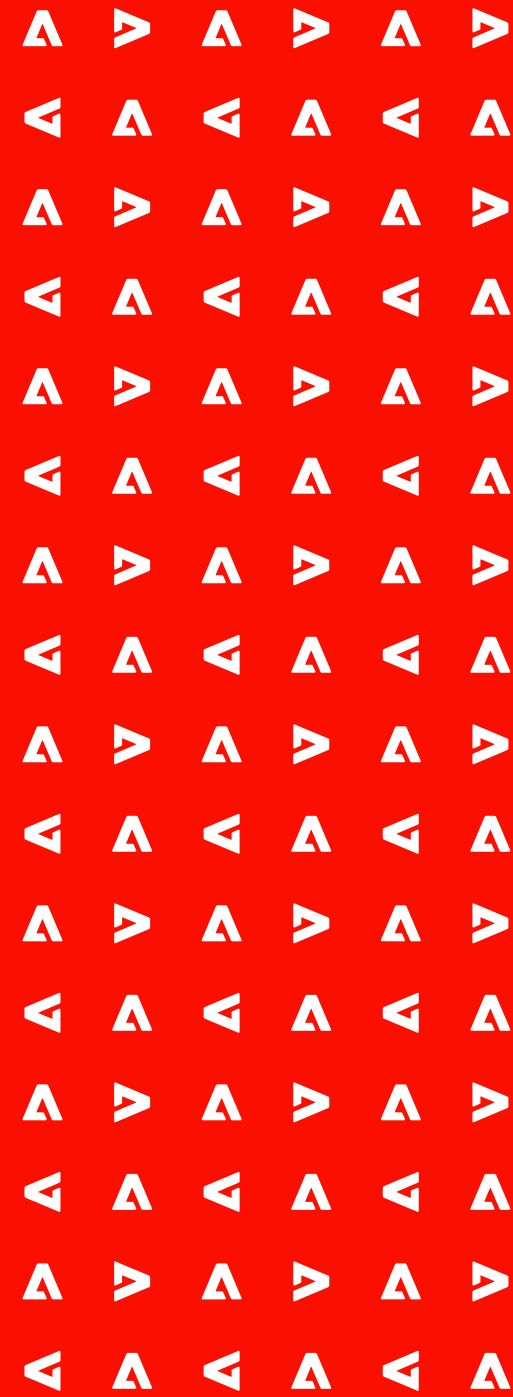




Adobe Creative Cloud for Enterprise Pro Editions – Education

Presenter name

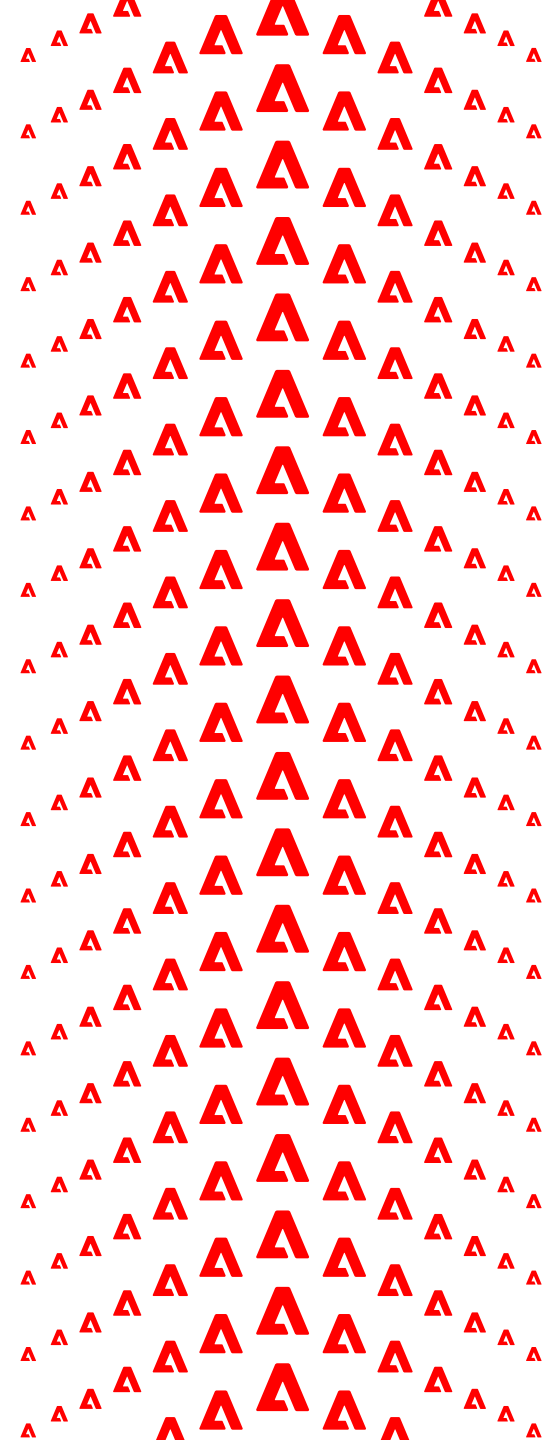


Agenda

Why CCE Pro?

CCE Pro EDU Overview + Pitch

Use Cases



Why CCE Pro?



Why Pro Edition for Education?

Pro Edition is a disruptive and differentiated way to purchase stock content that combines Adobe Stock's 200M+ royalty-free core collection with Creative Cloud, all-apps or single-apps, through one offer.

It empowers creatives to accelerate content velocity, supports digital literacy, enables faculty to incorporate stock content into teaching and presentations, and also allows students to stand out in their course work, clubs and beyond.

Disrupt

Seed microstock to all CCE users to accelerate growth

Drive stock penetration throughout the CCE install base with CCE Pro

Differentiate

Create an offer that ensures competitive advantage to capture Market Share

Combine royalty-free core collection with Creative Cloud as one selling motion

Empower

Put stock in the hands of higher education personas across an institution

Allow for CCE Pro to be used across personas – Faculty, Staff, Students

CCE Pro overview +
pitch



Supports creativity across the institution



Marketing & communications

“...find images that are attention grabbing and fit with our school’s brand.”



Academic faculty

“...teach with content that is relevant to audiences today and teach students to use licensed imagery.”



Students in all programs & majors

“...stand out in class presentations and reports with professional images and templates.”

Source: 2020 Stock Usage in Higher Education Research



One platform, endless creativity

Creative Cloud Pro offers all the tools to quickly deliver engaging content at scale

- Creative Cloud apps and services
- Unlimited access to over 200 million Adobe Stock images* with an extended license, our most generous grant of rights

Adobe Stock is built right into Creative Cloud apps, so users can work more efficiently and finish projects faster

*Photos, vectors, and illustrations defined as ‘standard.’





