



FOR SMALL
BUSINESSES

THE BRIEF

Create a marketing data-driven campaign to build long lasting connections with small businesses.

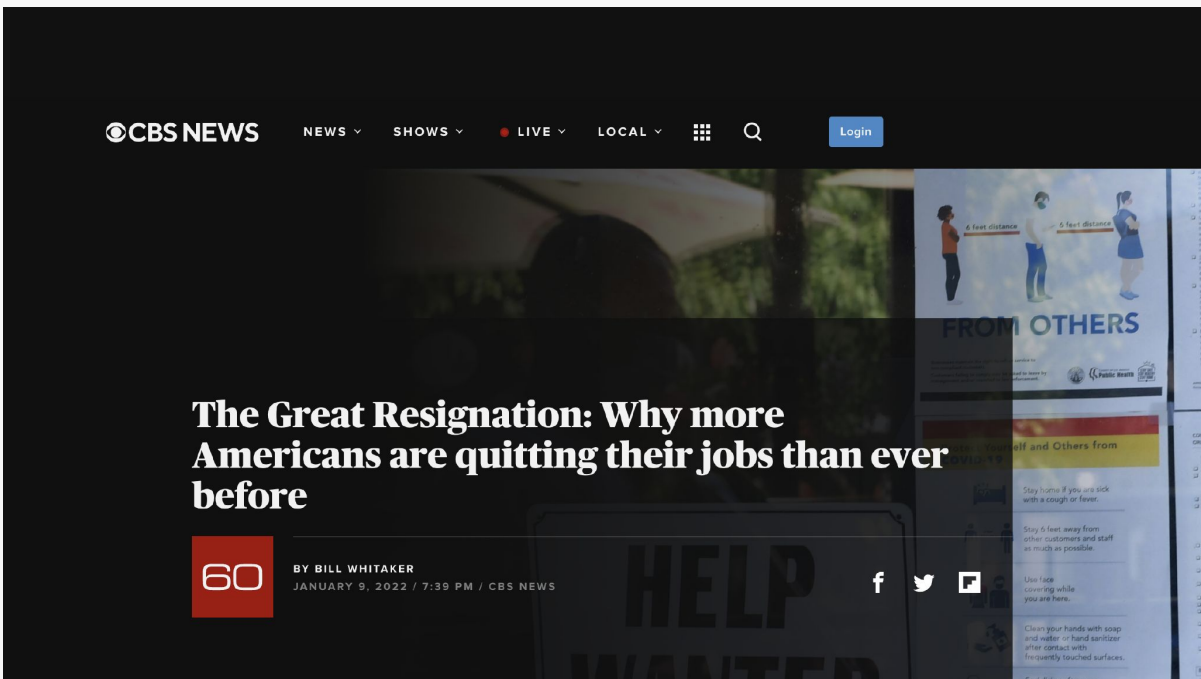
THE OPPORTUNITY

With an acceleration of digitalization for small businesses, Adobe is in a unique position to help them succeed.

THE GOAL

To increase awareness, engagement and relevance with small businesses beyond the products we offer.

Examining the unfolding of a cultural phenomenon



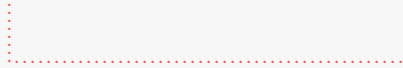
3.98M

WORKERS QUIT THEIR JOBS
EACH MONTH IN 2021

The Great Resignator



The Great Resignator



This entrepreneur recognized an opportunity to take the leap and pursue their dreams.

32%

OF AMERICANS QUITTING THEIR JOBS ARE
STARTING THEIR OWN BUSINESS

5.4M

APPLICATIONS SUBMITTED TO
START **NEW BUSINESSES** IN 2021

“ You realize you're working overtime every week.
If you're doing it, you may as well be doing it to
make your own company.”

CHELSEA KIDD

Small Business Owner

WHY ARE WORKERS
QUITTING TO START
THEIR OWN BUSINESS?

