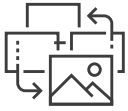


**BUYER'S GUIDE**

# **Creative Cloud Pro Edition**

**Learn how industry leaders drive cost efficiency and content velocity.**

# Save time, money, and minimize risk with Pro Edition.



**79%**

Teams have re-worked projects due to the use of out-of-date assets.\*



**63%**

Say their organization has used unlicensed assets.\*

- **Single console.**

Purchase, deploy, and manage all Creative Cloud and Adobe Stock licenses through a single console.

- **Unified license history.**

Gain at-a-glance transparency into what you own via Adobe Stock's unified team license history and badging — and avoid purchasing the same asset twice.

- **Business-grade licensing.**

Get unlimited copies or views of your work with Pro Edition plans. Pro Edition for enterprise comes with additional rights — you can use assets to create merchandise or products for resale or distribution.

- **Help when you need it.**

Experience 24/7 tech support; special 1:1 Expert Sessions are also included on a per user/per year basis.

- **Asset management and compliance.**

Unlimited downloads provide creative teams with more opportunities, without a need for asset approvals along the way. With pooled licensing, assets are found and stored centrally.



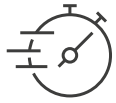
One of the main benefits of using Adobe Stock is the fact that usage rights are no longer a concern: Once a team member licenses an asset, anyone within Nine Entertainment can use it in their work.



Mark Busuttill, Supervising Art Director,  
Nine Entertainment →

\* Source: State of Creativity: Unlocking Creative Freedom.

# Get unlimited Adobe Stock downloads with Pro Edition.



**91%**

Say stock assets get campaigns to market more quickly.\*



**84%**

Agree stock assets reduce campaign costs.\*



**60%**

Expect their stock asset needs to increase over the next 3 years.\*

With unlimited access to Adobe Stock, your creative team can:

**1. Design freely.**

By using high-resolution, unwatermarked assets to create concepts and mockups, your team can experiment, take more creative risks, and express the brand in new ways.

**2. Create faster.**

Team members can hit the ground running with artist-designed templates for your top creative projects. They're fully customizable and available right inside your Adobe Creative Cloud apps.

**3. Jump-start future projects.**

By filling their custom libraries and mood boards with interesting icons, textures, backgrounds, and other assets, your team will always be ready for the next project or campaign.

**4. Avoid approval issues.**

Team members will automatically have access to the assets they need — no more wasting time seeking or managing purchase approvals.

**5. Simplify management and compliance.**

No need to worry about purchasing the same asset twice or using unlicensed assets. With unlimited Adobe Stock, everyone has the access they need.



Our unlimited access to all of Adobe Stock's standard assets through Creative Cloud Pro Edition has been a game changer for us as well. It allows us to be faster and more efficient, since our teams are no longer scared to take a chance on an image.



**Prudential**

Bridget Esposito,  
Creative Director, Prudential →

\* Source: State of Creativity: Unlocking Creative Freedom.

# Boost your productivity with Pro Edition.



**5+**  
hours per week

Time spent searching for stock assets.\*



**1+**  
days

Time it takes creatives to get approval to purchase stock assets.\*



**10+**  
hours per week

Time lost to workflow inefficiencies.\*

## Five ways Pro Edition boosts team productivity.

### • Simplify asset management.

Unlimited downloads means no need to manage purchase approvals. Unified license history tracks your team's purchases.

### • Find the right asset faster.

Smart search, powered by Adobe Sensei helps you quickly find similar assets or filter by aesthetics, color, copy space, and more.