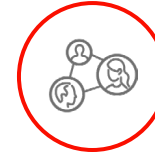
Adobe Creative Cloud

Pro Editions

Accelerate content creation



Find the right
image faster



Improve
collaboration



Reduce risk



Streamline
administration

Find the right image faster

Creatives often waste valuable time
searching through stock imagery



77%

of content creators spend
too much time sifting
through stock imagery



5 hrs/week

Average time designer
spends searching for
stock content

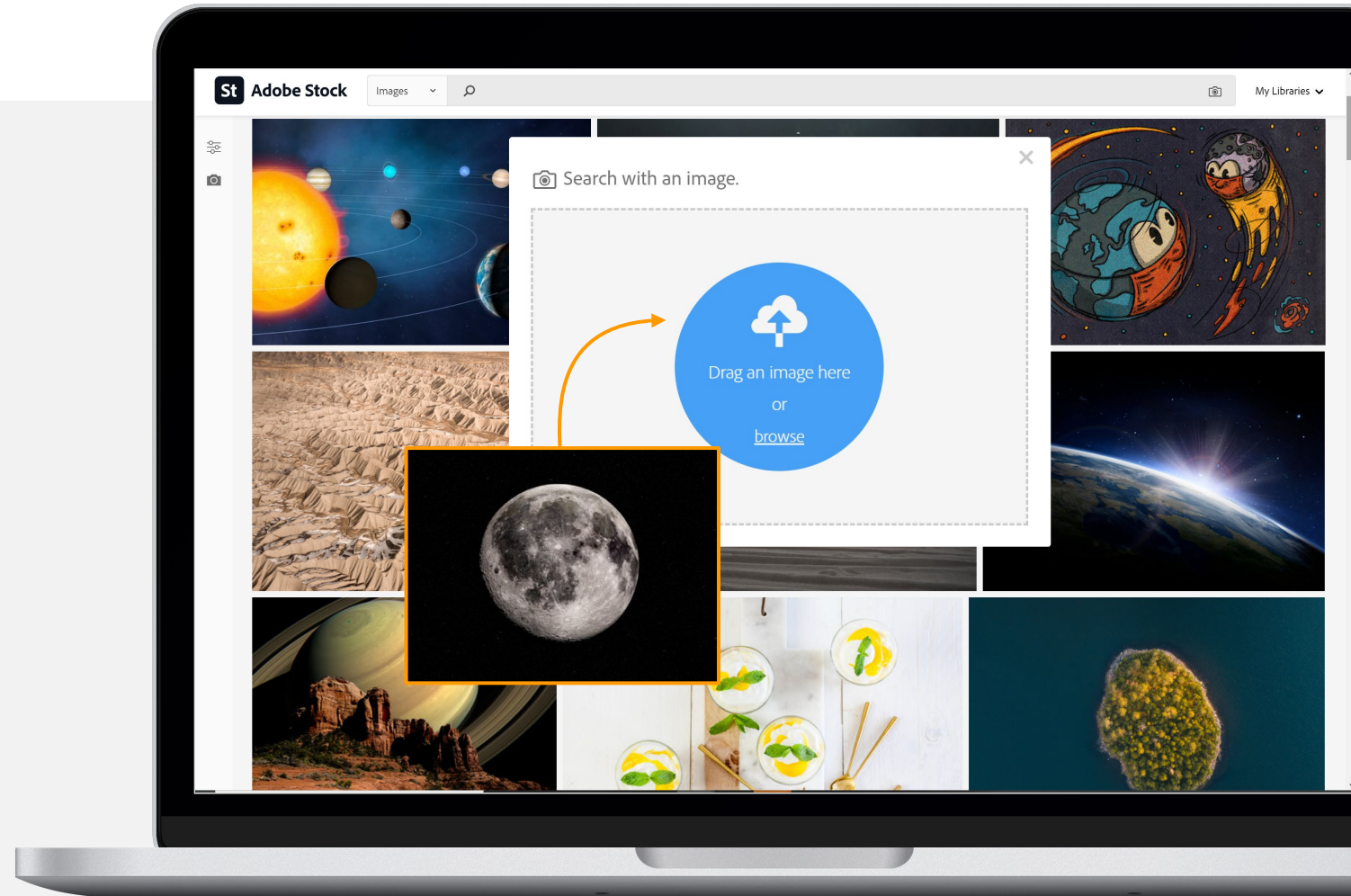
Find the right image faster

Creatives often waste valuable time searching through stock imagery

Adobe Sensei, our AI and machine learning engine, helps users quickly find images and fine-tune results:

- Visual search
- Search by asset type
- Keywords
- Intuitive aesthetic filters

Adobe Stock has over 200 million images and a powerful search experience that helps creatives find exactly what they need, fast



Improve collaboration

With remote work on the rise, good collaboration is critical for design consistency and efficiency



70%

of employees are working remotely all or part of the time

Source: Gallup



85%

of remote workers worry about losing connection with teammates

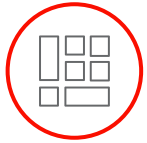
Source: Thrive Global

Improve collaboration

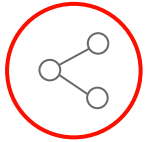
With remote work on the rise, good collaboration is critical for design consistency and efficiency



Save



Organize



Share

Teams can use Creative Cloud Libraries to save, organize, and share Adobe Stock assets so everyone stays connected and on-brand.



Reduce risk

Using “free” or unverified content can have time-consuming, expensive consequences



