



Groundbreaking creativity and design.

Goodby Silverstein & Partners creates eye-catching campaigns faster with more secure, global collaboration and convenient access to stock images.



"The continuous advancements in Adobe Creative Cloud for enterprise enable a seamless workflow between creatives, clients, and production, so we can deliver the high-quality dynamic content our clients need!"

Jasper Yu, Art Director, Goodby Silverstein & Partners

SOLUTION

Adobe Creative Cloud for enterprise

RESULTS

-  Keeps private client assets more **SECURE**
-  Collaborate **GLOBALLY** with a single source of assets
-  Shared storage supports **REAL-TIME** collaboration
-  Fast, **EFFICIENT** workflows for stock photos



Goodby Silverstein & Partners

Established in 1983

Employees: More than 300

San Francisco, California

www.goodbysilverstein.com

CHALLENGES

- Collaborate more securely and quickly with coworkers, partners, and clients worldwide
- Improve efficiencies by eliminating redundant manual steps in creative workflows
- Share ideas and quickly deliver quality creative campaigns that inspire and delight audiences

“Creative Cloud Libraries is one of my favorite features in Creative Cloud because it’s very intuitive and efficient.”

Jasper Yu, Art Director, Goodby Silverstein & Partners

Attracting new audiences

In today’s always-on digital world, brands need creative and dynamic advertisements that can cut through the noise and capture audiences’ imaginations. To meet client demands, creative agencies are bringing together their best talent to quickly and efficiently deliver winning ideas across devices to audiences worldwide.

Goodby Silverstein & Partners (GS&P) is a creative agency known for delighting its clients and their audiences with clever, fun, and familiar campaigns. Millions know the classic “got milk?” ads for the National Milk Producers Federation and the Budweiser Lizards. GS&P also powers well-known campaigns for Tostitos, Comcast/XFINITY, Sonic Drive-In, Adobe, and other leaders.

The agency’s success comes from the combined talents of its San Francisco-based creative staff and its worldwide production partners. By embracing new technologies and new ideas, GS&P actively encourages teams to brainstorm concepts, work together, and create unique, high-impact campaigns faster.

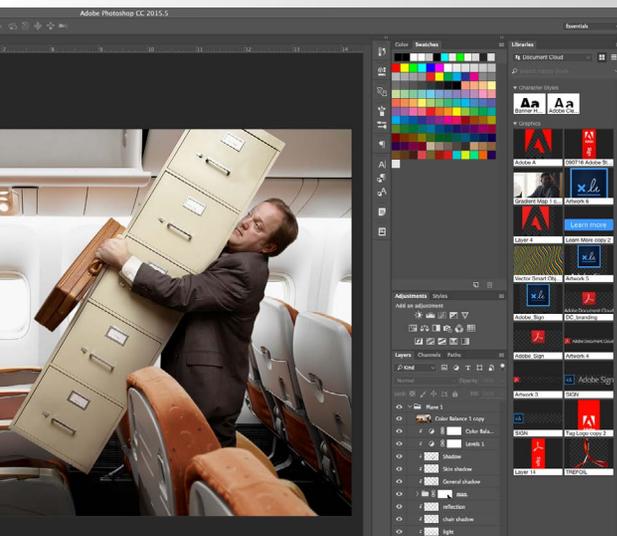
“Adobe creative software has long been the standard at Goodby Silverstein & Partners to bring our ideas to life,” says Jasper Yu, Art Director at Goodby Silverstein & Partners. “The new Adobe Creative Cloud for enterprise apps let me work with other departments and even other teams seamlessly as if we’re in the same office, boosting our creativity and our ability to collaborate.”

GS&P recently worked with the Adobe studio team on a marketing campaign that highlights the power of Adobe Document Cloud. By streamlining workflows with Creative Cloud for enterprise, the agency accelerated delivering eye-catching online and email marketing campaigns for Document Cloud.

Boosting security and creative freedom

As a creative agency, GS&P is entrusted with private client assets and information. Adobe Creative Cloud enables artists, directors, and clients to share all logos, fonts, swatches, and other assets associated with a creative campaign within a more secure environment rather than using less secure email attachments. Files stored and shared in Adobe Creative Cloud Assets are updated in real time. Even people without Adobe creative software, such as client contacts, can view and comment on creative drafts through a web browser on their mobile or other devices.

