



Picture perfect

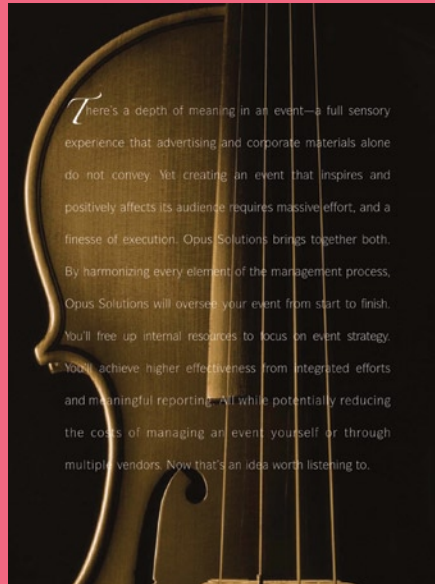
Designers find ideal images in a flash using Adobe® Stock Photos—without leaving their favorite design tools in Adobe Creative Suite 2 software



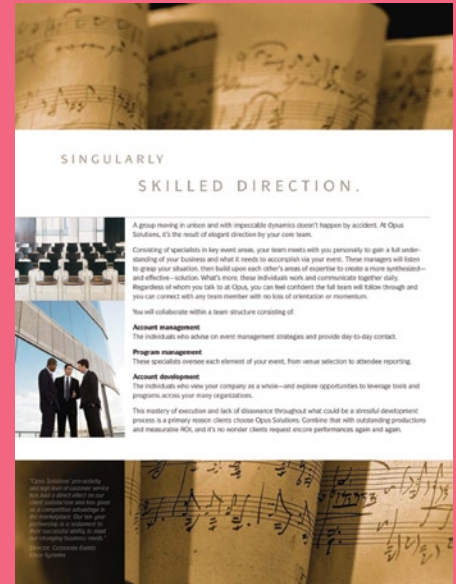
The concept of stock photography has been around for nearly half a century, since batches of outtakes from commercial photo shoots were first sold as seconds to the design trade. Fast-forward 50 years to stock photography today: an essential tool for designers to visually convey concepts, brands, and emotions to highly targeted audiences.

With millions of digital images available on the Internet and from other media, the arduous process of finding, managing, and buying just the right images to suit their clients' needs often overwhelms designers. Now, as marketing agency Euro RSCG Portland has discovered, Adobe Stock Photos provides a powerful, one-stop stock photo solution from inside designers' favorite Adobe software.

The dramatic, high-quality photos downloaded from Adobe Stock Photos delivered a powerful visual impact throughout the Opus Solutions brochure. Searching across multiple image libraries freed the designer from time-consuming, redundant search tasks and enabled him to focus on the creative process.



There's a depth of meaning in an event—a full sensory experience that advertising and corporate materials alone do not convey. Yet creating an event that inspires and positively affects its audience requires massive effort, and a finesse of execution. Opus Solutions brings together both. By harmonizing every element of the management process, Opus Solutions will oversee your event from start to finish. You'll free up internal resources to focus on event strategy. You'll achieve higher effectiveness from integrated efforts and meaningful reporting. All while potentially reducing the costs of managing an event yourself or through multiple vendors. Now that's an idea worth listening to.



SINGULARLY SKILLED DIRECTION.

A group meeting in unison and with impeccable dynamics doesn't happen by accident. At Opus Solutions, it's the result of aligned direction by your core team.

Consolidating of specialists in key event areas, your team meets with you personally to gain a full understanding of your business and what it needs to accomplish via your event. These managers will learn to grasp your situation, then build upon each other's areas of expertise to create a more refined—and effective—solution. What's more, these individuals work and communicate together daily. Regardless of when you talk to at Opus, you can feel confident the full team will follow through and you can connect with any team member with no loss of orientation or momentum.

You will collaborate within a team structure consisting of:

- Account management**
The individuals who define our event management strategies and provide day-to-day contact.
- Program management**
These specialists oversee each element of your event, from venue selection to attendee reporting.
- Account development**
The individuals who represent your company as a whole—and explore opportunities to leverage tools and programs across your many organizations.