### • Streamline creative workflows.

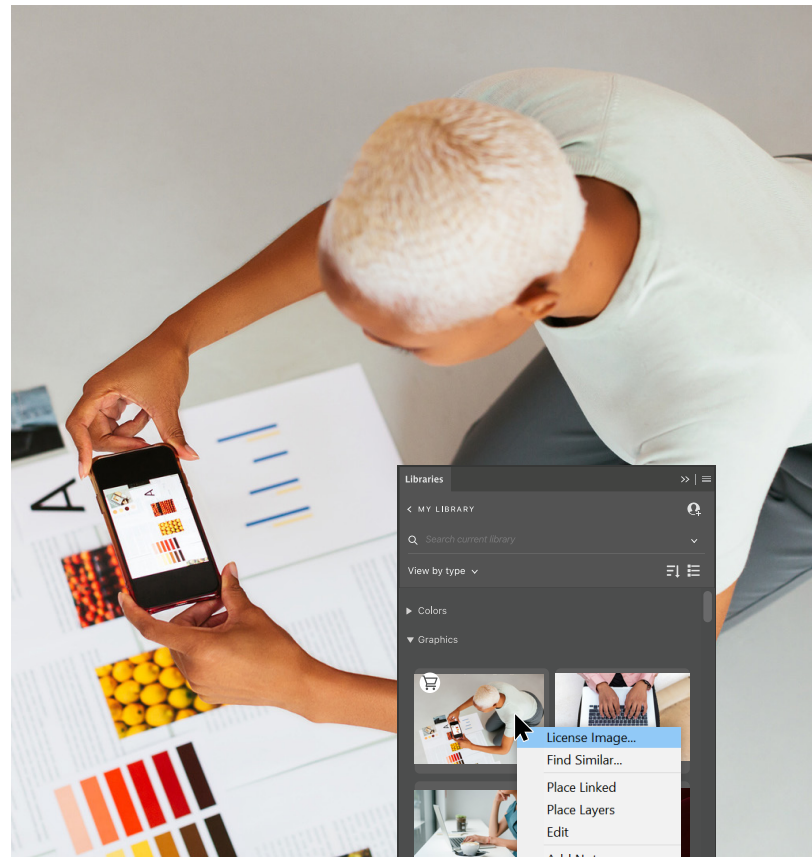
Creative Cloud integration lets you drag and drop assets into your project. One-click licensing preserves all your edits.

### • Keep teams in sync.

Organize your creative assets in Creative Cloud Libraries to provide your team with quick and easy access to the latest assets.

### • Collaborate smarter.

Consolidate creative feedback right in your apps or browser and get notified of comments and updates right away.



Adobe Creative Cloud Pro Edition unlocks the Lush team's full creative potential through a reliable, integrated workflow. Teams from different disciplines can now smoothly collaborate and work simultaneously on the same project in real-time across many areas of the business.

**LUSH**

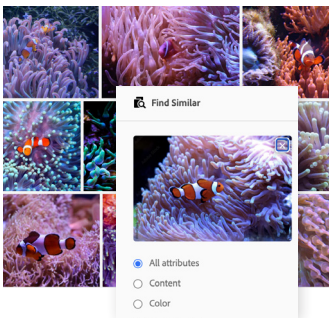
Adam Goswell,  
Tech & Research Lead, Lush →

# Search smarter, not harder with smart search, powered by Adobe Sensei.



Designers spend an average of **5+** hours per week looking for assets.

Adobe Stock uses feedback from millions of creatives and years of search data to refine results and give you what you need — fast.\*

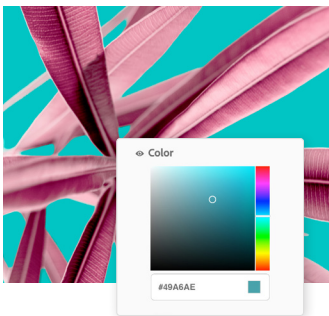
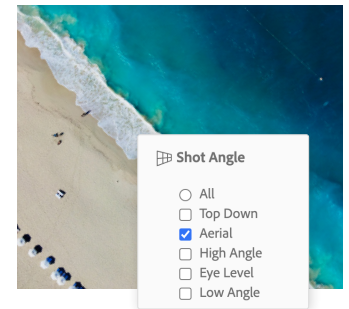


## Find similar assets.

Want to find an image like one you already have? Upload it and let Adobe AI find the perfect match. Narrow the results further by content, color, or composition.

## Advanced filters for audio and video.

Get down to the details and filter videos by resolution, duration, frame rate, shot size, and angle. Search audio by genre, mood, keyword, duration, tempo, vocals, and similar tracks.

