. But as the next generation of creatives begin to embrace free tools and social media platforms for everything from graphic design, to social media, to video editing creative, where does this leave Adobe - a platform that may be perceived to be complex to use or costly?

### Enter Adobe Express.

Adobe believes in Creativity for All, meaning anyone should have the freedom to share their creativity. That's why they launched Adobe Express last year, making creativity accessible (both in ease of use and in price) to anyone who has something to make.

But how can they inspire this huge cohort of new creatives, makers, and doers to discover Adobe Express, and in turn, Adobe Photoshop when the Adobe brand lacks the same reverence and cultural cache as it does for the 'traditional' creative sphere?

### What's the challenge?

**TLDR:** *Make Adobe mean something to Gen Z creatives with a focus on Adobe Express and Adobe Photoshop.*

Create an end-to-end campaign that challenges creatives 18-26 to see Adobe as a brand that is relevant to them. We need to tap into what motivates them as creators and reach them by embedding the Adobe brand in their culture and subcultures.

Adobe wants you to leverage insights for Gen Z and show how they are a relevant brand for them. Why do Gen Z create? Where do they make things? Who do they make things for? How do they create? Answering these questions will help you find a clear role for Adobe. It's important to note that the campaign needs to focus on Adobe Express (as a stepping stone into the Adobe brand) and Photoshop (as the hero tool).

Explore platform-first, disruptive ideas and out-of-the-box thinking that goes beyond traditional media. The braver the better. What exactly it looks like is completely up to you, but consider how your campaign could be activated through everything from social channels to real-world activations.

### Who are we talking to?

This isn't just about design or creative students, but anyone and everyone who has something they need to make.

The main target audience is 18 - 26 year olds around the world that consider themselves creative but don't yet interact with Adobe products. Being 'creative' isn't simply a career, but a defining part of who they are. They might love making TikTok videos, designing games, have a side hustle or spend hours editing their photos.

### Things to think about

#### How to engage

As much as this is about building brand awareness, you also need to consider how your audience will actually engage with the Adobe products themselves. How might your audience use Adobe? Perhaps it's to build up their side hustle, grow their social following or simply help them perfect their artistic practice. It's critical to think about what passions and interests Gen Z have and how Adobe can play a role.

#### Go big

There's so many opportunities for your campaign, so don't feel limited by traditional media and campaign channels. Whilst social media can be powerful, there's also power in events and experiences too. Consider what will resonate best with your audience and run with it. How do we get as many people as possible seeing Adobe in the world?

#### Things to avoid

Whilst the possibilities are endless with the types of campaign you can create, there are a few things you need to avoid in your response:

- **New products.** This is about building awareness and engagement with existing Adobe products and apps, not building new features or products themselves.
- **Negative energy.** Keep things positive. Don't disparage other brands or products to lift Adobe up.
- **Body editing.** Adobe don't want to see any campaigns that endorse or promote any form of body image alteration.



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**The important stuff**

Your campaign idea must specifically use Adobe Express and Photoshop as an entryway to the Adobe brand.

It's up to you what form your idea takes, but your response should cover how you'll reach your audience, and an explanation of how your idea will go beyond just creating awareness. From getting people to sign up, create, and keep on creating, with Adobe.

**What and how to submit**

Read ***Preparing your entries*** before you get started for full format guidelines.

**Main** (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

**Optional** (judges may view this if they wish):

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

**Further information**

Adobe Future of Creativity Study  
[news.adobe.com/news/news-details/2022/Adobe-Future-of-Creativity-Study-165M-Creators-Joined-Creator-Economy-Since-2020/default.aspx](https://news.adobe.com/news/news-details/2022/Adobe-Future-of-Creativity-Study-165M-Creators-Joined-Creator-Economy-Since-2020/default.aspx)

Marketing to Gen Z: Creativity  
[publicisgroupeuk.com/news-and-views/news/marketing-to-gen-z-creativity](https://publicisgroupeuk.com/news-and-views/news/marketing-to-gen-z-creativity)

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