



Adobe Creative Cloud

Creative Cloud gives you all of the Adobe video tools; world-class design, web, and photography apps; and Adobe Stock for sourcing assets. Get high performance video editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips.

www.adobe.com/go/video

Press release guide

Resources for Adobe video partners

Press releases are still a great way to get the word out about new products or events, and showcase your Adobe integrations. Press releases that mention Adobe or the Adobe applications must meet Adobe brand guidelines, and we're here to help with that.

This guide includes:

- Tips and best practices
- Adobe guidelines for approving partner press releases
- Correct Adobe product names and trademark bugging
- Press release template

The advantages of writing a press release

Writing a press release is a great opportunity to refine your message: What are you announcing? Who is it for? How will it help them?

A good press release is worth reading and provides useful information. Good press releases get more pick-up in the media—and get more readers.

8 tips for a better press release

1. Get right to the point. A good headline that tells the reader instantly what the story is about
2. Focus on *one* thing: If you are bringing multiple new products to the show, choose one product or theme for your headline.
3. Mention Adobe or the relevant Adobe product *after* your company name and announcement.
e.g. [COMPANY] announces launch of [PRODUCT] for Adobe Premiere Pro
4. Start with a summary: cover all the key information in the first paragraph: what you are announcing, who it is for, and how it will help those users?
5. News is only news once. Do not recycle previous announcements, although you can reinforce important information, as long as it's in a news story.
6. Use clear language and avoid extravagant claims. Include quotes by your CEO, a senior team member or a customer to add energy or commentary.
7. Proofread! Make sure there are no spelling mistakes in your release.
8. End with a Call To Action: let readers know where they can get your product, where they can see you at the show, or where they can learn more.

Adobe guidelines

Adobe's PR team must comply with Adobe policies and brand guidelines when approving partner communications. Here are the key points:

Following Adobe guidelines and trademarking will help speed the review of your press release.

This is your news.

Your press release should be written from your company's point of view. Avoid giving the appearance that this is a joint release. This means:

- Start the headline with your company name and what you are announcing.
- Avoid words like "partner" or "partnership" in the press release - use words like "collaborate" or "working together to deliver solutions," etc.
- Don't include the Adobe stock symbol (ADBE) or Adobe boilerplate content.

Quotes from Adobe

Where possible, we will approve the use of quotes from Adobe spokesperson in your press release.

- Draft the quote to give us an idea of what you'd like it to address.
- Provide a complete, final draft of your press release so that we can see context of the quote.

Adobe and the Adobe logo

Refer to the company as "Adobe" or "Adobe Inc." Unless your own PR guidelines require full company names, just using "Adobe" is fine, and arguably more attractive.

Do not use the Adobe logo or product logos in your press release!

Adobe product names and trademarking

Adobe trade names in headlines

In headlines, use full product names (e.g. "Adobe Premiere Pro CC") *without* trademark symbols.

Use trademark symbols for first reference

"Adobe" and Adobe product names should include the trademark symbol in the first reference. After the first usage of a product name, you can omit the trademarking.

Trademark symbols for commonly used Adobe video trade names

| | |
|----------------------|---------------------------|
| Adobe® | After Effects® |
| Adobe® Audition® | Adobe® Character Animator |
| Adobe® Media Encoder | Photoshop® |
| Adobe® Premiere® Pro | Creative Cloud® |
| Adobe® Stock | Adobe® Fonts |
| Behance® | Lumetri™ |

Leverage your news: Besides sending your press releases to the media, you can also post your news on blogs and use social media channels to spread the word.

Find complete Adobe trademark, copyright and permissions guidelines at www.adobe.com/legal/permissions/trademarks.html

Press release template

Who can journalists contact with questions?

You can include Adobe product names in your headline

This is your news

Make it clear that your company is issuing the announcement. Do not use the Adobe logo in your press release.

Headline: What is your news ?

Subhead: Why does it matter?

First paragraph: summarize the whole story here

Your quote: the best place for commentary and excitement

Adobe quote: draft suggested comment for Adobe review.

Call to action: close with pricing and availability, or other CTA.

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PRESS RELEASE

* For Immediate Distribution *

Vacuous Video Inc. to Introduce Widget XL for Adobe Premiere Pro CC at NAB
Accelerating post-production workflows for video editors and content creators

Las Vegas, April 24, 2016 — Visitors to NAB 2016 will have a first-hand look at the future of digital video production with the new Widget XL panel for Adobe® Premiere® Pro CC. Vacuous Inc. created the original Widget XL to accelerate video production workflows by making redundant flux capacitative functionalities available to editors, whether working alone on a laptop, or within networked enterprise settings. The new Widget XL panel allows post-production professionals to access the complete Vacuous Video toolset without leaving their NLE.

The Widget XL is designed to work with any video content that supports fictional metadata or other cross-platform solutions. The Widget XL uses redundant flux capacitative technologies to connect to the server, decrypting and decoding content in real time. With this system, all of the imaginary media can be safely stored in a secured location. The Widget XL technology overcomes the restrictions of PCI Express-based connections, so there are no practical limitations of physical distance or human imagination.

"We've been blown away by the response to the Widget XL," said Fred Engels, CTO at Vacuous. "With the new Premiere Pro panel integration, editors and post-production facilities have much more flexibility in how they manage their workflows. The Widget XL panel is the smart way to bring extended redundancies into your Creative Cloud® video workflows."

"Premiere Pro provides an open platform for partner technologies, like the wholly fictional Widget XL," said Sam Skidz, head of partner relations, Adobe pro video. "Vacuous Video has brought new capabilities to content creation which would have been unimaginable, even a few short minutes ago."

The Vacuous Video Widget XL technology runs on Mac and Windows and supports HD, UHD, and HDR content in a wide variety of OCD-compliant formats. Vacuous Video Inc. will introduce the Widget XL panel for Adobe Premiere Pro CC at NAB, April 24-27 in Las Vegas, at the Las Vegas Convention Center, Booth #0000.

About Vacuous Video Inc.

Vacuous Video, based in Nowhere, Ontario, develops technologies for enhancing video production in entirely imaginary ways. A privately held corporation, Vacuous Video draws on decades of experience in analog to digital technologies that simply don't exist. The company is committed to creating a seamless production environment for filmmakers and postproduction

including the Widget Model A, Widget XL, and You-Gotta-Be-Kidding-Me product lines. For more information, visit Vacuous Video Inc. at www.vacuousvideodoesnotexist.com

Use full product name and trademarks for first mention of an Adobe product

Proofread carefully

Boilerplate: Short description of your company

This fictitious announcement shows a typical press release format. Effective press releases respect the reader by providing clear information with a minimal use of superlatives.

Let's make news together!

Let us know if you have any questions or suggestions for improving this Adobe technology partner guide. We wish you a successful year—with lots of good news to share!

The Adobe Video Partner Program team

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