

GLOBAL  
CREATIVE  
PRODUCTION

CASE STUDY

# ADOBE EXPRESS

How RWS created Adobe Express back-end templates that worked across all channels and formats for Indic festivities and the education sector.



# Adobe Express

Working with Adobe's product team RWS developed the strategy and created Adobe Express back-end templates across all channels for publication to the platform for two programmes of work; Festivities and Education sector.

The templates are accessible by all Adobe Express users who can modify and create their own versions of the templates to suit their own requirements. The two programmes of work were created in English and allowed for regional variations for seasonal events and festivities and templates for students and teachers, supporting with learning aids across various subjects. These templates had to appeal to various age groups and audiences and needed a fresh approach to design to appeal and stand up against Adobe's competitors.

## What We Did

End-to-end creative management across both programmes of work:

- Market insights to understand the regional variations and target audiences
- Competitor analysis of other template available across similar themes
- Strategy development across both programs of work
- Establish look and feel, tone of voice, colour palettes, design principles and design toolkits
- Copy Origination across channels in English
- Design and build across all channels

# Services Covered

## Creative Consultation

- **Market Insights**  
Understand the competitor and user landscape and the regional variations across the Indic region
- **Strategy Development**  
From the insights we developed the strategy for each of the programs which then informed the creative and design briefing for the templates
- **Cultural Consultation**  
Ensuring we capture regional Indic variations that speak to different religions and cultures and target audiences

## Creative Language

- **Copy Origination**  
Developing an English copy platform for the Indic regions that will then be adapted for different content types, channels, template designs and languages

## Creative Production

- **Brand Guardianship**  
Acting as an extension of the brand & creative teams to ensure brand integrity was upheld throughout each step in the process.
- **Creative and Art Direction**  
Establish overarching design principles to be used across all templates; develop design elements that resonate with the market; provide creative and art direction across all template designs
- **Design and Build**  
Establish look and feel across main template themes and on approval design and build within platform across static, animated and HTML templates

Approach

## The Brief

### Culturized templates

To create culturally relevant templates that can work across channels and formats; across print, digital and social media for the Indic region.

Ensure templates culturally resonate and speaks to a Gen Z audience. This includes design elements, tone of voice, colour palettes, symbols, iconography, imagery, while understanding and demonstrating regional and religious nuances.



## Our approach

We can approach the scope of work with either of the two overarching principles or a phased combination of the two:

1. Brief based – create new templates or adapt existing ones based on specific briefs.
2. RWS can review all existing templates in the context of each market identifying gaps, needs and nuances and offer scalable solutions. This stage would be performed by an in-market creative who will consult and oversee the design, production and build stages.



## K12 - Theme 1

**Content for a K12 target audience whose scale is uniquely Indian – private tutors.**

With tutoring being an extremely common practice in India, the coaching industry is projected to earn a market revenue of 1,33,995 crores by 2028.

They are essentially small business owners looking for quick publicity and template solutions that they can adapt frequently. They also want their material to look good in a highly competitive market.

They are a perfect audience group for ready-to-use and aesthetically designed Adobe Express templates.



### The many faces of India

India isn't just one country. It is an amazing tapestry of different festivals, languages, customs, dialects and appearances. We want to make sure we capture this glorious diversity of India, but in a practical way. While making our Indian audience feel like Adobe as a brand understands and values them.



### The world of the new Indians

Gen Z Indians are global citizens with the world at their fingertips. But they're also deeply rooted in the vibrant world of art, culture and traditions of India. Their lives regularly and seamlessly move between these two worlds, enjoying a heady mix of tradition and modernity, raag and reggae, patachitra and pop art. Our content should reflect and celebrate this unique synthesis.