Lawsuits

Fines

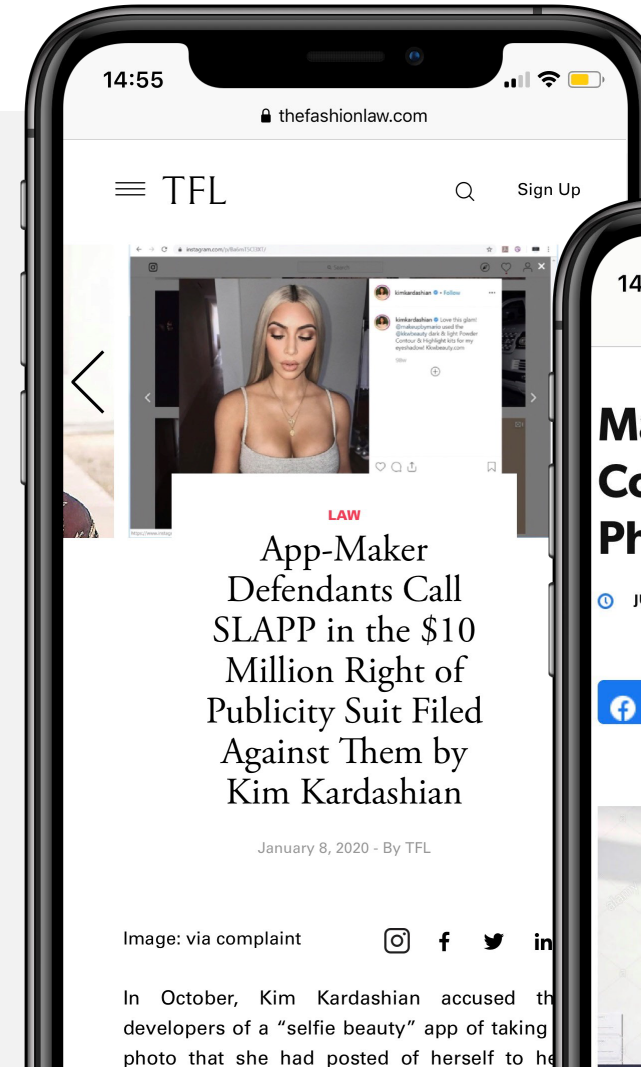
Cease and desists

Reputational damage

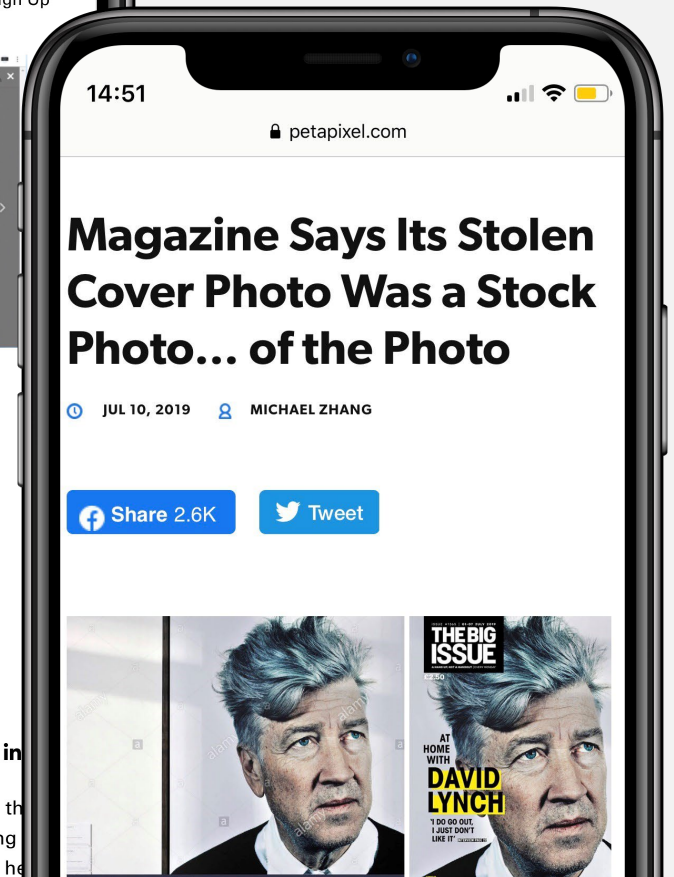


With Creative Cloud Pro, every image comes with an extended license and legal indemnification, so you have business peace of mind