62%

TO **BE THEIR OWN BOSS**

60%

TO PURSUE AN IDEA THEY ARE
PASSIONATE ABOUT

**These are some
qualities of the
great resignators.**



They value independence.
Their passions are important to them.
They are willing to bet on themselves.

Tiffany Knighten reveled in quitting her job and started her own business.

SOURCE: The New York Times



**These are some
qualities of the
great resignators.**



They want to be valued and respected.
They take it upon themselves to upskill.
They thrive on creativity.

Gabby Ianniello left her job and started “Corporate Quitter,” a podcast all about ditching the 9-to-5 lifestyle.

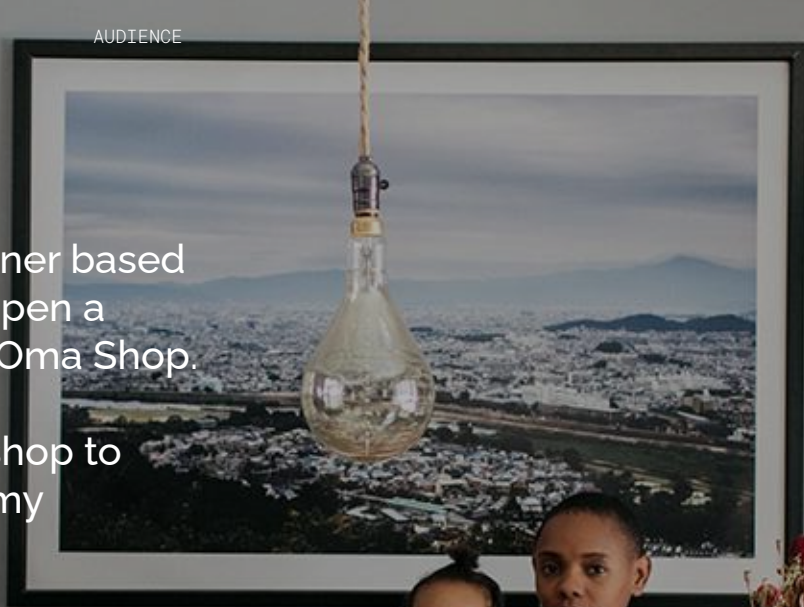
SOURCE: The New York Times



Lizzy, a small business owner based in Harlem, left her job to open a boutique and cafe called Oma Shop.

She says she started the shop to bring "beautiful things to my neighborhood."

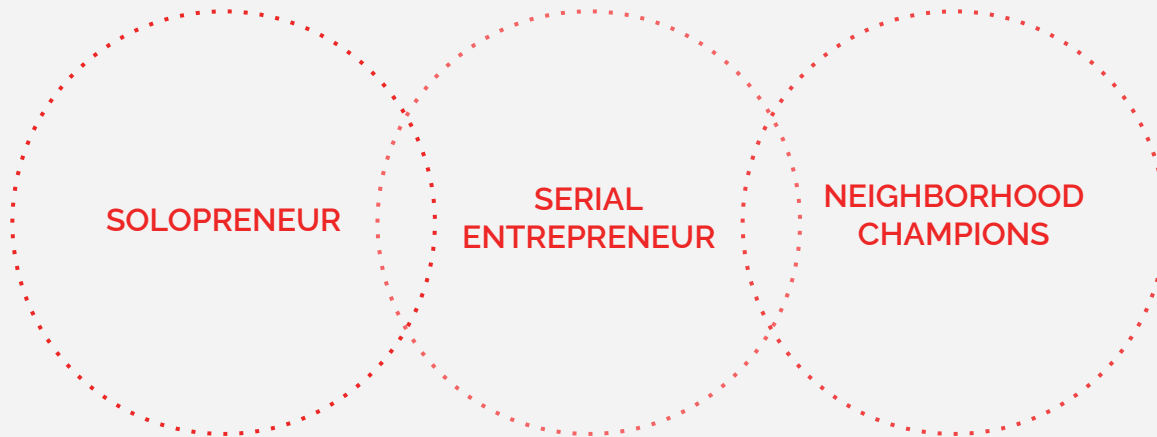
SOURCE: The Curious Uptowner



Adobe will resonate with...



