

Media outputs

Photo and technology media published both articles and video reports about the competition, while news based on our press releases about Swedes' habits and preferences in relation to mobile photography appeared in newspapers, industry press and on viral sites. The event as such was also noted in international press.

Media outputs of the campaign:

- Over 14,000,000+ contacts in traditional media
- Over 20,000,000+ impressions in traditional media
- Over 2,000,000+ contacts of social media

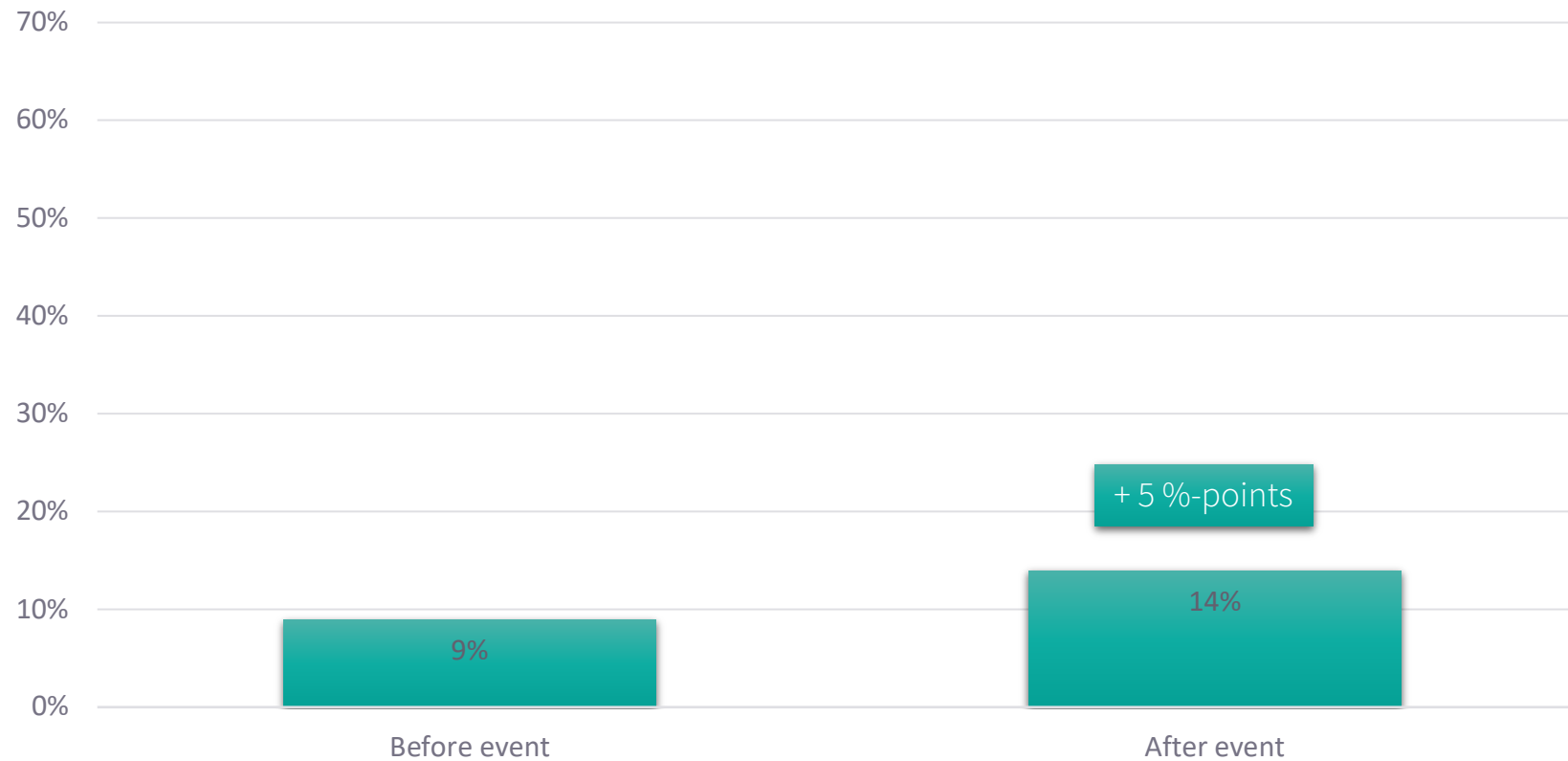
Brand & business outcomes

All goals for branding and business growth were exceeded by a big margin. Due to business confidentiality issues, we can only publish a limited selection of KPI improvements.

