

Make Your Visual Voice Heard.

Five tips for amplifying your brand with purpose-driven creative.

Adobe Stock: [Cavan + Adobe](#)

People around the world—in every age group and at every income level—are becoming more socially conscious. According to a 2018 Edelman study, 64 percent of consumers now make buying decisions based on a company's social or political stance. To connect with them, your brand can use purpose-driven creative to take a clear stance on specific issues—and then share it in inspiring campaigns.

When you harness the power of creativity to boost your brand's voice, consumers are more likely to tune in, take action, and become more loyal.

In this guide, you'll learn how a global campaign, *Glowing Gone*, uses purpose-driven creative to inspire climate action. And you'll get five tips to amplify your brand with purpose-driven creative — no matter what cause you want to champion.



What is purpose-driven creative?

The effort brands take to communicate their commitment to causes. It encapsulates the visual and emotional narratives brands use to tell these stories.

BRAND STORY

How a global campaign is driving climate action.



Adobe Stock: [The Ocean Agency](#)

The Ocean Agency recognizes the power of creativity to inspire and motivate people. Their mission is “to accelerate ocean action through creative collaboration.” Together, Adobe Stock, The Pantone Color Institute, and The Ocean Agency created a collaborative global creative campaign [Glowing Glowing Gone](#) to do just that.

“WE’RE MAKING CORAL’S FINAL GLOWING PLEA IMPOSSIBLE TO IGNORE.”

Richard Vevers

Founder and CEO, The Ocean Agency

Adobe Stock: [Thatsarpars](#)



Adobe Stock: [The Ocean Agency](#)

It all started when [The Ocean Agency](#)’s 2018 documentary *Chasing Coral* won an Emmy for Outstanding Nature Documentary. The film’s stunning imagery and video helped tens of millions of viewers understand the impacts of climate change with new urgency by showing the vibrant colors of coral reefs in crisis. To keep the inspiration flowing, [The Pantone Color Institute](#) and [Adobe Stock](#) created a color palette that matches the blues, yellows, and purples of the reefs. Adobe Stock created curated galleries of campaign-related imagery and video. And then all three brands issued a challenge—to use these colors and stock assets creatively to spread the message even more.



Adobe Stock: [The Ocean Agency](#)

Around the world, brands, influencers, artists, and consumers have joined in to inspire policy and funding changes. With [#glowinggone](#), people are sharing their entries—and spreading the campaign message. That’s the power of purpose-driven creativity. It does more to capture attention and communicate ideas than words can alone.

GALLERY:

The Ocean Agency

[Browse imagery and video from The Ocean Agency.](#) >

GALLERY:

Glowing Glowing Gone

[Explore a curated collection inspired by the campaign’s striking colors.](#) >

TIP 1

Match your brand to a meaningful cause.

When brands take a stand on the cultural, political, or social issues that matter to them, they also connect more powerfully with consumers. So align your brand purpose with causes that match it. What story can you tell about your involvement in these issues? Be creative—but select a cause that shares your common values or areas of focus.

Adobe Stock: [kkgas/Stocksy](#)



“CONSUMERS CARE ABOUT CORPORATE COMMITMENTS BECAUSE THEY WANT THEIR SPENDING TO EQUAL REAL CHANGE.”

Brenda Milis

*Principal of Creative Services and Visual Trends
for Adobe Stock*

TIP 2

Collaborate with key partners.

Collaboration is how the Glowing Glowing Gone campaign shares its message. Because the power of any message spreads exponentially as more voices join the cause. So find other brands, non-profits, organizations, or influencers that champion the causes you are passionate about—and then work together to generate new approaches to them.



TIP 3

Use visuals to shed new light on important causes.

A picture may be worth a thousand words. But when words, images, and video work together, you can tell stronger, memorable stories that help consumers see the unseen. Just like the Glowing Gone campaign helped consumers understand the ecological impacts of climate change in a new way, your efforts can help them understand causes with new insight or urgency.

Strengthen your story with powerful imagery and video that highlight your cause in a new way, with renewed energy. By representing ideas, problems, or possibilities they've never seen before, you'll give voice and movement to your brand—and show consumers the role they can play in helping your cause.



TIP 4

Activate a community, creatively.

By inspiring creatives to “get glowing” on their own ideas, Glowing Glowing Gone sparked action and creativity around the world in projects that include everything from wetsuits worn by competitive surfers and technicolor cakes to glowing illustrations and coral reef-inspired jewelry. They activated their community by asking everyone to get creative. You can do the same.

Here's how:

Be creative in how you inspire action.

Think beyond the “Donate Now” button to consider active, playful ways for your audience to participate.

Use creativity to gain momentum.

Figure out what motivates your audience to care about the issue—and brainstorm ways you can build on their passion.

Invite creativity from your audience.

Provide resources and rules to govern participation—then set them free to share their take on the issue.