And Adobe can capture the future.



After the Leap



SMALL BUSINESS OWNERS ARE:

constrained by cost
juggling multiple tasks
strapped for time



**small business owners on
operations and adopting
digital**

“ I enjoy the freedom to choose what I like to do and the freedom to say no.”

“ I don’t trust any freelancer or design agency to execute my ideas the way I want it. So I just do all the creative work myself.”

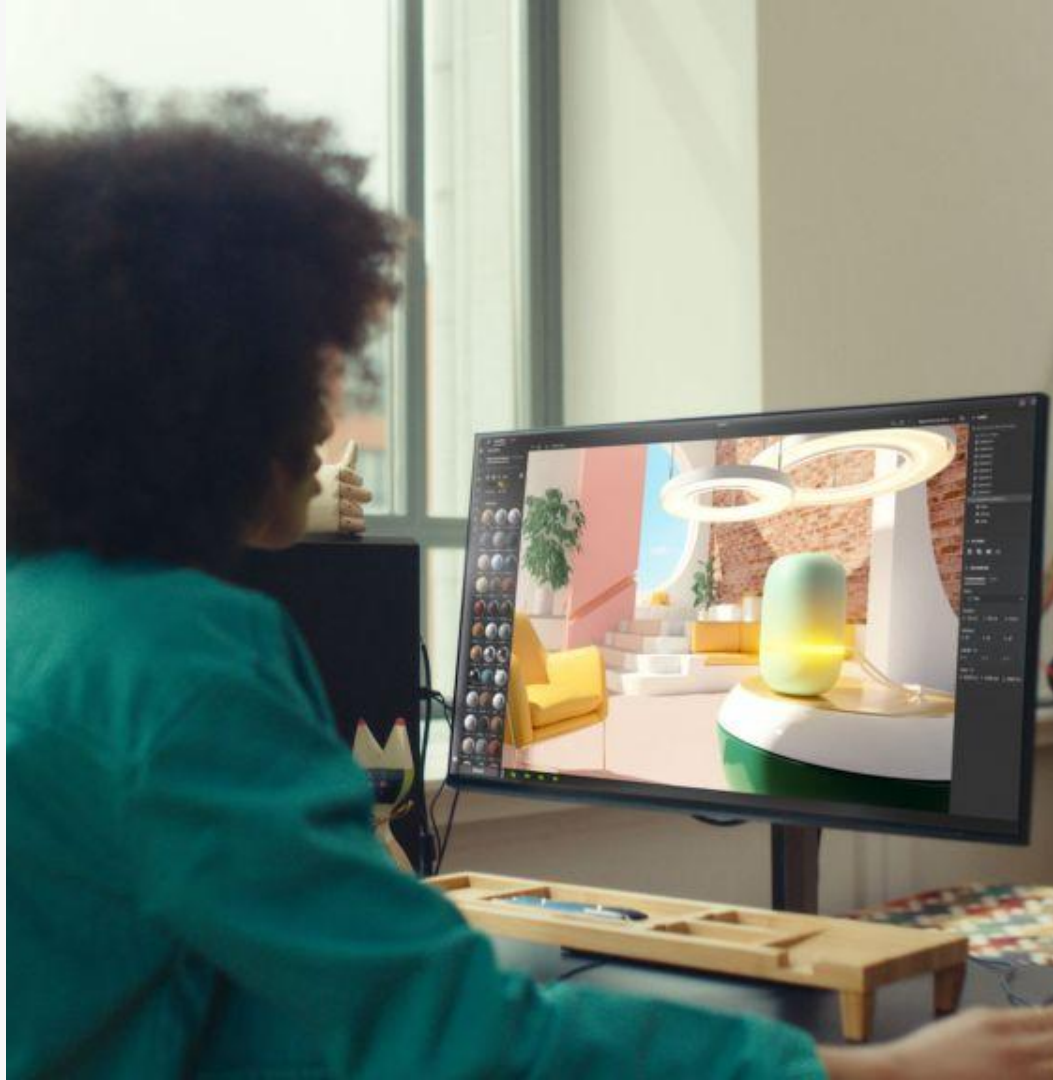
“ I feel restricted with the creative agency.”