- Increased awareness for Adobe's photo editing tool Lightroom for mobile * **with 5% points**
- Increased brand awareness for **Adobe by 15% points**
- Increased sales of Adobe **Photography Plan CC by 20% points**

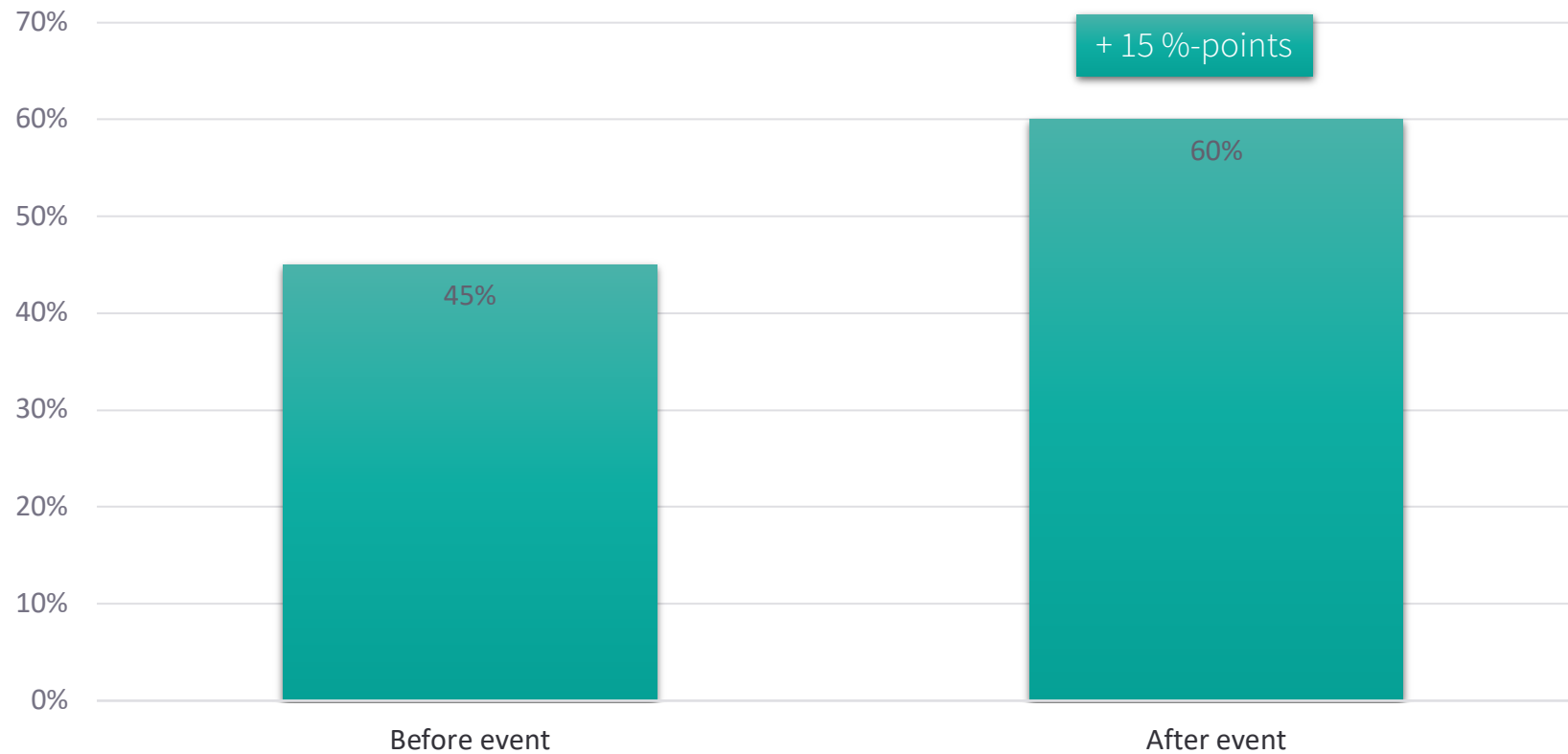
*Adobe's mobile photo editing app

”Adobe Lightroom” awareness up 55%



Source: SIFO, 2100 ip, 15-79 år i Stockholm

”Adobe” awareness up 33%



Source: SIFO, 2100 ip, 15-79 år i Stockholm