For the Document Cloud campaign, GS&P contracted with Platinum, a creative agency in Brazil. Sharing assets through Creative Cloud helped eliminate geographical barriers. Handing off assets, storyboards, and drafts was seamless, with artists spending far less time waiting to upload or download files or wondering what was happening thousands of miles away.



“Adobe Creative Cloud proved to be an excellent connection tool for all people involved in the project.”

Flavio Albino, Post Production Director, Platinum

GS&P can add, change, or delete software licenses and access levels from a central location, giving IT control over employees and partners working anywhere in the world. As a result, the IT staff quickly created accounts for Platinum so the partner could access assets for the Document Cloud campaign and share designs with the GS&P creative team in real time.

“When we wanted to share feedback with Platinum, we simply viewed the asset in the shared Creative Cloud folder and used the commenting feature in Creative Cloud to provide input,” says Yu. “Within 10 minutes, the art director at Platinum was looking at the image and our feedback on his phone, enabling him to address feedback immediately.”

“I work a lot with agencies around the world, and quick feedback is critical to the process flow,” says Flavio Albino, Post Production Director, Platinum. “Adobe Creative Cloud proved to be an excellent connection tool for all people involved in the project.”

Attention to detail

GS&P knows that the key to quality is paying attention to every detail. Each deliverable passes through strict quality control checks to help ensure images are licensed, colors are correct, and the right versions of brand assets are used.

Adobe Creative Cloud Libraries brings greater efficiencies and brand management to the finishing workflow by providing all artists and directors with a single source for approved colors, copy, logos, stock photos, and other project assets. One director can control all assets and versions in a library, helping keep brand guidelines consistent among creative professionals everywhere.

“Creative Cloud Libraries is one of my favorite features in Creative Cloud because it’s very intuitive and efficient,” says Yu. “Updates made to any of the library assets will appear automatically in everyone else’s files. This ensures all team members are on the same page and looking at the most up to date versions. We’ve used the saved time to refine our designs and create higher quality campaign images.”

“Adobe Creative Cloud has definitely lightened the load on my workflow—getting feedback and updates from the team has been much faster,” says Tiffany Mae Cabello, a Production Artist at Goodby Silverstein & Partners responsible for finalizing print and interactive mechanicals for production. “Not only do I feel like my time is being used more efficiently instead of waiting for updated files to transfer, but I also take comfort in knowing that they are the exact and correct images, swatches, fonts, and logos that I need. Creative Cloud Libraries leaves very little room for mistakes and the number of rounds on mechanicals has significantly decreased.”

“Having Adobe Stock integrated into our workspace really lets us play with more images and possibilities.”

Jasper Yu, Art Director, Goodby Silverstein & Partners

SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise. Apps used include:
 - Desktop: Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC
 - Services: Adobe Creative Cloud Assets, Adobe Creative Cloud Libraries, Adobe Stock

For more information

www.adobe.com/creativecloud.html



Adobe Systems Incorporated
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San Jose, CA 95110-2704
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www.adobe.com

Speeding approvals and feedback

Adobe Stock also enables GS&P to automatically update images in its comp workflow, completely transforming the agency’s stock photo workflow. An artist can first search for stock photos directly through Adobe Photoshop CC or Adobe InDesign CC. Then the artist can create a design using an unlicensed stock image as a placeholder. Once the design is approved by a creative director, the team can license the stock photo with just a few clicks. The unlicensed image is automatically swapped out for the licensed version across deliverables.

“Adobe Stock makes it faster, easier, and more affordable to find and work with stock images,” says Yu. “Having Adobe Stock integrated into our workspace really lets us play with more images and possibilities. It becomes much easier to visualize the designs and comps knowing that all edits will carry over. It’s also saved our production team the headache of tracking and licensing all the images we decide upon, which means no delays or unnecessary costs.”

Adobe Stock played an important role in the Document Cloud campaign for Platinum, as well. “Adobe Stock helped us greatly in creating the image,” says Albino. “Instant access to the pictures enabled us to create appealing options, reducing time and costs of going multiple rounds before gaining approval from the client.”

Embracing the apps and services in Creative Cloud for enterprise, GS&P is encouraging teams to work together and focus on creativity without technology getting in the way. “Creating award-winning campaigns is a group effort,” says Yu. “The continuous advancements in Adobe Creative Cloud for enterprise enable a seamless workflow between creatives, clients, and production, so we can deliver the high-quality dynamic content our clients need.”