INSIGHT

I want to grow my business and have control over my vision, but I'm limited by my time and expertise.

ADOBE OFFERS DIGITAL
BUSINESSES SOLUTIONS FOR:

content creation
document collaboration
customer experience



Adobe is the industry standard.

**Adobe is moving
towards being:**




Seriously Easy
Seriously Quick

But the true
potential lies beyond
being a provider of
products to being:

Seriously Easy

Seriously Quick

Seriously **Empowering**



How will you be seen as
an empowering partner
to the great resignator?



Because YOU are
uniquely positioned to
speak to this audience.

In 1982, two men developed a printing technology and their company didn't want to invest in it.

So, they resigned and built something great.





They set up their small business in a garage.

And named the company after the creek that ran behind the house, **Adobe.**

Adobe

They made it out of the garage.

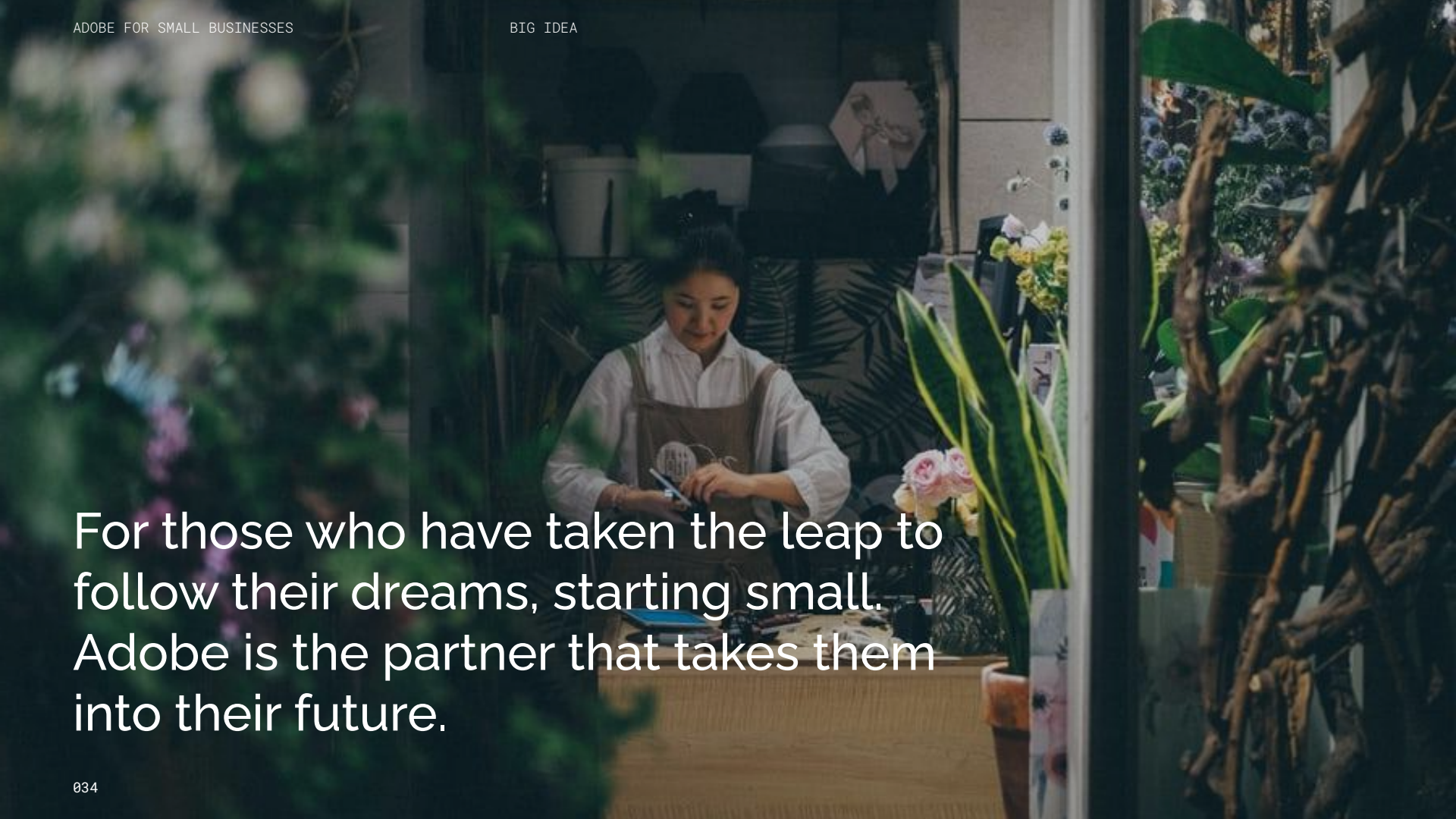


And as a metaphor for the pursuit of success,
Adobe can help small businesses **make it.**
In more ways than one.

make it out of the garage

A man in a workshop, wearing a grey t-shirt and safety glasses, is focused on examining a tray of coffee beans. He is using a magnifying glass to inspect the beans closely. The scene is dimly lit, with a focused light source illuminating the beans and the man's hands. In the background, there are various workshop tools and equipment, including a scale and a container. The overall atmosphere is one of precision and craftsmanship.

Make it out of the **garage**
cubicle
sketchbook
room
zoom

A woman with dark hair tied back, wearing a white long-sleeved shirt and a brown apron, is focused on her work at a wooden table. She is using a pair of scissors to trim a flower. The table is cluttered with various floral supplies, including a vase of pink roses and a blue folder. The background is a workshop or shop filled with floral arrangements, including a large arrangement of purple flowers and a snake plant. The scene is lit with soft, natural light, creating a warm and professional atmosphere.

For those who have taken the leap to follow their dreams, starting small. Adobe is the partner that takes them into their future.

STRATEGY

Make it Out of the Garage



Social-first campaign
Summit for small businesses
Strategic partnerships

STRATEGY

Make it Out of the Garage



Social-first campaign

Summit for small businesses

Strategic partnerships

MANIFESTO

It all starts with an idea.

A dream. A passion.

A concept. A light bulb going off.

A scribble in a sketchbook.

A thought on the back of a napkin.

A conversation in a **garage**.

A tipping point.

The moment when you know it's time.

Time to take the leap. Time to trust yourself.

Time to do that thing you've always wanted to do.

We've been there.

