Personal marketing in the digital age.

C3 Creative Code and Content delivers results for clients through digital marketing campaigns that target customers with relevant content that real people want to consume.

C3 CREATIVE CODE AND CONTENT

"Adobe Creative Cloud and Adobe Experience Cloud provide end-to-end support for our digital marketing campaigns, from initial performance analytics, to creating assets, to monitoring campaign performance."

Jasper Graf von Hardenberg, Executive Strategy Director, C3 Creative Code and Content

SOLUTION

Adobe Creative Cloud for enterprise

Adobe Experience Cloud including the Adobe Experience Manager, Adobe Campaign, and Adobe Target solutions in Adobe Marketing Cloud and the Adobe Audience Manager solution in Adobe Analytics Cloud

RESULTS

Assets **SHARED** through cloud storage and libraries

Greater **PRODUCTIVITY** for more digital content

Ability to **COLLABORATE** on standard software

Optimized **CAMPAIGNS** from a single interface
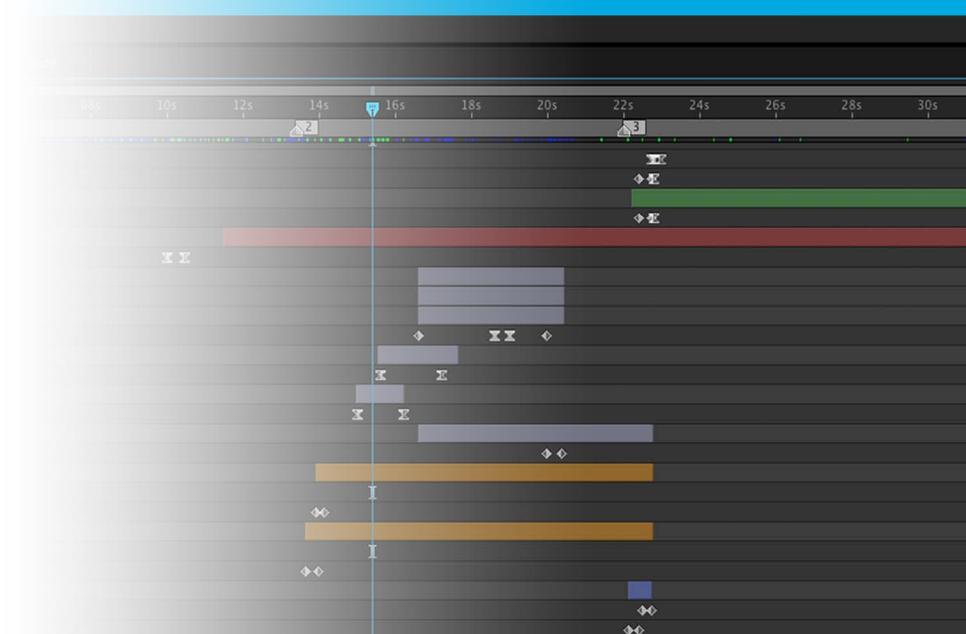
C3 Creative Code and Content GmbH

Established in 2003

Employees: over 700

Berlin, Germany

www.c3.co

CHALLENGES

· Produce more personalized marketing campaigns without significantly increasing costs and labor

· Enable offices from around the world to collaborate on marketing projects

· Use integrated tools to achieve unified workflows for creating, delivering, and managing marketing assets

USE CASES

· Adobe Creative Cloud: Cross-Channel Experiences, Collaboration

· Adobe Experience Cloud: Content Marketing and Velocity

Personal marketing for millions

In the past, advertising and marketing campaigns tried to reach the broadest audience through print ads, billboards, and television commercials seen by millions. Digital marketing turned that model upside down. By analyzing Internet browsing and purchasing habits, modern digital marketing campaigns can target smaller, niche audiences with personalized marketing that speaks directly to them. While these targeted campaigns can dramatically improve engagement, and ultimately profits for companies, they have the potential to create a great deal more work for marketers. Rather than creating one or two large campaigns, marketers may be in charge of a hundred small ones. For C3 Creative Code and Content (C3), Europe's leading content marketing network, this digital marketing landscape is the new normal.

"We are going from a brand-centric, messages-oriented way to a more user, human being-centered way of communicating," says Lukas Kircher, Founder and Partner of C3. "I really think it is the most exciting time to be in marketing and communications."

Launched in 2003 as an agency for corporate publishing, C3 now serves some of the world's top brands, including Porsche, Telekom, Sainsbury's, Bosch, and Unilever. Hundreds of graphic designers, producers, filmmakers, programmers, content editors, and analysts work together from offices in Germany, the UK, and around the world to find the best, most creative ways to deliver targeted messaging to audiences.

