Marketing content that connects.

Georgia-Pacific Professional improves efficiencies and speed with Adobe Creative Cloud, Adobe XD CC, and Adobe Stock for enterprise.

Georgia-Pacific

"With Adobe, we're creating marketing and sales content that better connects with customers to drive awareness of the value our products provide and ultimately boost brand loyalty for GP PRO."

Rachel Couvillon, Sr. Manager, Brand & Design, Georgia-Pacific Professional

SOLUTION

Adobe Stock for enterprise
Adobe Creative Cloud, including Adobe XD CC
Adobe Sensei

RESULTS

Fast, **INTELLIGENT SEARCH** using machine learning

SAVE HOURS with constantly up-to-date libraries

Incorporate stock content through **FLEXIBLE** workflows

Greater **COLLABORATION** with intuitive apps

Georgia-Pacific Professional (GP PRO)

Established in 1927

Employees: 35,000

Atlanta, Georgia

www.gppro.com

CHALLENGES

· Bring marketing in-house to deliver faster, more consistent content

· Collaborate more efficiently with internal and external designers

· Obtain high-quality stock images and graphics in less time

USE CASE

· Design Efficiency

"Adobe Creative Cloud Libraries allows us to keep asset collections constantly up to date, and share them instantly, saving a great deal of time."

Rachel Couvillon, Sr. Manager, Brand & Design, Georgia-Pacific Professional

A fresh approach drives creative success

From healthcare facilities to manufacturing plants to corporate offices, GP PRO, a division of Georgia-Pacific, delivers hygienic and food service solutions used in restrooms, break rooms, cafeterias, and lobbies across the world. By elevating these everyday products, GP PRO helps improve both health and style to keep employees and guests happy.

For many years, the company's B2B marketing team outsourced the creation of its marketing pieces to agencies. With no brand guidelines or centralized effort to talk about its offerings and the breadth of its portfolio, there were often inconsistencies across collateral pieces.

The team decided to improve the quality and consistency of its collateral by bringing marketing in-house. By eliminating the need to work through external teams, GP PRO could improve speed and cost efficiency while using resources more effectively. Adobe Creative Cloud became the primary design tool of choice for the marketing team.

"At first, we were interested in Adobe Creative Cloud just for access to critical design tools such as Adobe InDesign CC, Illustrator CC, and Photoshop CC," says Rachel Couvillon, Sr. Manager, Brand & Design at GP PRO. "But recently, we've started using Adobe Creative Cloud services to be more collaborative and efficient so that we can create more compelling sales and marketing collateral."

Better collaboration through Adobe Creative Cloud Libraries

While the marketing team benefits from centralized production and new brand guidelines, the biggest asset for collaboration is Adobe Creative Cloud Libraries. With Creative Cloud Libraries, designers can collect the latest assets for each brand or customer segment in one location. Graphic designers asked to customize a sales tool for a customer meeting on a specific brand, for example, can simply open the brand library to find all of the assets that they will need.

When collaborating with external agencies for a video project, marketers can provide the agency with temporary access to a specific library and all of its assets. "Previously, when working with external agencies, a designer might spend several hours collecting all of the brand assets associated with the project," says Couvillon. "Adobe Creative Cloud Libraries allows us to keep asset collections constantly up to date, and share them instantly, saving a great deal of time."

"Intelligent search functions powered by Adobe Sensei in Adobe Stock make it much easier to find images that resonate better with our customers."

Rachel Couvillon, Sr. Manager, Brand & Design, Georgia-Pacific Professional

AI-powered intelligent search

The marketing team improved productivity even further by switching to Adobe Stock for enterprise for stock photographs, video, and vector graphics. Designers use a mix of in-house product photography and stock photography throughout web pages, brochures, and sales tools to capture just the right look to connect with customers. The stock vector graphics are just as useful for designers, helping them create eye-catching icons and infographics that can be time-consuming to develop by hand.

Intelligent search capabilities powered by Adobe Sensei, Adobe's artificial intelligence and machine learning framework, play a major role in helping GP PRO designers search through the millions of images in Adobe Stock to find just the right visual for every piece of collateral. Designers can search by image or narrow down the search using aesthetic filters to specify characteristics such as depth of field.

For example, the team sells paper products to businesses for use in office restrooms. For its sales collateral, the team needs pictures of the types of restrooms seen in Class AAA office buildings, not home, stadium, or gas station restrooms. Using visual search in Adobe Stock, designers can simply drag one example of an office restroom image into the search bar and instantly find similar images without having to wade through pages of search results.

"Adobe Stock for enterprise has an excellent selection of high-quality images that our designers appreciate," says Couvillon. "Intelligent search functions powered by Adobe Sensei in Adobe Stock make it much easier to find images that resonate better with our customers."

Easier stock management and operations

GP PRO also appreciates how Adobe Stock simplifies licensing compliance. The company only allows designers to access and purchase assets that grant perpetual use rights, and the legal department would often spend a great deal of time double-checking usage rights for stock images. With generous storing and sharing rights included in the Adobe Stock for enterprise solution, designers and legal no longer have to spend time on these compliance issues.

Designers also appreciate the versatility of being able to use Adobe Stock across different apps and screens. "Every designer has a slightly different Creative Cloud workflow that works for them," says Couvillon. "It's great how flexible Adobe Stock is for designers. They can incorporate Adobe Stock into their workflows more easily, which helps save time and keeps the creative process moving."

SOLUTION AT A GLANCE

Adobe Creative Cloud, including:

Apps: Adobe Illustrator CC, Adobe InDesign CC, Adobe Photoshop CC, Adobe XD CC

Services: Adobe Creative Cloud Libraries

Adobe Stock for enterprise

Visual search, powered by Adobe Sensei

Aesthetic filters, powered by Adobe Sensei

For more information
www.adobe.com/creativecloud.html

https://landing.adobe.com/en/na/products/creative-cloud/283747-adobe-stock-for-enterprise.html

www.adobe.com/sensei.html

Intuitive, interactive designs

The marketing team has also started using Adobe XD CC for prototyping and UX design. Previously, designers would send web comps created in Photoshop to developers, who did their best to match the design intent. With Adobe XD, designers create interactive prototypes that they share with developers, who can click through and understand exactly how pages should interact. Designers use features such as Repeat Grid, which allow them to make changes to one element, such as changing the shape of a button, and automatically apply those changes to all other similar elements.

"Being able to click on objects makes a huge difference in how people understand the experience compared to just looking at static designs," says Couvillon. "Adobe XD CC saves us a great deal of time so that we can focus more on functionality and design rather than updating and exporting files."

As the B2B marketing team continues to grow, Adobe Creative Cloud apps and services help them deliver sales collateral and creative assets with ease. "With Adobe Creative Cloud Libraries and Adobe Stock helping us to improve efficiency, we have time to talk to our customers and do a deep dive into what types of content people need," says Couvillon. "With Adobe, we're creating marketing and sales content that better connects with customers to drive awareness of the value our products provide and ultimately boost brand loyalty for GP PRO."