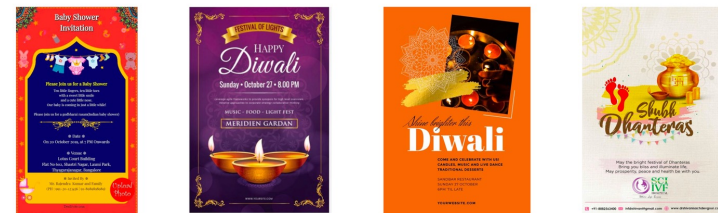
## Adobe Express

### The opportunity to improve

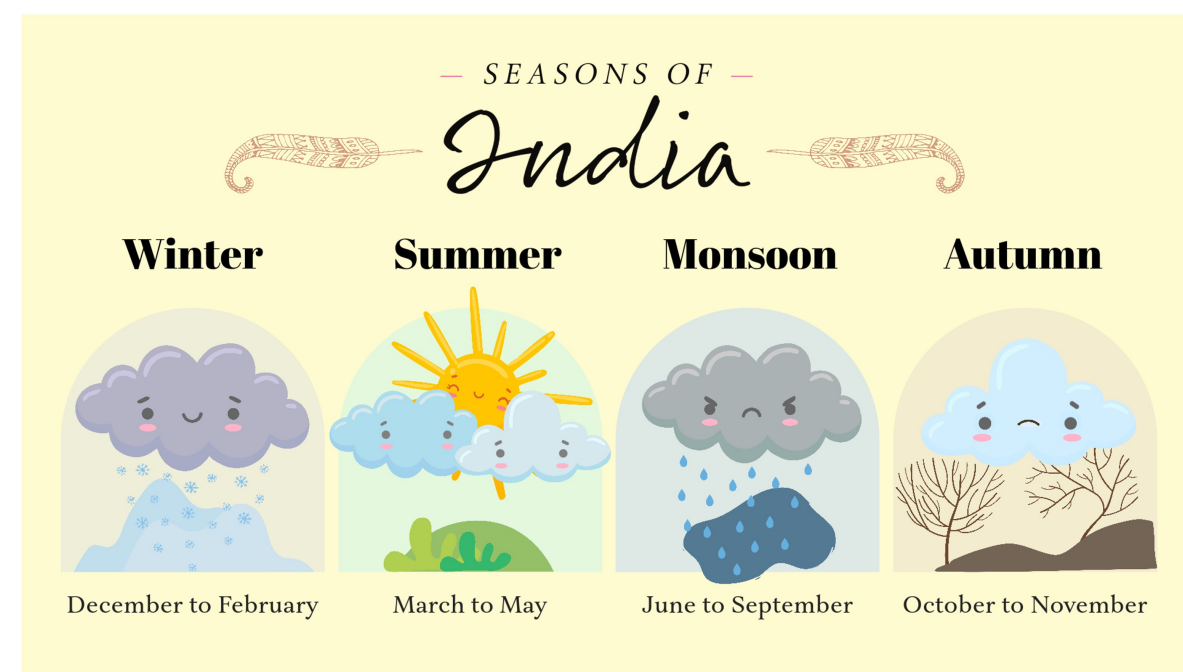
Make templates feel authentic to India (and not generic) by adding cultural iconography and styles. Localise the content for different regions and religions in a scalable way. Elevate the visual aesthetics and offer a choice of traditional and modern Indian designs. Create a positive halo for Adobe both as a creative brand and a globally nuanced brand.

### Competitor template review

While there are quite a few templates, they tick the box but can visually feel cliched and dated, not aspirational for GenZ. It doesn't offer a mix of traditional and modern styles and there's very little representation of regional cultures.



A lot of the illustrations available online have elements not quite authentic or relatable to India.