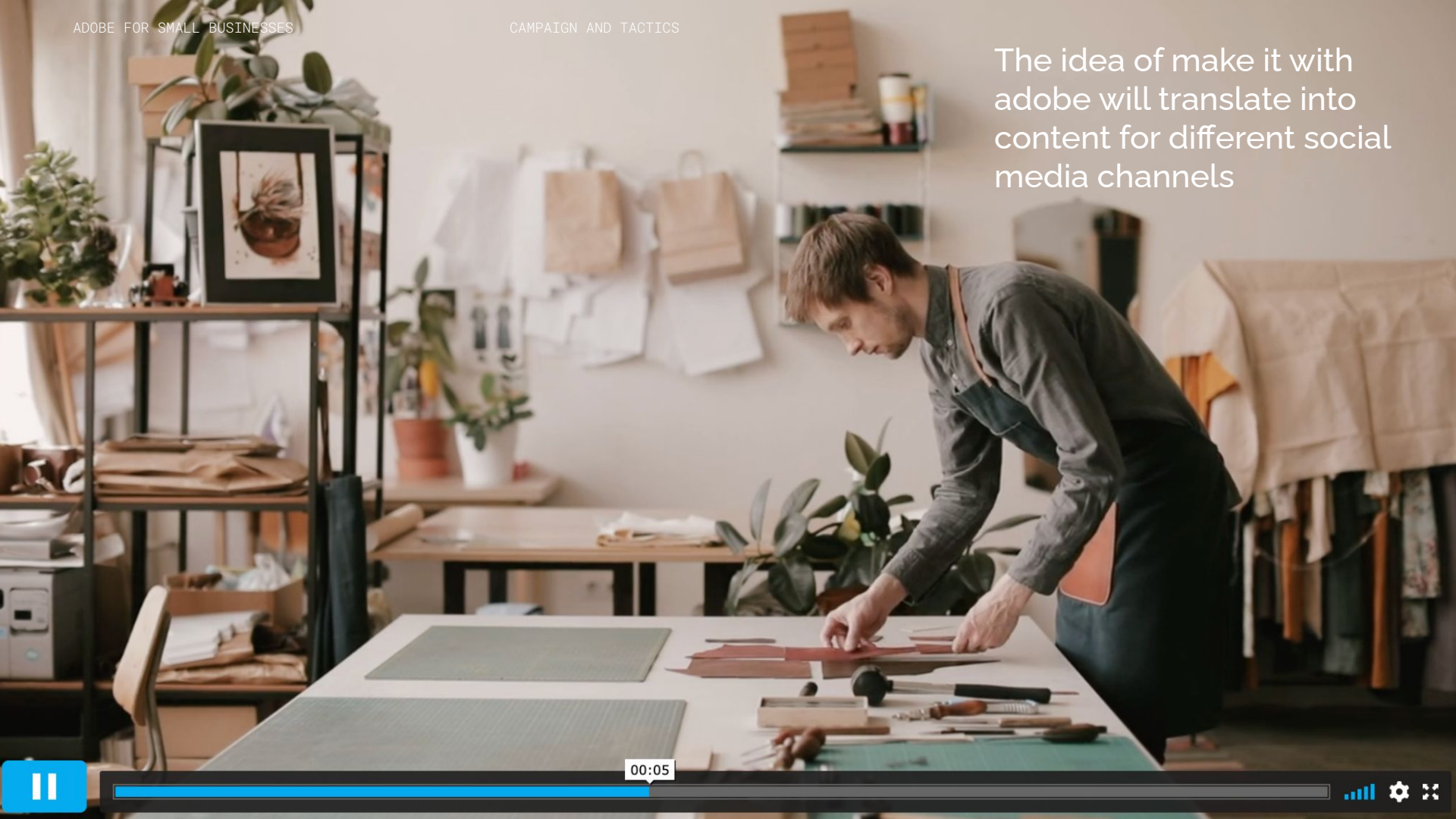
Taking a wild idea and turning it into a real, tangible thing.

And since we've been there, we're here for you.

To build your business. To reach your goals. To empower you.

To help you make it out of the garage.

