



ADOBE PHOTOSHOP

20TH ANNIVERSARY STORYTELLING PROGRAM

“...OUR BRAND IS SO MUCH MORE POWERFUL WHEN WE CAN CONNECT IT TO OUR HISTORY—WHEN WE CAN PROVE THAT WE ARE WHAT WE SAY WE ARE, BECAUSE WE HAVE DONE THIS IN THE PAST. IT GIVES US A STRONG FOUNDATION TO STAND ON.”

—DIRECTOR OF PRODUCT MANAGEMENT, DI, ADOBE SYSTEMS INC.

SITUATION

When the revolutionary product was about to celebrate its 20th anniversary, employees wanted to go beyond the usual timeline of product features and tell the story of Photoshop in a way that would resonate with new, younger audiences as well as their core middle-aged users who’d grown up with Photoshop for the past two decades.

SOLUTION

With our StoryARC™ methodology, we connected the history of image-making to the future of Photoshop. We created a Story Palette used by communicators and managers to engage media outlets and to rally employees internally. We also crafted 20 video interviews that formed the foundation for our “Behind the Splash Screen” social media campaign, illuminating the people who build and improve Photoshop and sharing their stories of challenge and triumph. We worked with the Photoshop team to capture about 25 oral histories, allowing the people involved to document the intensity of their multi-year experience in their own words.

RESULTS

Photoshop has a thriving social media community that allowed our client to share these uniquely personal stories with a much wider audience, including their two million Facebook fans. Our first “Behind the Splash Screen” video received more than 1,000 “likes” within minutes of posting, and more than 20,000 YouTube views in its first week online. The video allowed Photoshop’s external users an “honest and candid glimpse” of the reality behind the typically esoteric world of software engineering.