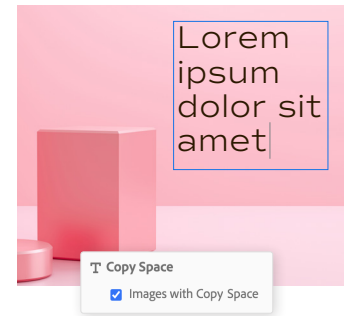


## Filter by color or mood.

Find assets that match your brand palette or filter your search to see images that are bright, muted, or monochromatic.

## Conquer layout constraints.

Make sure it all fits when you search by isolated assets, space for your copy, or by orientation. Then, preview assets in different aspect ratios before licensing.



With Adobe Sensei built in directly, we can use image-based search filters, lift colors from brand palettes, and more, to refine our parameters and find images more quickly.



Philip Stockton, Senior Creative Director, GE Digital →

\* Source: Adobe Stock Brand Leadership Research.

# Prudential scales content workflows with Creative Cloud Pro Edition.

Bridget Esposito, Creative Director, Prudential →



## Prudential

As vice president, creative director at Prudential Financial, I lead the concept and design of all marketing materials that support the full end-to-end sales and engagement efforts for our U.S. businesses. This includes everything from sales presentations to email campaigns to direct mail to websites to social media and everything in between. My team supports the business units and their customers by delivering marketing campaigns and experiences that inspire businesses to partner with Prudential and for people to take action to create and protect their financial wellness by saving for retirement, preparing for the unexpected, and managing their day-to-day finances. As you can imagine, that's a lot. A lot of stakeholders. A lot of deliverables (in 2020 alone we created 12,000+ marketing vehicles). A lot of details. And a lot of creativity that needs to be strategized, refined, and executed in an extremely fast and agile manner.

The reason for the high volume is that we support four completely different businesses, each with different audiences, from internal product teams to our end customers. They all have unique needs, and it's important for each to be handled in a thoughtful manner. To be honest, I'm certain that we wouldn't be able to create so much content without Creative Cloud Pro Edition and Adobe Stock assets.

### The challenge of creating thousands of marketing assets.

The significant scale of our operation means that creating original assets for each audience would be costly and difficult to achieve. For example, when we target construction workers... those on a job site in New York City, for example, may look very different in terms of attire and surroundings than workers on a job site in Colorado. This means being thoughtful when choosing the right imagery for marketing materials. It used to be easy. Just send a photographer out for a one or two day shoot. Now that our lives have changed so dramatically, with restricted travel and remote work, it's often not feasible to capture people in their workspaces. More importantly, our tight deadlines often demand extreme speed, which often doesn't allow time for photoshoots. To make sure we're doing this right, we do a lot of research before we create anything — we dive deep into the diversity of our target audiences to make sure everyone feels represented. For example, we were recently inspired by the story of Judaline Cassidy, the first Black woman to join the plumbers union in New York City, who went on to found an initiative called Tools & Tiaras that introduces girls to construction trades like plumbing, carpentry, and electrical. Cassidy felt she wasn't properly reflected in the plumbing industry, and that inspired us to dive deeper and make sure everyone was represented in our materials.

Our process includes creating empathy maps, running discovery sessions and design sprints, and doing a lot of internal testing. We follow Agile principles and then take that research and present it to our business partners to support and reinforce our design decisions. Showing our strategy partners and clients what kind of visuals resonate with people (along with how we tested and got our results) makes a difference to get them on board and create the best design materials possible.



### Finding visual assets on Adobe Stock at scale and the value of unlimited images.

Once we've gathered our research and know the type of marketing materials we need to create, we use Adobe Stock to quickly search for authentic imagery among the hundreds of millions of assets, using the Find Similar feature to explore similar color schemes and find assets that are just right. To find assets that you don't see all over the place, we apply the Undiscovered search filter, which shows us content matching your keyword(s) that has never been downloaded from Adobe Stock.