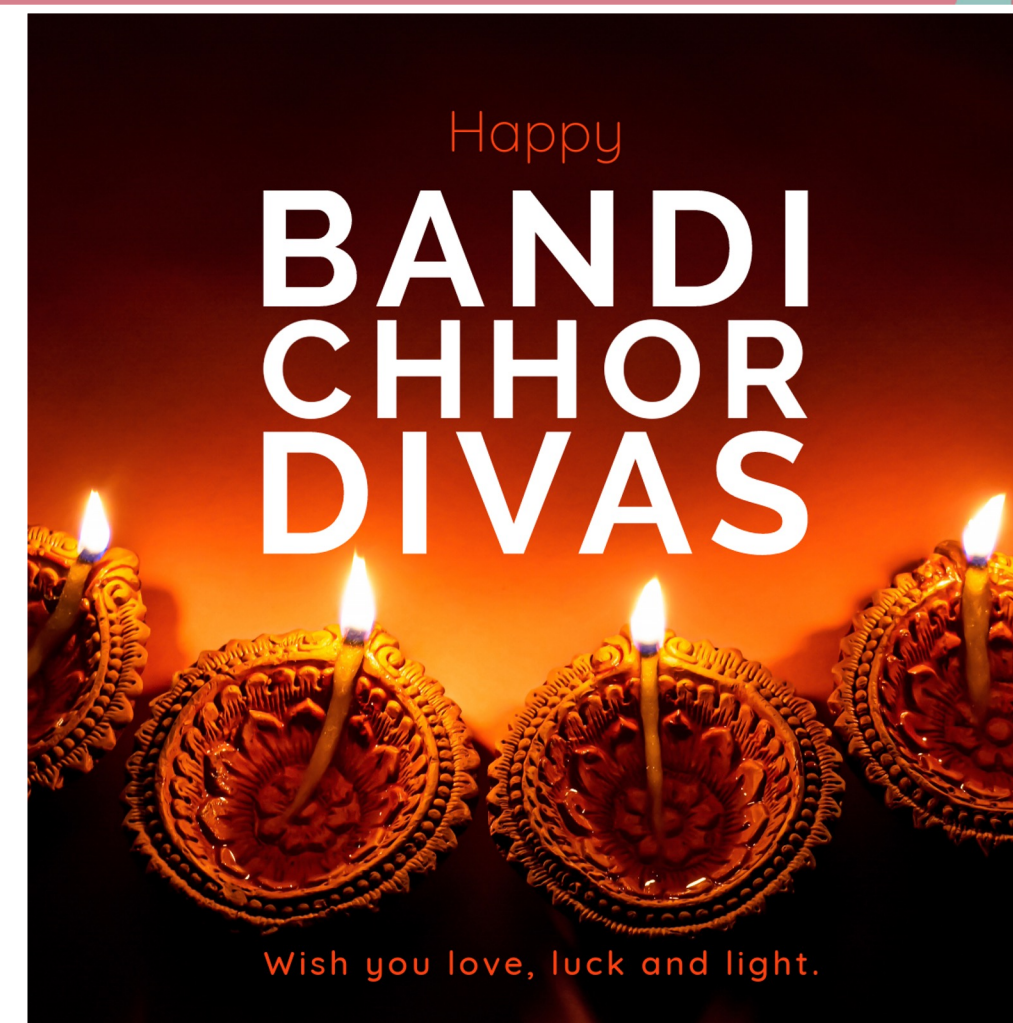
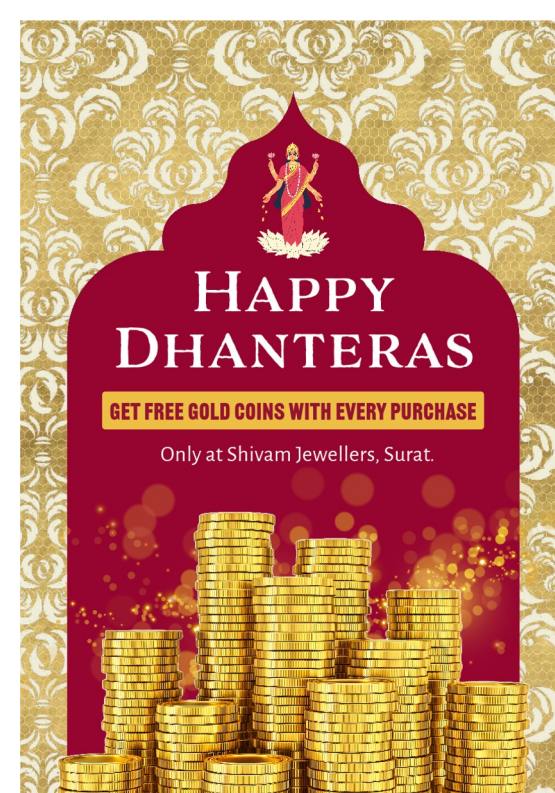
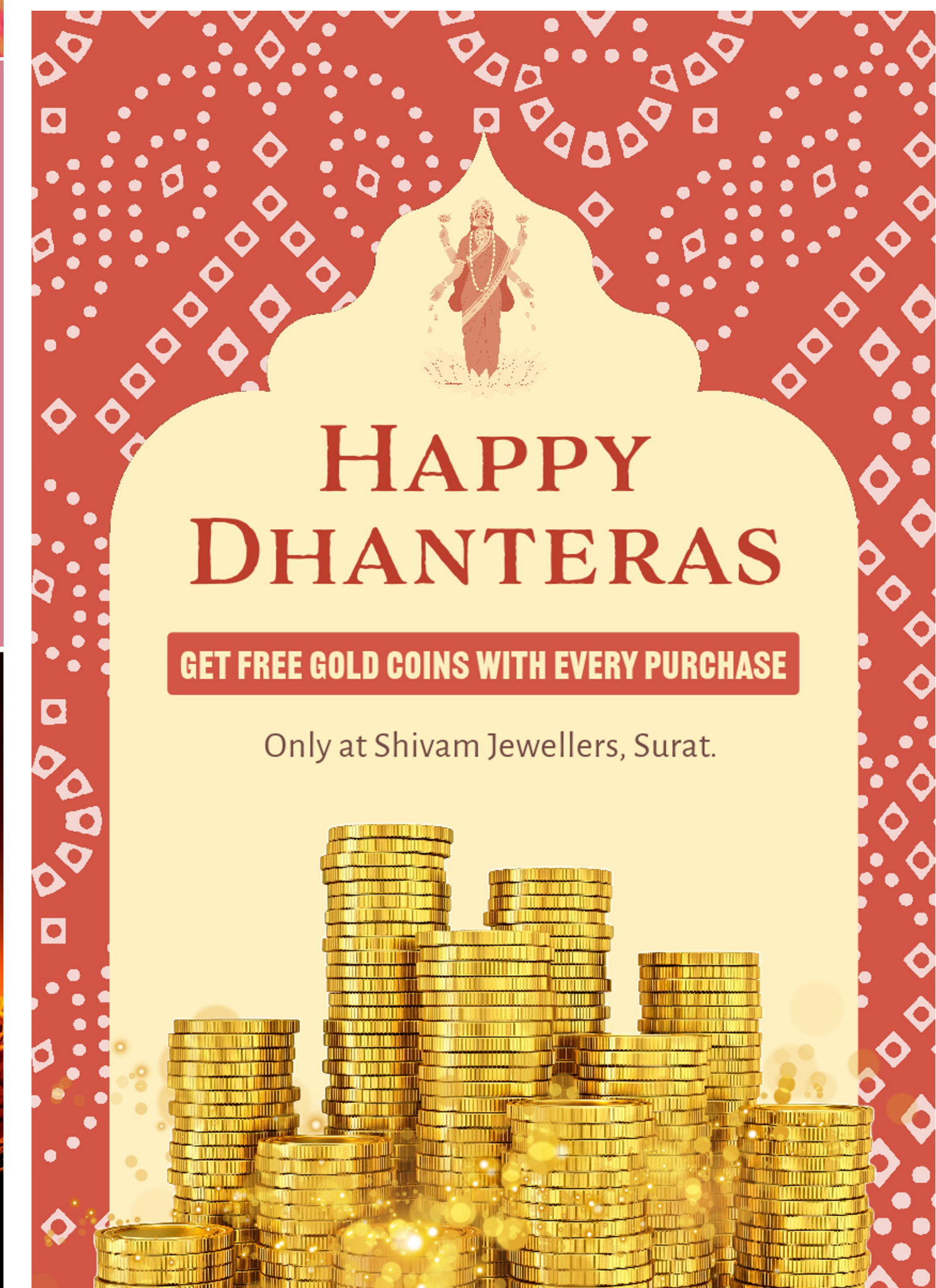