Source: The Fashion Law, 2020



Source: PetaPixel, 2019



Streamline administration

Busy enterprises need integrated solutions that are easy to buy and manage

Centralized management

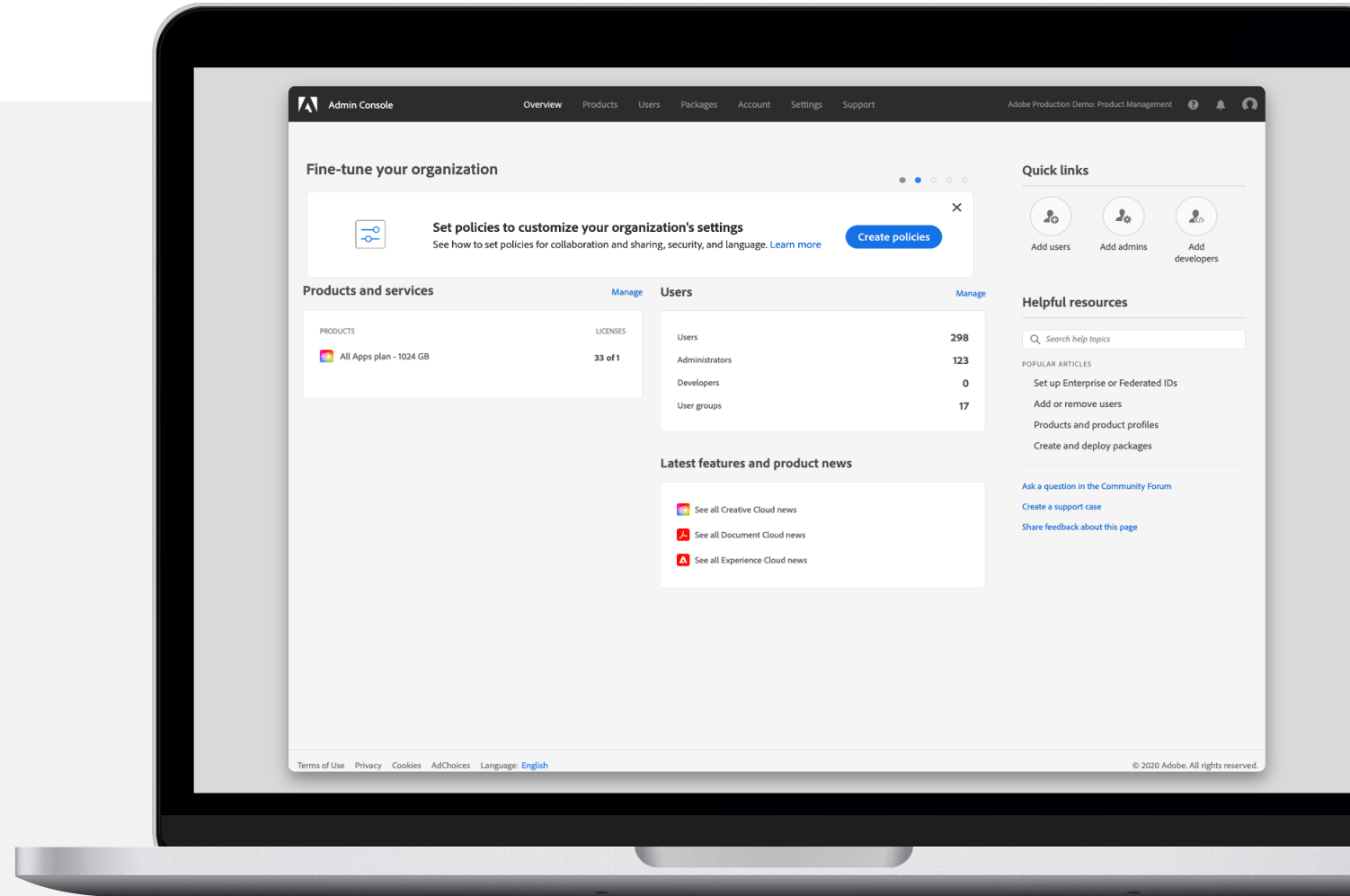
Enterprise-grade security