The combination of keywords, Find Similar, and the Undiscovered filter helps keep our final products looking unique, and reflective of the diverse customer base we're serving. Our unlimited access to all of Adobe Stock's standard assets through Creative Cloud Pro Edition has been a game changer for us as well. It allows us to be faster and more efficient, since our teams are no longer scared to take a chance on an image. Without worrying about their quotas, they are more willing to take creative

risks by committing to an image and allowing projects to progress further down the approval chain. If that selection doesn't work out, we can go back to the drawing board. The enterprise wide licensing also allows us to share our libraries with our business partners, giving them access to elevated content for smaller projects like their PowerPoint presentations. All of this helps ensure we're putting out better content — more relevant and on-brand.

Pre-COVID-19 it wasn't uncommon to visit a clients' workplace. We'd get to know the people and understand their working environment and use those experiences to inform our work. Since this is no longer possible, we ask clients to send us pictures of what their workspace looks like and who their employees are. We then drop them into Adobe Stock's visual search, powered by Adobe Sensei — Adobe's AI/ML technology, to find results that look similar.

While stock images help us make an initial connection with our audiences, we also use Adobe Stock to find a lot of eye-catching artwork, such as icons and illustrations, which is always helpful to break down complex financial concepts and make them more accessible.



### **Easily keep track of assets with Adobe Creative Cloud Libraries.**

Video is another great way to tell a story and capture someone's attention. For many of the digital campaigns we've been creating, we use imagery to draw in the viewer and then lean on video and audio from Adobe Stock to enhance the experience and deliver our messages. It helps bring our campaigns to life, engage the viewer, and connect with them emotionally — whether it's a presentation, a microsite, or a brochure. Since the pandemic began, our customers and stakeholders consume more videos online and our production of video assets has gone up by around 64%.

Once we've settled on the visual assets we want to use and download them, we use Adobe Creative Cloud Libraries to keep them all in sync, and share them in Adobe Spark, which is really helpful when you're creating marketing materials at such a scale. By adding our images and videos to Libraries, we're able to easily keep track of which assets are used where. Not doing this results in mistakes — you could end up with the same image on two completely different brochures, which is when things can go really wrong.

We went to market with a campaign that focused on the fact that, by partnering with Prudential, organizations can offer the type of financial solutions and workplace benefits that can prepare workers for times like these. And that's the right thing to do. After all, these are the folks that are building our homes and teaching our children.

Creating this campaign was challenging because it really needed to hit the right tone amid one of the most challenging environments in history. It was important to find the right imagery to connect with our audiences and make them feel understood and above all that they had the power and ability to truly help their workers.

To do this, we first decided the vertical work segments we wanted to highlight. We then did empathy maps, and leveraged all of our learnings to really put ourselves in the shoes of our audience. We wanted to make sure we were producing the right campaign that would truly resonate.

The campaign was so well received that it began to take on a life of its own, branching out into all aspects of the business, which required us to create extensive brand guidelines to support a selling system that went far beyond the original intent of the campaign. This included a segment dedicated to our different verticals (taft hartly, healthcare, government and corporate), that really dove deep into who these workers are and how to properly represent them in imagery.

### **Democratizing access to information with digital workflows.**

We believe in the democratization of financial literacy and making that information accessible to everyone, internally, and externally. Our target audience is diverse and the scale of our output massive, but Adobe helps us manage it all. Adobe Stock's powerful search and the ability to categorize content and build Creative Cloud Libraries around it have been a real unlock, especially during COVID-19, which heightened the need for diverse content and rich video experiences. This has enabled us to introduce one streamlined workflow for all of our projects, which saves us an incredible amount of time and ensures our creative team has a seat at the table from the very beginning.

# Unlimited Downloads. Unlimited Creativity.

## Upgrade to Pro Edition.

Get unlimited downloads of more than 250 million standard images, vectors, illustrations, templates, and 3D Adobe Stock standard assets — all from within your favorite Creative Cloud apps.



Request a callback from our experts to learn more or to schedule a demo.

[www.adobe.com/go/ccpro](https://www.adobe.com/go/ccpro) →