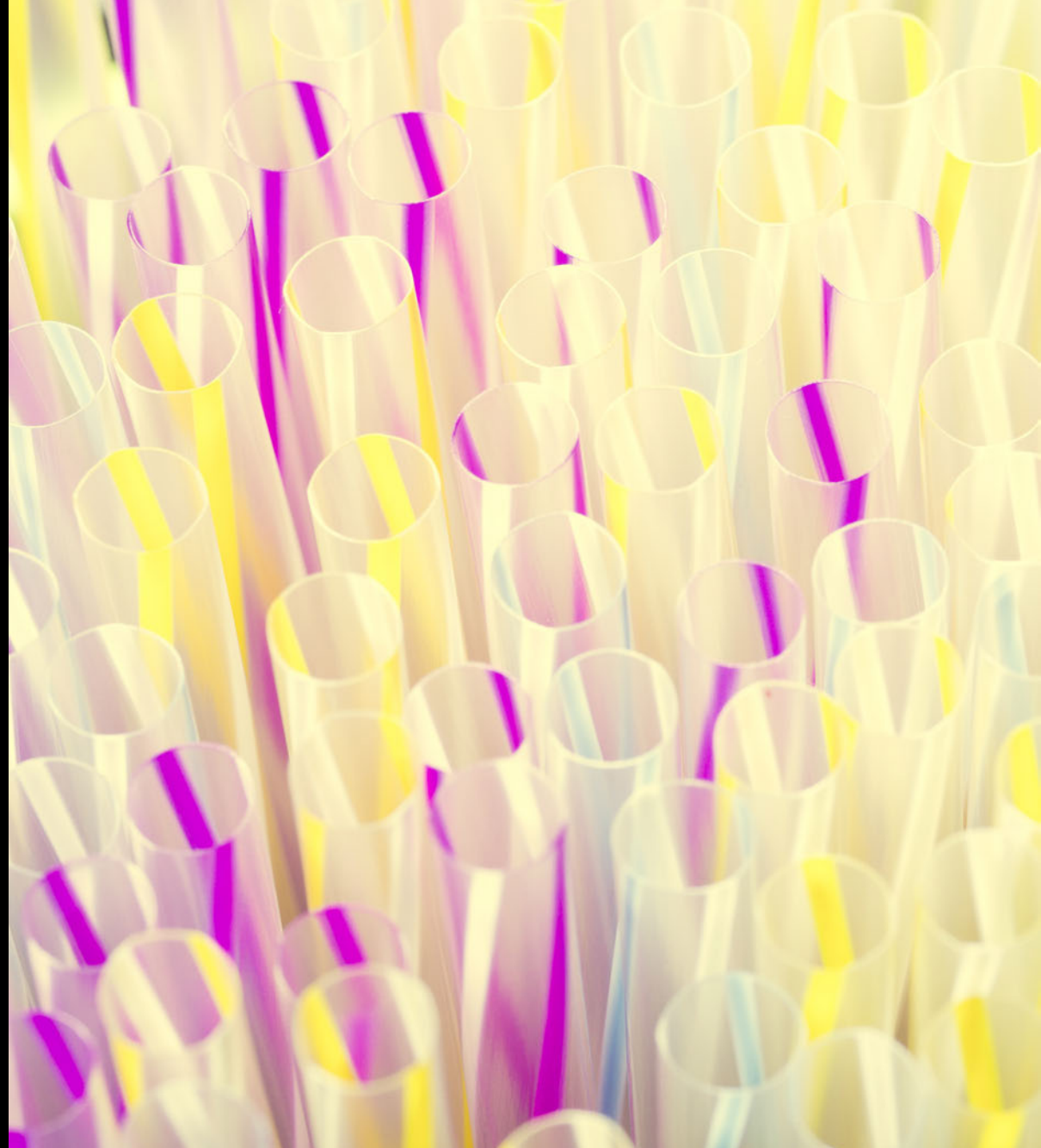


TIP 5

Use tools smartly to save time.

Your brand has stories to share about the values it stands for and the causes it champions. And you'll need diverse, expansive, and surprising content to help you tell those stories.

Once you know the issues you want to take a stand on, [Adobe Stock](#) can help you visualize your campaign faster, without the costs of a custom photoshoot. With millions of creative assets to choose from, you'll find the imagery and videos you need to tell your story with impact.



Use purpose-driven content to make your voice heard.



Adobe Stock: Rawpixel.com

When your brand takes a stand, you can connect more powerfully with belief-driven consumers. Because these days, consumers are seeking more authentic brand experiences that feel connected to the causes they care about.

Build outstanding brand experiences with Adobe Stock for enterprise.

Tell your story and captivate audiences with globally relevant and purpose-driven content. You'll also get a complete creative ecosystem, highly intelligent search tools, and enterprise-wide control over your digital assets. So no matter the stand you take, you're sure to stand out.

[Learn more](#)

800-685-3524

stockforenterprise@adobe.com

"Today's consumers are socially conscious. 2 out of 3 buyers are now belief-driven. Choosing globally relevant and inclusive visuals ISN'T JUST THE RIGHT THING TO DO—IT'S ALSO GOOD FOR BUSINESS."

Lindsay Morris

Strategic Development Manager, Adobe Stock

Adobe Stock: Urs Siedentop & Co/Stocksy

St Adobe Stock

Copyright © 2019 Adobe Inc. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Inc. in the United States and/or other countries.

Sources

Brenda Milis. [Brand Stand: Show Us Your Mission](#). Adobe Blog, April 10, 2019.

["Earned Brand 2018."](#) Edelman, October 2, 2018.

[Glowing Glowing Gone](#). 2019.

Brianna Wettlaufer. [Glowing Glowing Gone: Colors of Climate Crisis](#). Adobe Blog, June 3, 2019.