This mastery of execution and lack of dissonance throughout what could be a stressful development process is a primary reason clients choose Opus Solutions. Combine that with outstanding production and maintenance fees, and it's no wonder clients request encore performances, again and again.

“By using a service like Adobe Stock Photos, which aggregates images from so many interesting libraries, I always have plenty of excellent images to choose from. I’m finding great photos from libraries I may have heard about but don’t have the time to research.”

Todd Greco,
senior art director,
Euro RSCG Portland

Developing successful relationships

Euro RSCG Portland is one of 233 offices in 75 countries that make up Euro RSCG Worldwide, a unit of Havas, the world's sixth-largest communications group. Euro RSCG is united in the belief that traditional advertising is a thing of the past; integrated campaigns and creative business ideas are the future of successful communication.

In keeping with that belief, the design team at Euro RSCG Portland was asked to develop a series of brochure design concepts for Opus Solutions, a national leader in integrated event management. Working against a tight deadline, the team turned to Adobe Creative Suite 2, using Adobe Photoshop® CS2 and Adobe InDesign® CS2 software to work up several creative approaches.

During the initial review process, Opus emphasized the importance that photography played in the project and challenged the agency to employ images that would meet two criteria: the photos had to reflect Opus's modern, energetic corporate culture while simultaneously appealing to its target market of conservative, senior executives in enterprise. To meet these

diverse criteria, Euro RSCG Portland needed a good selection of high-quality images across broad categories.

Capturing client criteria

Undaunted, Euro RSCG Portland turned to Adobe Stock Photos to manage the entire process of integrating royalty-free stock photos into the agency's design and production workflow, which is based on Adobe Creative Suite 2. Accessed through the Adobe Bridge file browser in Adobe Creative Suite 2, the design team at Euro RSCG Portland can search a vast library of images to meet clients' specific needs.

Todd Greco, senior art director at Euro RSCG Portland, worked closely with Opus's program manager to brainstorm keywords to use in searching among nearly a million Adobe Stock Photos images. “We used Boolean search phrases, as well as the powerful ‘more-like-this’ feature in Adobe Stock Photos, which resulted in a library of more than 50 excellent images in less than half an hour,” says Greco. He downloaded his selections from Adobe Stock Photos directly into the various layouts in Adobe InDesign he was working on for client review. When the Opus executives saw the brochure comp with images in place, they raved about the selected photos and exclaimed, “You get us!”—music to an agency's ears.

The Opus project is just one example of many in which Euro RSCG Portland leverages the convenience of Adobe Stock Photos for its clients, which include leading firms in the technology, finance, and healthcare sectors.

Managing image sourcing from concept to billing by using a single, integrated shopping cart and a single license agreement from Adobe greatly simplifies Euro RSGC Portland's accounting as well as its design process. The agency's clients appreciate the consolidated billing that Adobe Stock Photos provides.



Offering the best selection of images

Adobe has partnered with royalty-free stock photography companies that use best practices to screen, sort, and set keywords for images; among the libraries accessible through the Adobe Stock Photos service are images supplied by Getty Images, Corbis, Jupiterimages, Masterfile Corporation, and stockbyte, to name a few. Nowhere else can designers access world-class stock images from 21 different collections through a single service that is integrated into their design workflow.

Smaller, lesser-known image libraries are also included in Adobe Stock Photos, providing users with a fresh stream of images from niche collections. According to Greco, art directors strive to avoid duplicate or bland uses of photos within market segments—which can happen when using royalty-free images. Under the terms of royalty-free licensing, images are marketed repeatedly and no one can purchase exclusive rights to them. “By using a service like Adobe Stock Photos, which aggregates images from so many interesting libraries, I always have plenty of excellent images to choose from,” says Greco. “I’m finding great photos from libraries I may have heard about but don’t have the time to research.” Adobe continually adds new resources to its collection, carefully selecting companies that focus on renewing their image resources.