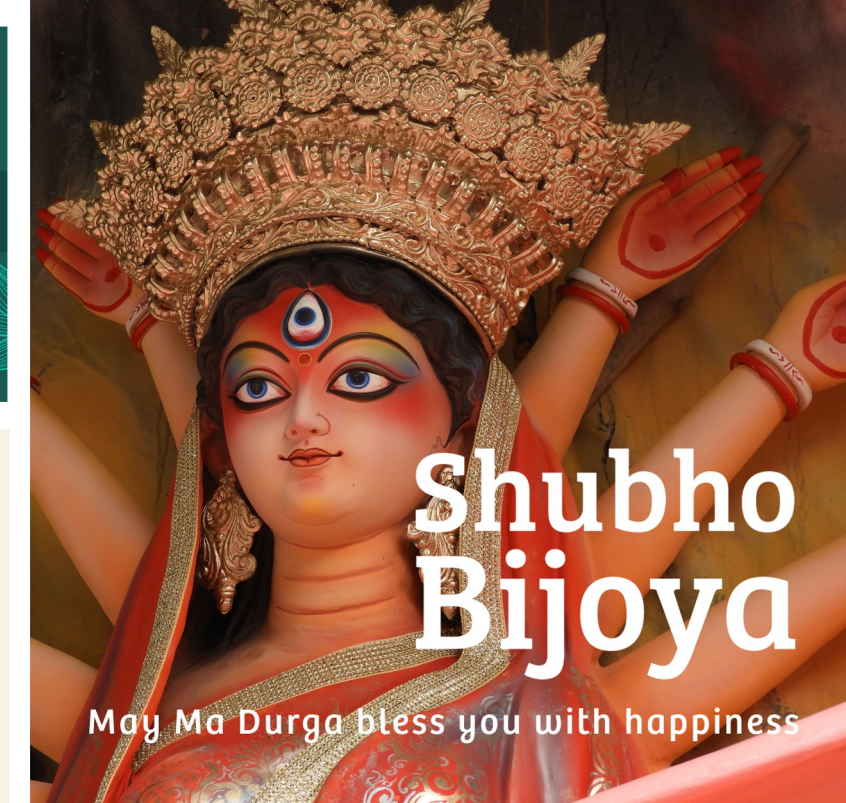
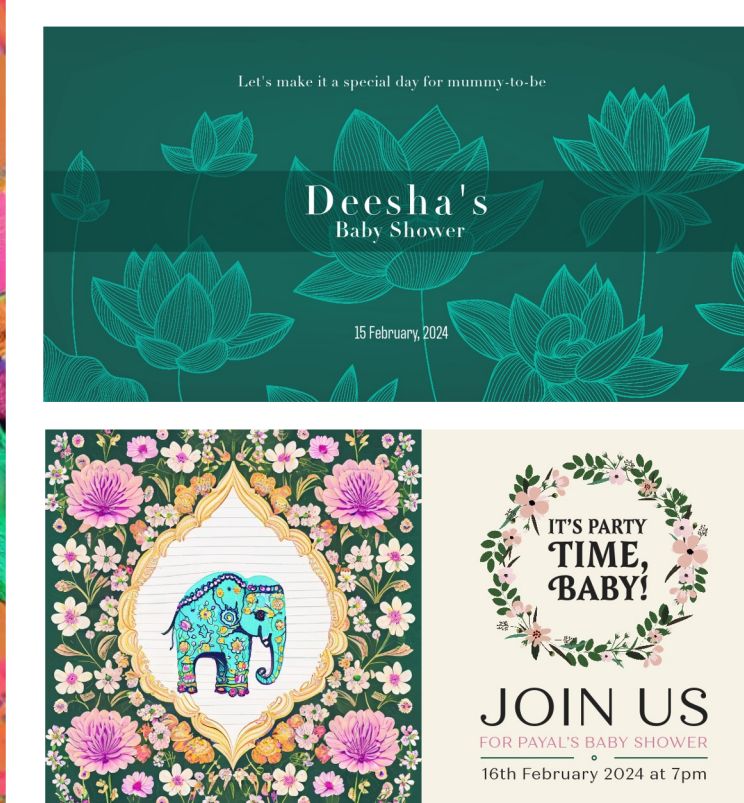
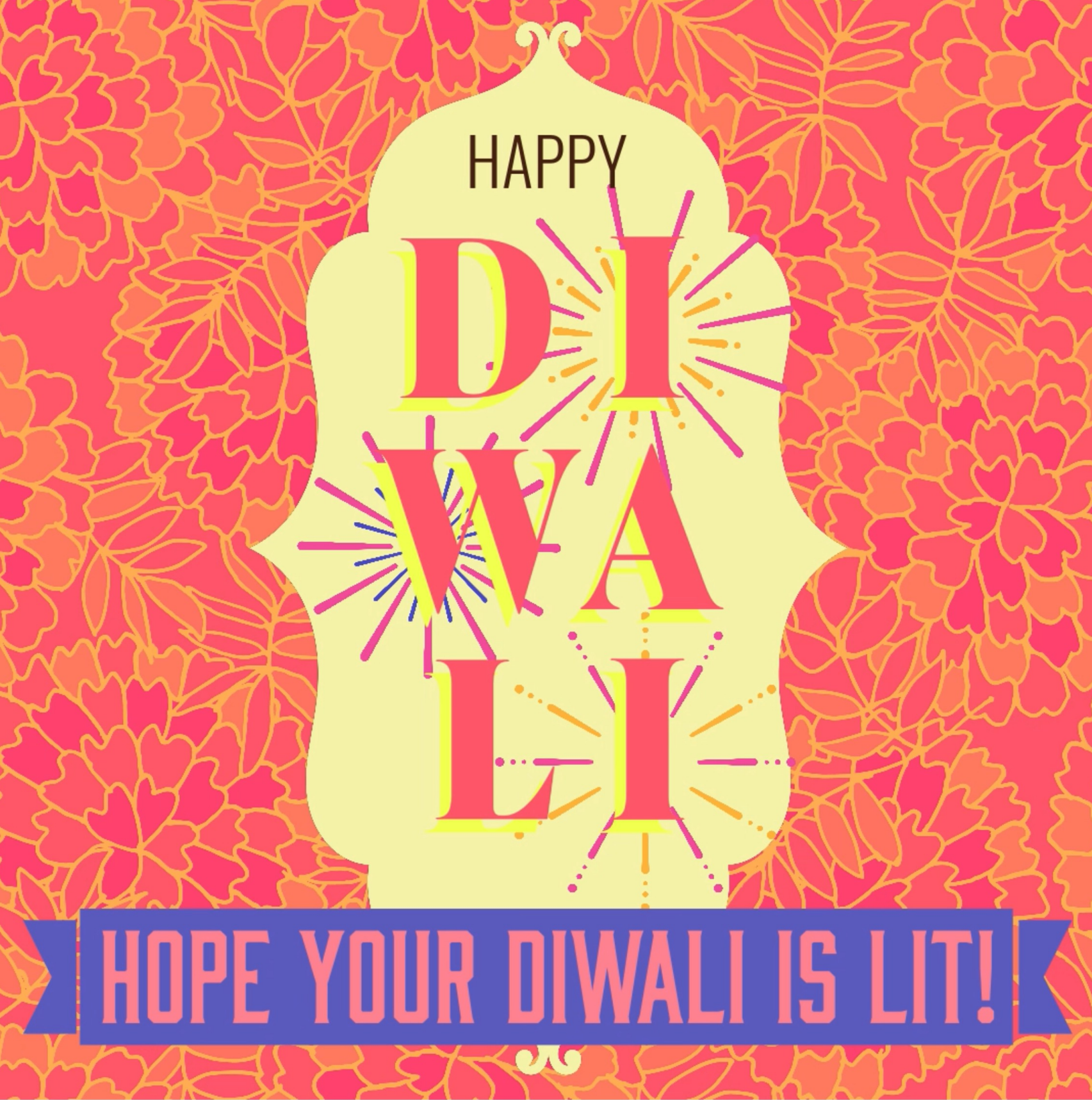
Showing seasons designated by the India Meteorological Department. Fun illustration with a little touch of Indian motif.