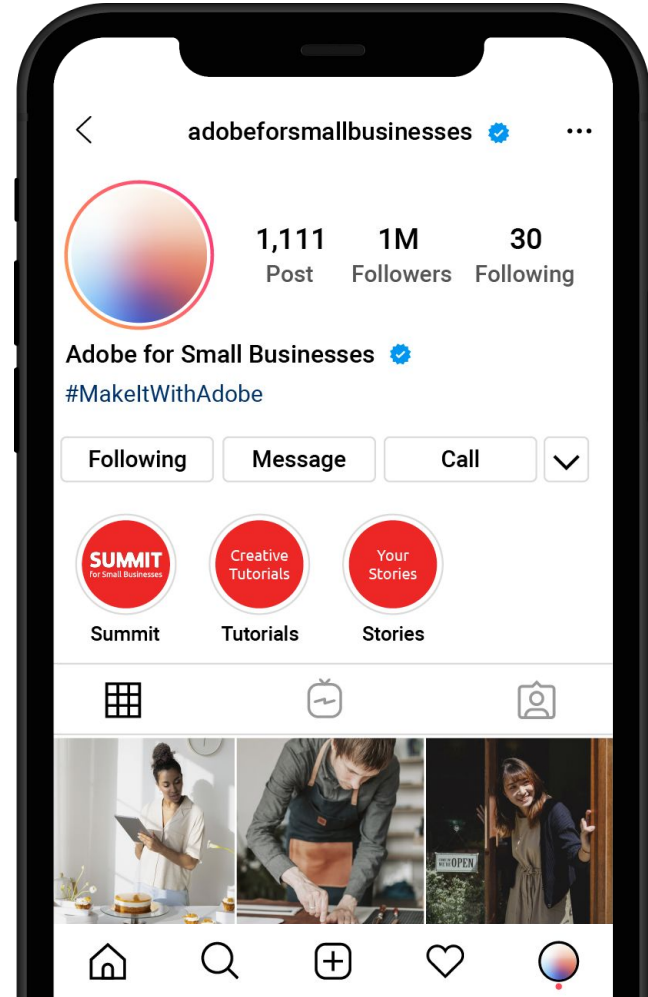
The idea of make it with adobe will translate into content for different social media channels



00:05



An Instagram account dedicated to your audience.







make it with **Adobe**



make it with **Adobe**

Penelope

made it out of her mother's kitchen



make it with **Adobe**

Claudia

made it out of her backyard



make it with **Adobe**



make it with **Adobe**

In 1982 we made it out of the garage
and now, so can you.



make it with **Adobe**

Julienne

made it out of her cubicle



In 1982 we made it out of the garage
and now, so can you.

Nora and Jalen

made it out of their napkin sketches



make it with **Adobe**

Nora and Jalen

made it out of *their napkin sketches*



make it with **Adobe**

OOH promotion to
meet people on their
commute work

STRATEGY

Make it Out of the Garage



Social-first campaign

Summit for small businesses

Strategic partnerships

The background features a series of overlapping, wavy, organic shapes in shades of purple, magenta, red, and orange, set against a black background. The text is centered in the middle of the composition.

Adobe
SUMMIT

for small businesses

Adobe Summit for small businesses

COMMUNITY BUILDING



TALKS & WORKSHOPS

Guidance on content creation and business operations.

NETWORKING AND MENTORSHIP

Access to SMB community, Mentorship opportunities.

STATE OF THE SMALL BUSINESS

Providing a forum for small business owners to discuss what is next for Adobe.