Maximizing quality design time

Searching multiple libraries simultaneously frees Greco from the drudgery of replicating searches, flipping through bookmarks, remembering

search phrases, and comparing results. “Photo searches are 30% faster using Adobe Stock Photos, allowing me to spend more time on creative work like solving design problems, massaging typography, and improving layouts,” says Greco. His job satisfaction has been definitely enhanced since he began using the service.

Adobe Stock Photos saves administrative time as well as design and production time. A single, integrated shopping cart and a single license agreement from Adobe simplify the process of purchasing images and billing clients, and eliminate the hassle of tracking pricing for various libraries. “One user name, one password, and one invoice are all we need,” says Janet Quinn, account director at Euro RSGC Portland. Previously, clients would have to cut four to five checks to individual libraries for a typical project.

When custom photography is required for a project, Greco has found the Photographers Directory, featured in Adobe Bridge, has proven useful. The Photographers Directory is a resource in which photographers can populate a searchable database and designers can easily browse sample photos and access photographers’ contact information. “For local shoots, I know who to hire, but for out of town shoots, the directory is really helpful,” says Greco.

According to Greco, Adobe Stock Photos is the most convenient, intuitive, comprehensive photo solution on the market. With its incredible breadth and quality, the service has quickly become an essential tool that has eliminated mundane, repetitive tasks from Greco’s work

Company

Euro RSGC Portland
Portland, Oregon
www.eurorscg.com

Challenges

- Efficiently integrate stock photographs into marketing materials to meet specific project requirements for a wide variety of high-profile clients

Solution

- Leverage the power of Adobe Stock Photos service to rapidly search, try, manage, and purchase high-quality, royalty-free stock images

Benefits

- Reduced photo search time by 30%
- Exceeded client expectations on photo choices
- Streamlined design and production time using integrated Adobe software
- Reduced research drudgery, freeing designers for higher-level work
- Avoided the high cost of custom photo shoots and kept photo budget in check

Toolkit

- Adobe Stock Photos
- Adobe Creative Suite 2.
Components used include:
 - Adobe Photoshop CS2
 - Adobe InDesign CS2
 - Adobe Illustrator® CS2
 - Adobe Acrobat® Professional

Platform

Mac OS X
PCs running Microsoft® Windows® XP

Designers at Euro RSCG Portland can access Adobe Stock Photos through the Adobe Bridge file browser in their favorite design software, Adobe Creative Suite 2.



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as a designer and art director. He relies on all aspects of the service, from the Photographers Directory to the constant influx of new images, to help him produce the best visual work possible.

Seamless Adobe workflow

While designers can use any image in any Adobe Creative Suite 2 application, leveraging the integration of Adobe Stock Photos in the Adobe workflow saves time, money, and headaches. When he first started using the service, Greco was most impressed with the ability to search across multiple libraries. Now, after a year of using the service, he finds the time-saving ability to place images into Adobe Photoshop and Adobe InDesign files without having to retain the original source assets most useful. "I can resize and rename an image to my heart's content without losing fidelity, and I can keep the image's metadata—like the ID, resolution, supplier, license, and price information—attached," he says.

Designers like Greco are adopting Adobe Stock Photos to better serve their clients and

keep costs reasonable. Within Adobe Bridge, designers can download and store watermark-free comp images in a handy central location, then edit the images in Adobe Photoshop CS2 or drag and drop them into layouts created with Adobe Creative Suite 2 applications. "I can choose whatever resolution I want for comps, so my layouts have a nice, consistent look," says Greco. Previously, image quality and resolution from disparate vendors would vary greatly, making the images in layouts appear jumpy from shot to shot.

Greco recently discovered another benefit of integrating Adobe Stock Photos into Photoshop CS2 files. "When I use the Smart Objects feature in Photoshop CS2, I place images at their highest resolution and they aren't rasterized to the Photoshop resolution. That's a huge production time-saver for me," says Greco.

In print, broadcast, and on the Internet, stock photos are part of modern messaging. The Adobe Stock Photos service helps professionals—like those at Euro RSCG Portland—produce picture-perfect work to suit their clients' needs.

Better by Adobe.™



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