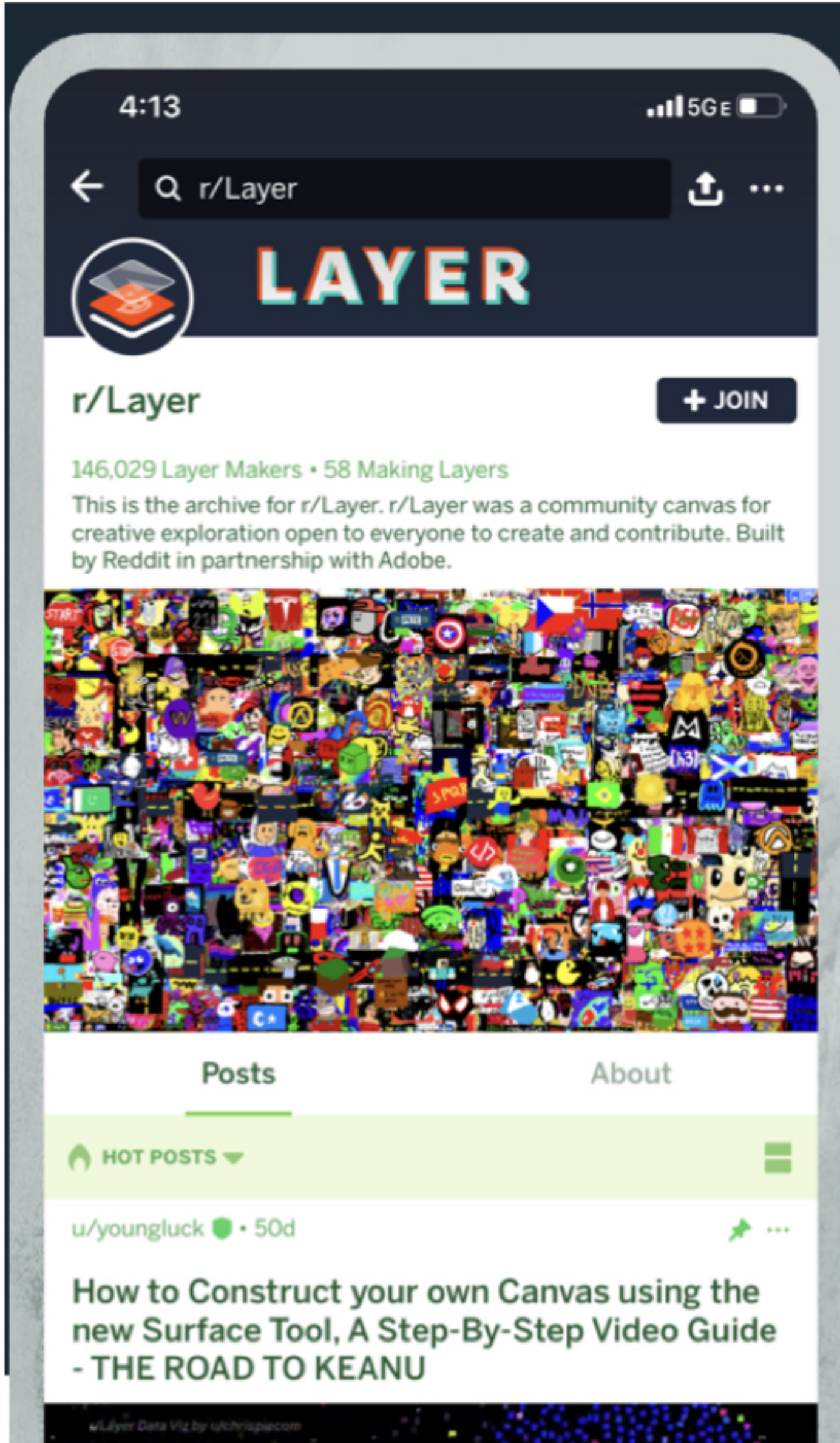


Adobe creates a global canvas for creative exploration

In partnership with Reddit, Adobe created an internet moment for the ages with r/layer



The Goal

To inspire creativity and drive awareness of Adobe Creative Cloud's Student edition in a way that stayed true to both brands.

The Idea

A community canvas inspired by Photoshop layers where Redditors around the world could create, contribute, and collaborate on an ever-evolving work of art.