Free onboarding and training

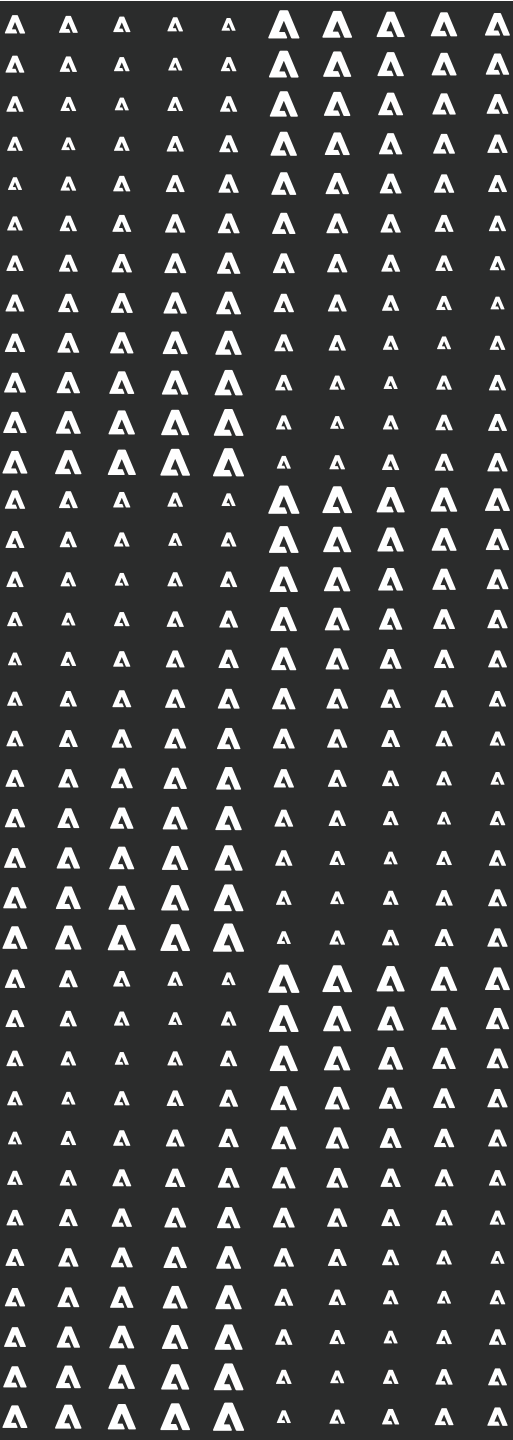
Creative expert consultations

24/7 customer care

Creative Cloud Pro simplifies purchasing and administration with all the tools you need in a single platform, from a company you know and trust



