

Adobe Content Brief (Excerpt)

**Entertainment Wars for Media and Entertainment**

Master Content Asset List	Target Launch Date	Adobe Driver	Writer / Agency	Designer / Agency
<ul style="list-style-type: none"> <li>• One research report</li> <li>• One blog</li> <li>• Demand gen package</li> </ul>	Q2	Mike Grier, Joe Stewart	Diana Kightlinger /	Axis41

Project Details	
<p><b>Core content formats</b></p>	<ul style="list-style-type: none"> <li>• <b>POV blog post</b> on shifting the conversation from the “streaming wars” to the “entertainment wars” with mini-infographic (primarily slides 14-19).</li> <li>• <b>Research report</b> on Gen Z findings and contrast with other age cohorts, with thought leadership on wooing Gen Z via features that provide sharing, seamless content delivery, personalization and interactivity, voice control, and other innovative capabilities (primarily slides 20-39).</li> <li>• <b>Demand gen package</b> with email, landing page, autoresponder, banners, and infobits leading to gated research report.</li> </ul>
<p><b>Complementary content formats for consideration (but not in current Write on Network scope of work)</b></p>	<ul style="list-style-type: none"> <li>• <b>Additional blog post on sports content</b>, why viewers keep their cable bundles, and what streaming services must do to catch up (primarily slides 11, 30, 31, 37, 53)</li> <li>• <b>CMO.com article</b> on consumer usage and needs, content length, ad tiers, and selection factors (overall findings but more focused on slides 2-12, 43-52, 54-59)</li> <li>• <b>Social media posts</b> with infographics, , e.g., Gen Z, sports, streaming vs cable/satellite</li> <li>• <b>Spotlight</b> on MEC resources page</li> </ul>

<b>Key objective</b>	<ol style="list-style-type: none"> <li>1. Demonstrate Adobe thought leadership and deep understanding of streaming services and the entire entertainment industry.</li> </ol>
<b>Additional objectives</b>	<ol style="list-style-type: none"> <li>1. Deliver exciting new insights on the video streaming industry.</li> <li>2. Empower Adobe to deepen relationships with MEC companies.</li> <li>3. Demonstrate understanding of how to woo Gen Z consumers to streaming services.</li> <li>4. Associate Adobe solutions/technologies, especially Adobe Experience Platform, with features that streaming services can use to woo Gen Z and other customers.</li> <li>5. Internal: Provide sales reps with valuable content to deliver in industry presentations.</li> </ol>
<b>Measure of success</b>	<ul style="list-style-type: none"> <li>● Blog sharing/engagement</li> <li>● Blog clickthrough to research report</li> <li>● Time on page</li> <li>● Research report sharing/engagement</li> <li>● Research report clickthrough to Adobe Experience platform page</li> </ul>

<b>Audience</b>
-----------------

<b>Primary audience</b>	<ul style="list-style-type: none"> <li>● Streaming services decision makers responsible for: <ul style="list-style-type: none"> <li>○ Customer experience</li> <li>○ Marketing technology</li> <li>○ Branding/marketing</li> </ul> </li> </ul>
<b>Phases</b>	<ul style="list-style-type: none"> <li>● Discover, explore</li> </ul>
<b>Emotional drivers</b>	<ul style="list-style-type: none"> <li>● Fear of missing out on chance to lure Gen Z and Millennial customers and losing customer loyalty</li> <li>● Concern that the experience won't live up to Gen Z expectations—and that they'll shift to competitors or other entertainment forms as a result.</li> <li>● Overarching fear of losing market share to other streaming services or entertainment forms</li> <li>● Excitement over possibility of differentiating from other streaming services through personal and targeted experiences instead of content or price.</li> </ul>

<b>Rational drivers</b>	<ul style="list-style-type: none"> <li>● Delivery of superior customer experiences and business benefits</li> <li>● Data-driven conversion opportunities</li> <li>● Brand loyalty/customer satisfaction</li> <li>● Efficiency from reduced human management of marketing/tech/data</li> <li>● Ability to focus on strategy vs manual processes</li> </ul>
<b>Secondary audiences</b>	<ul style="list-style-type: none"> <li>● MEC decision makers responsible for: <ul style="list-style-type: none"> <li>○ Data/analytics</li> <li>○ Creative experiences</li> <li>○ Loyalty teams</li> </ul> </li> <li>● Digital agencies and systems integrators with MEC clients</li> </ul>

<b>Message</b>	
<b>Content North Star</b>	The conversation over the streaming wars must broaden to one over the entertainment wars – and winning the battle will require the ability to deliver exceptional experiences, particularly to Gen Z.
<b>Adobe’s unique/invaluable take on the topic</b>	<p><b>Adobe works with some of the biggest and most innovative companies worldwide to deliver relevant, personal, real-time experiences at scale.</b> Adobe is also the technology leader in personalization across all of its many moving parts, from creative execution to data management, machine learning to automation, offline and online experiences. <b>So Adobe knows best how to make digital experiences at scale real and accessible.</b></p> <p><b>Adobe will help you use digital marketing to transform the way you interact with your audiences and create digital experiences to gain loyal fans and increase fan engagement.</b></p>