Community Activation

Over five days, millions of Redditors flocked to the r/Layer community to paint over 150,000 "layers" - 500x500-pixel individual works of art on a shared 1920x1080 canvas. r/Layer participants worked solo, together, and sometimes at odds to explore a range of themes from memes to logos, portraits to landscapes, the weird to the wonderful. The activation inspired Redditors to create new communities, time-lapse videos, and even interactive 3D models of r/Layer art.

#1

Top Growing Community

During the week of the activation

150K

Layers Created

to the Adobe Creative Cloud site

+26%

Lift in Top-Of-Mind Awareness

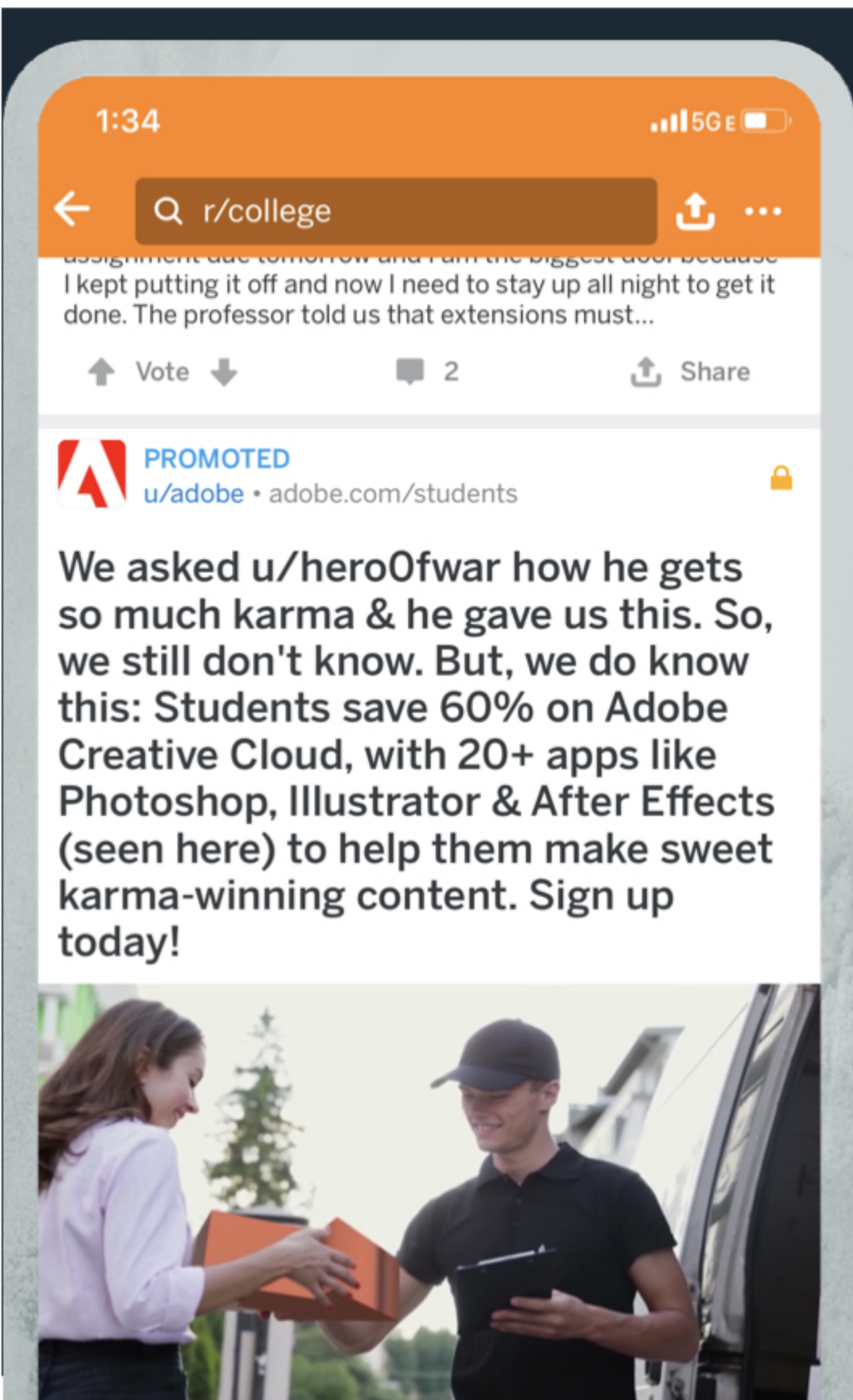
2.2x higher compared to Kantar Category Norms





Adobe drives conversions with uniquely Reddit creatives

Community categories: art & design, college education, photography



The Story

Adobe came to the platform with a goal of raising awareness and driving conversions for their Creative Cloud Student edition among a uniquely creative audience. In partnership with Reddit, Adobe created a first of its kind internet moment followed by a performance campaign.