"We consider ourselves a consumer-focused marketing agency," says Jasper Graf von Hardenberg, Executive Strategy Director at C3. "Digital marketing allows us to reach consumers much more organically and connect smaller, more granular target groups with relevant messaging. So instead of one big campaign a month, we'll have dozens that each have their own message and strategy."

To keep pace with the growing number of campaigns, C3 needs to bring together analytics, creative, strategy, and technical professionals seamlessly to make sure that the audiences are getting the right messages at the right time. Enterprise Term License Agreements for Adobe Creative Cloud for enterprise and Adobe Experience Cloud enable C3 to combine integrated and collaborative workflows to leverage expertise across offices.

"Adobe Creative Cloud and Adobe Experience Cloud provide end-to-end support for our digital marketing campaigns, from initial performance analytics, to creating assets, to monitoring campaign performance," says Hardenberg.

"We've doubled our staff, but with greater productivity, we're producing about five times the content as we were five years ago. Adobe solutions help us scale and keep pace so that we remain competitive in the marketing world."

Anna Laura Sylvester, Business Director, C3 Creative Code and Content

Working together to create five times more content

Every day, hundreds of creators come together to create meaningful digital messages with Creative Cloud. Whether they're designing a new infographic or launching a new multimedia corporate website, creators can find all of the tools they need in Creative Cloud.

"We chose Adobe Creative Cloud for enterprise because all of the apps talk to each other, making it easy for designers to switch back and forth between the best tools for a project," says Frank Schöne, Technical Director at C3. "That makes us more productive and allows us to collaborate in teams to deliver content."

A designer may start by creating a memorable graphic in Adobe Photoshop CC or Adobe Illustrator CC, then send it to a web designer who instantly imports the graphic into Adobe Dreamweaver CC to add it to a website layout, or to an animator who adds motion to bring the graphic to life in Adobe After Effects CC. Video editors drag any type of asset into their Adobe Premiere Pro CC timelines to create eye-catching video content. Everyone works on the same software versions, removing file incompatibilities that can frustrate creators and inhibit seamless workflows.

C3 has 300 licenses for Adobe Creative Cloud that give creators access to all of these desktop apps as well as mobile apps, which they can use to capture content and inspiration at any time. "We also use Adobe Creative Cloud Libraries as a fast and easy way to collaborate," says Schöne. "Team members know exactly where to look for approved colors, fonts, logos, and any other assets associated with a group project. Using Creative Cloud Libraries saves us time so that we can concentrate on more polished content."

Adobe Managed Services also gives C3 and its clients access to a virtual private cloud for enhanced security, while still encouraging sharing.

All-in-one marketing solution

Creating engaging content isn't enough for a marketing campaign. C3 works with strategists and analysts to pinpoint how to get the right content in front of the right people. Marketers need to evaluate and continuously optimize how campaigns are performing across social media, mobile, websites, and email to provide clients with rich engagement.

"When we implement content marketing projects for clients, we don't want to be limited to using only certain tools. We want to combine a range of tools for everything from content creation to campaign management, testing, and analytics," says Andreas Maser, Executive Director of Technology at C3. "We use Adobe Experience Cloud because from the content creators' and marketing managers' perspectives it has the most integrated set of tools that helps us manage nearly every aspect of complex digital marketing projects. With a single interface, marketers can publish ads, gather data, and configure workflows for much greater efficiency."

SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise. Apps used include:

Desktop: Adobe Photoshop CC, Adobe Illustrator CC, Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Dreamweaver CC

Services: Adobe Creative Cloud Libraries

Adobe Experience Cloud, including:

Adobe Marketing Cloud

· Adobe Campaign

  · Integrated Customer Profile

  · Personalized Targeting

· Adobe Target

  · AB Testing

  · Multivariate Testing

· Adobe Experience Manager

  · Assets

Adobe Analytics Cloud

· Adobe Audience Manager

  · Identity Management

For more information
www.adobe.com/experience-cloud.html

www.adobe.com/creativecloud.html

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

C3 uses the Adobe Experience Manager, Adobe Campaign, and Adobe Target solutions within Adobe Marketing Cloud, along with the Adobe Audience Manager solution within Adobe Analytics Cloud. Final creative assets can be uploaded quickly to Adobe Experience Manager Assets, providing a central repository where marketers can find all of the approved assets in one searchable location. Adobe Campaign provides the tools that marketers need to design and manage targeted campaigns across any channel using detailed audience segments created with the help of Adobe Audience Manager. Adobe Target tests the effectiveness of digital marketing campaigns to help marketers continue to improve them over time.

From creating to publishing to analyzing digital marketing, Adobe Creative Cloud and Adobe Experience Cloud combine to create an end-to-end solution that serves all of C3's needs. "We've doubled our staff, but with greater productivity we're producing five times as much content as we were five years ago," says Anna Laura Sylvester, Business Director at C3. "Adobe solutions help us scale and keep pace so that we remain competitive in the marketing world."