What's included



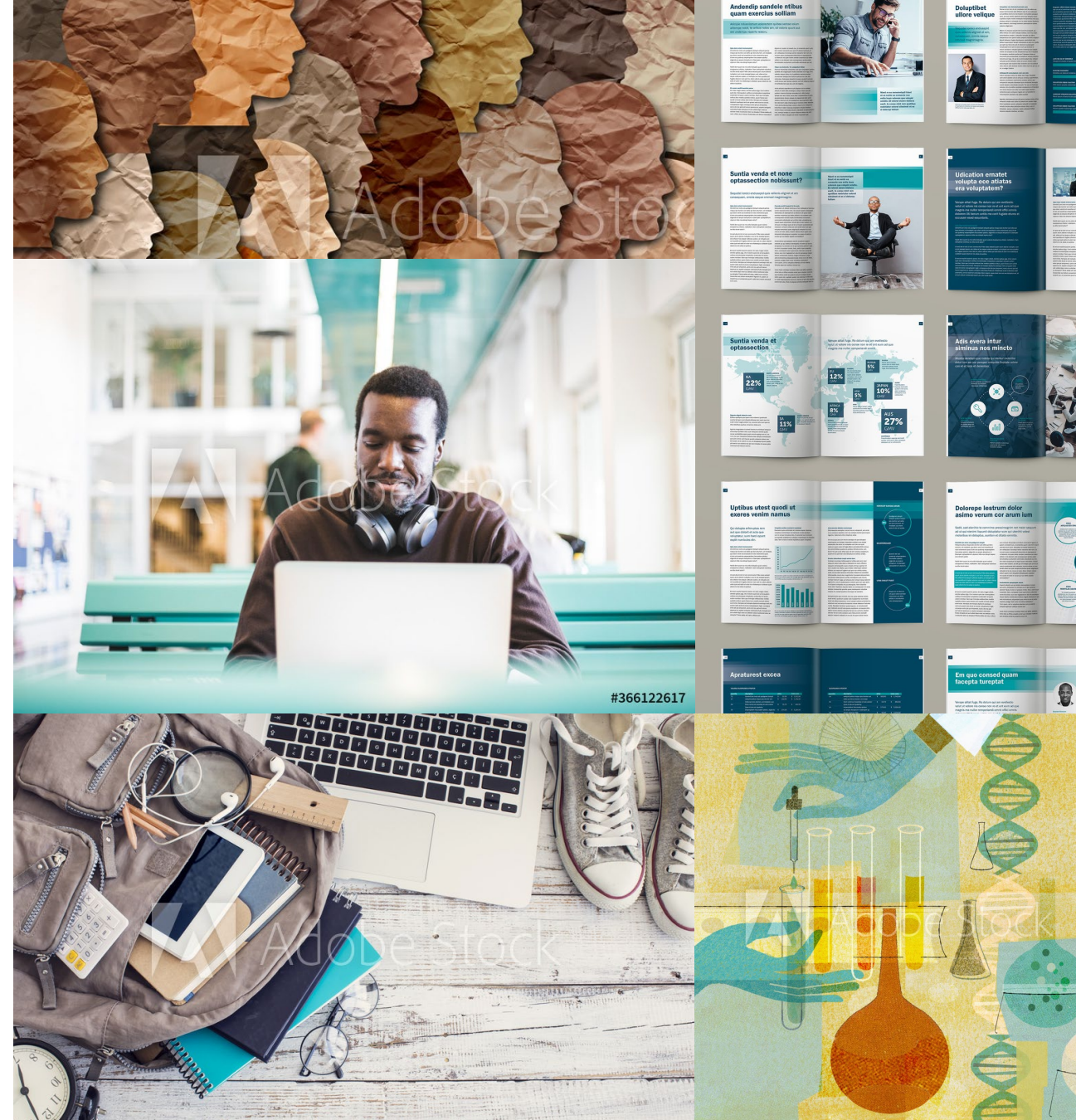


World class content

Creative Cloud Pro offers unlimited access to the Adobe Stock Standard Collection, with millions of royalty-free photos, vectors and illustrations

Sourced from thousands of artists across the world, it is one of the most diverse collections in stock

Adobe Stock also offers Premium images, video, audio, 3D assets and more





Expert creative insights

Forecasts, expert insights and curated content help creatives hone new skills, jumpstart campaigns and find the pulse of every season

- Annual Creative Trends Forecast
- Seasonal guides and curated collections
- Creative Insights guides
- Tutorials, blogs and webinars on trending topics



COVID-19 Insights, report

Summer 2020 Email

2020 Creative Trends Blog



Extended licenses on all assets

Empower creativity while protecting your company

- 100% Royalty Free
- Model- and property-released
- Unlimited users
- Unlimited print runs / duplications
- Unlimited storing and sharing
- High-level indemnification
- Reduced duplicate purchases

Some enterprise agreements vary; please consult with your legal counsel about how Adobe Stock for enterprise terms and conditions may apply to your organization





Visual communication isn't just for designers

Every department uses imagery to create engaging communications: Marketing, Sales, HR, Legal and more

Images Pro gives visual communicators access to unlimited Adobe Stock images* with an extended license, just like creative users enjoy through Creative Cloud Pro

With Images Pro, everyone in your organization can create eye-catching communications without copyright risk

*Photos, vectors, and illustrations defined as 'standard.'



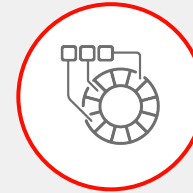
Elevate presentations



Boost social posts



Enhance eLearning



Illustrate business results

Right where you need it

Adobe Stock is built into your favorite apps and tools, so it takes fewer steps to deliver amazing content



Use cases



Respondents included decision makers, as well as end-users (faculty and staff)

Adobe named accounts have multiple stock contracts, plus department- or team-specific subscriptions

Amid economic uncertainty, institutions are seeking to optimize current contract value or consolidate

MarComm staff and faculty at Adobe named accounts have significant influence on stock purchasing

Audiences at Adobe named accounts are receptive to the Adobe CCE Pro upgrade offer

Marcomm stock user overview

MarComm staff are heavy users and requesters of stock providers. They have access to, on average, 4.2 stock platforms, typically including Adobe Stock, which they use most often. They also report having access to departmental and personal subscriptions.

They use stock content for a wide range of projects, including digital ads, web design, email campaigns and social media videos and posts.

MarComm staff struggle to find stock that is attention grabbing and fits with their brand – in addition to other common challenges of identifying stock that resonates with today's audiences, is honest/relatable and diverse/inclusive.