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The Work





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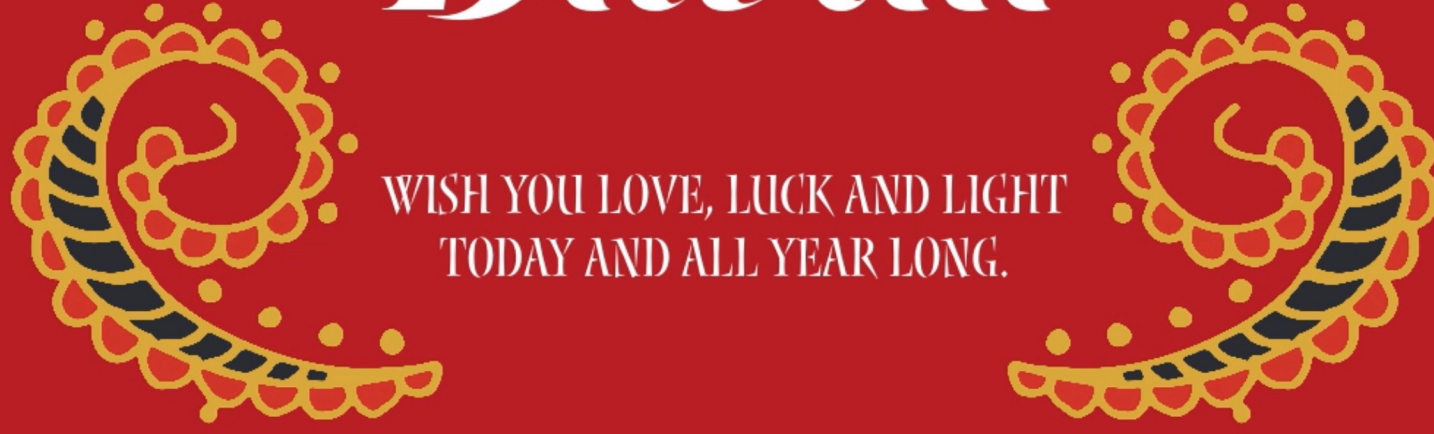


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