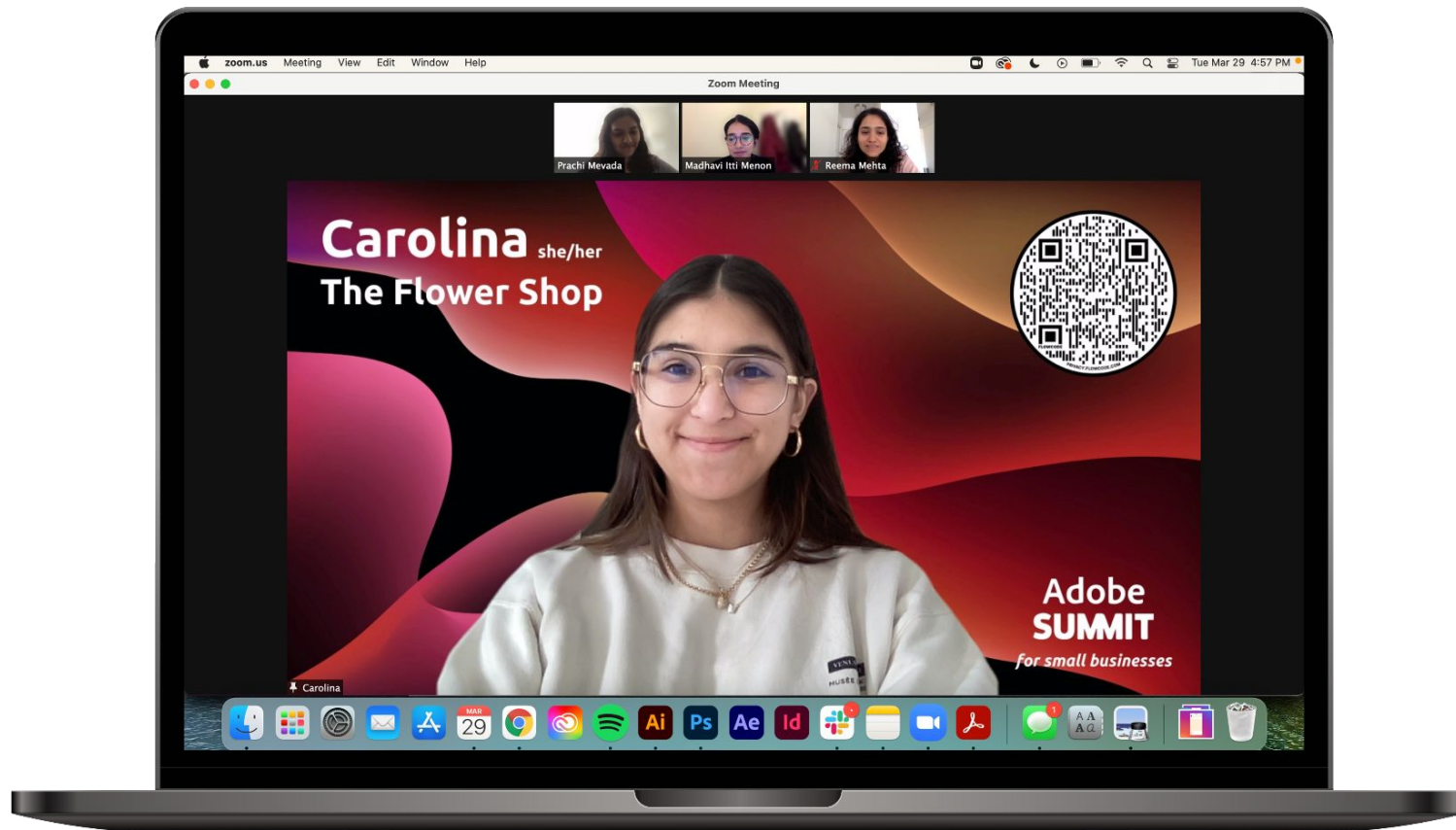
Adobe
SUMMIT
For small businesses

Adobe
SUMMIT
For small businesses

Carolina she/her
The Flower Shop



Adobe
SUMMIT
For small businesses



STRATEGY

Make it Out of the Garage



Social-first campaign
Summit for small businesses
Strategic partnerships

Strengthened by **partnerships**

STRATEGIC PARTNERSHIPS



LEGAL

Partnering with LegalZoom to provide necessary access to legal services

FINANCIAL

Partnering with TurboTax to provide financial guidance during tax time

MARKETING

Collaborations with relevant content creators on Instagram and TikTok for marketing and engagement advice.

Campaign Differentiation and Success

Competitors have realized the importance of speaking to small businesses, but these campaigns focus on highlighting their product solutions.



These are the campaign goals.



The goal of our campaign is for Adobe to be seen as an **effortless investment decision**, the moment a small business decides to establish themselves

Seriously Easy.
Seriously Quick.
Seriously **Empowering**.

This is how the
campaign is different.



Adobe as a partner beyond the
product offering.

Showcases real people and
their stories.

Empowers through community.

Adobe is built to celebrate the great resignator.

This is how we
measure success.



Engagement on social media
CC express sign up rate
CCE to CC conversion
Summit attendance

champion the brave,
celebrate crazy ideas,
and empower the maker.



make it with **Adobe**