Subscription provider / purchaser

(Shown: Top 4 Selected, n=50)

1. Institution pays (66%)
2. Department pays (40%)
3. Personally pay (20%)
4. Team pays (14%)



Top uses of stock content

(Shown: Top 5 Selected, n=50)

1. Digital ads (68%)
2. Web design (68%)
3. Email campaigns (62%)
4. Social media videos (60%)
5. Social media posts (56%)
6. Print ads (54%)



Top challenges

(Shown: Top 5, Top 2 Box 'Challenging', n=50)

1. Finding content that is attention grabbing enough (68%)
2. Finding stock content that resonates with the audiences of today (66%)
3. Finding stock content that is honest and relatable (64%)
4. Finding content that is diverse and inclusive enough (58%)
5. Finding stock content that fits our brand (56%)



Top sites for creative inspiration

(Shown: Top 5 Selected, n=50)

1. Google (84%)
2. Adobe Stock (76%)
3. Adobe (72%)
4. Instagram (68%)
5. Getty Images (56%)

Faculty stock user overview

Faculty members have access to multiple stock providers, and they use Adobe Stock most often. For creative inspiration, they look to Google, Pinterest and Shutterstock in addition to Adobe and Adobe Stock.

They use a wide variety of stock asset types, predominantly for presentations (both for teaching and for colleagues), lecture design and research reports.

Faculty members' top stock challenge is getting their students to use stock services instead of unlicensed imagery, and many also struggle to find stock content that resonates with today's audiences, is honest/relatable, diverse/inclusive and attention grabbing.



Subscription provider / purchaser

(Shown: Top 5 Selected, n=125)

1. Photos (86%)
2. Illustrations (68%)
3. Videos (68%)
4. Vector graphics (50%)
5. Templates (47%)



Top challenges

(Shown: Top 5, Top 2 Box 'Challenging', n=125)

1. Getting students to use stock services instead of unlicensed imagery they might find online (63%)
2. Finding stock content that resonates with the audiences of today (58%)
3. Finding stock content that is honest and relatable (56%)
4. Finding content that is diverse and inclusive enough (54%)
5. Finding content that is attention grabbing enough (50%)



Top uses of stock content

(Shown: Top 5 Selected, n=125)

1. Presentations or slideshows for teaching (71%)
2. Lecture design (67%)
3. Research reports (55%)
4. Presentations or slideshows for colleagues (54%)
5. Web design (47%)



Top sites for creative inspiration

(Shown: Top 5 Selected, n=125)

1. Google (89%)
2. Adobe Stock (69%)
3. Pinterest (65%)
4. Shutterstock (57%)
5. Adobe (51%)

Student stock user overview

Students generally have low awareness of Adobe Stock and other stock providers offered by their institution. Currently, students rely heavily on search engines like Google – both for visual inspiration and as their top provider of content. They also go to social media sites like Pinterest and Instagram for creative inspiration.

Students predominately use photos for course presentations and reports, but they find it challenging to find content that is diverse/inclusive as well as honest and relatable.

Helping students find content that meets these needs and promoting institutional access to this content can help students see Adobe Stock's value.



Subscription provider / purchaser

(Shown: Top 5 Selected, n=345)

1. Photos (89%)
2. Illustrations (54%)
3. Videos (42%)
4. Templates (41%)
5. Audio (26%)



Top challenges

(Shown: Top 5, Top 2 Box 'Challenging', n=345)

1. Finding diverse and inclusive content (50%)
2. Finding honest and relatable content (47%)
3. Finding attention grabbing content (46%)
4. Knowing how to access content services at their school (42%)
5. Finding content applicable to coursework (41%)



Top uses of stock content

(Shown: Top 5 Selected, n=345)

1. Presentations or slideshows (74%)
2. Group presentations (73%)
3. Research reports (43%)
4. Brochures, flyers, business reports (34%)
5. Social media posts (33%)
6. Club presentations (33%)



Top sites for creative inspiration

(Shown: Top 5 Selected, n=345)

1. Google (90%)
2. Pinterest (57%)
3. Instagram (55%)
4. Getty Images (38%)
5. Shutterstock (33%)



Adobe Creative Cloud Professional— Pro Editions for Education

The platform for creativity, now with
unlimited Adobe Stock images