The Strategy

By giving Redditors a unique space to create, r/Layer built goodwill across creative communities. Following this awareness driven activation, Adobe launched custom creatives targeting artistic and student-centric communities to drive conversions. The team tapped u/HeroOfWar, founder of the r/photoshopbattles community, to create video ads using only Creative Cloud and Adobe Stock.

“We leaned into the interests of Reddit’s creators instead of simply running ads. Launching our presence by letting the creative community guide us built brand affinity and drove sales, firmly establishing Reddit as a long-term media partner for Adobe”

—Ellen Vanderwilt, Global Student Marketing Lead Adobe

50%

Higher media ROI

compared to typical Adobe partners

+66%

Lift in Site Visits

to the Adobe Creative Cloud site

+23%

Lift in Subscription Intent

5.7x higher compared to Kantar Category Norms

Community Response

- “Thanks for the platinum internet points...I’ll grab a Pepsi after work as a thanks”. - u/GoldyGoldy
- “Thanks for the platinum” - u/jjongc



Campaign Success Metrics

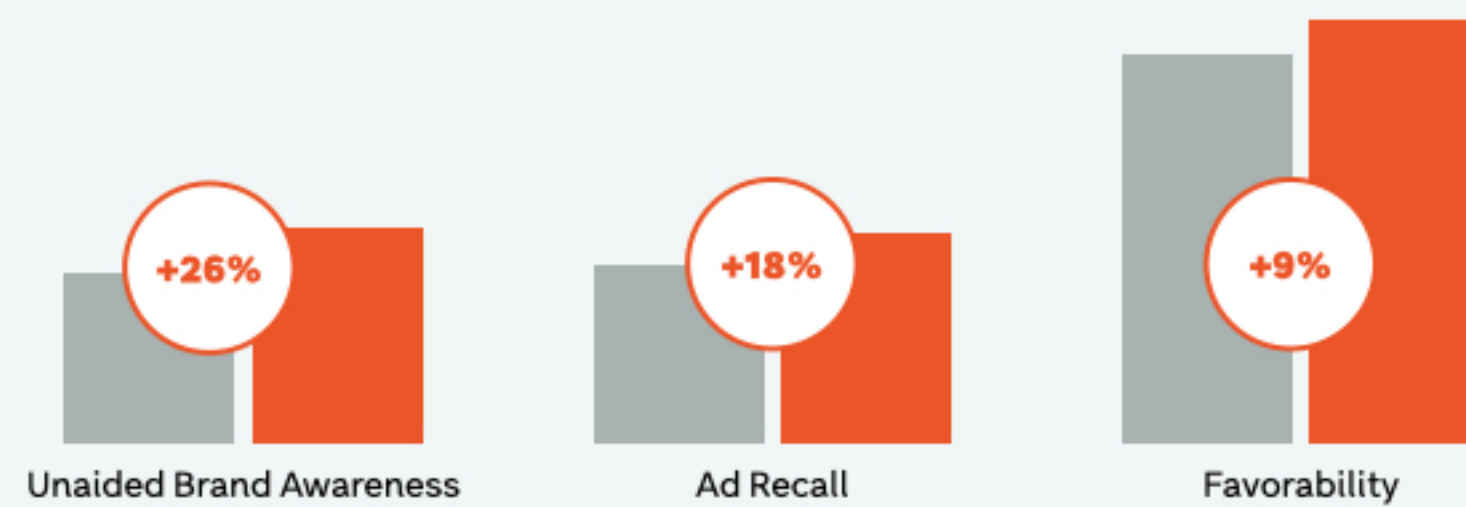


KANTAR Brand Lift

Measures campaign's impact on **key brand metrics**

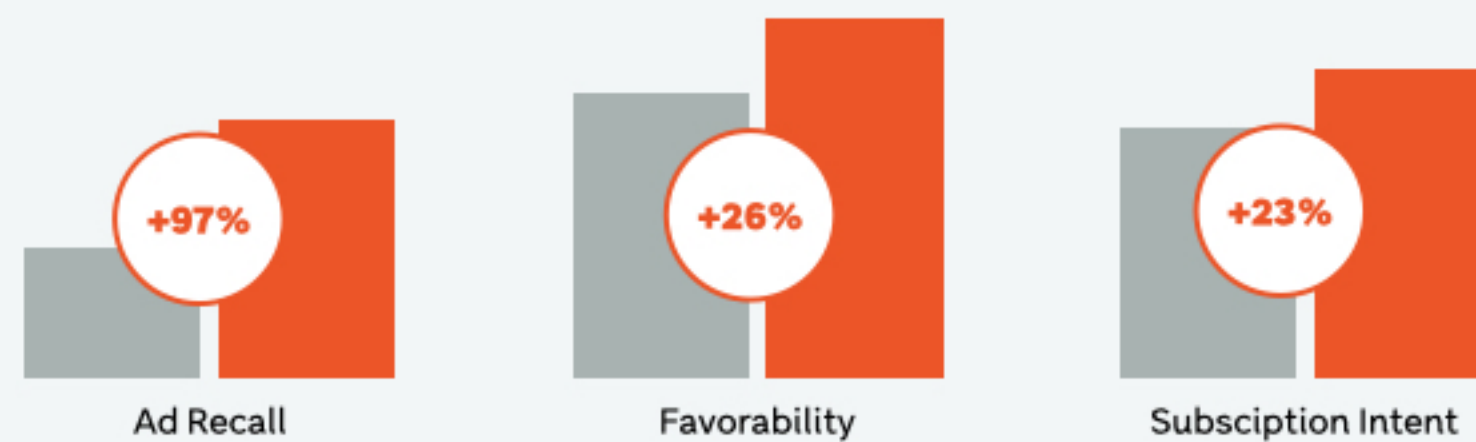
Overall Brand Lift

The Adobe campaign drove significant lifts across key tested metrics.



R/layer Brand Lift

Visitors to r/layer drove the highest lift in awareness of Adobe Creative Cloud and saw significant increases in favorability and intent.

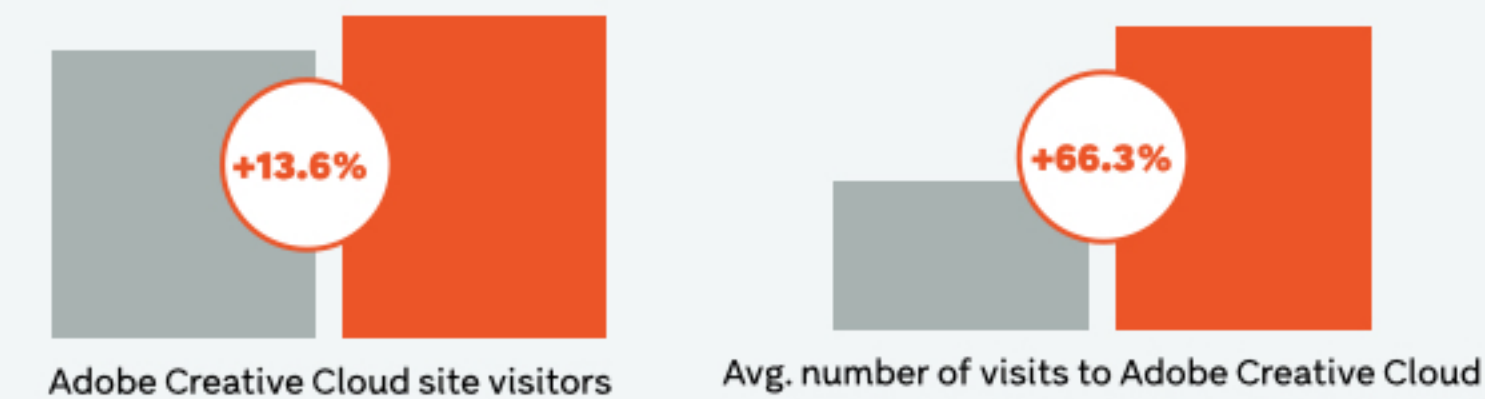


Action Lift

Measures the impact of the campaign on driving **site visits & searches**

Visitation Lift

The campaign successfully increased the number of visitors to the Adobe Creative Cloud site (+13.6% lift) and the amount of times each consumer visited (+66.3% lift)



Search Lift

Reddit Visitors exposed to the Adobe campaign significantly increased the number of internet searches related to Adobe.

