

Q1 Web Challenge

Campaign Purpose: A robust Web Premium Engagement Email Series

Using the video focused email series to engage with customers and prospects, encouraging them to download/try/buy CS5.5 to create their own finished project/app.

1st video: Overview

Example Video: <http://vimeo.com/31107727> password: johnson

Script:

Hello. My name is Paul Trani, developer evangelist for Adobe and I'm really excited to take you through Creative Suite 5.5 Web Premium and the power it can give you to create whatever you want for whatever screen you want.

For example, I can easily create a design using Illustrator and Photoshop. From there I can build a HTML5 website for mobile devices and tablets using Dreamweaver. And if you really want robust control you can take assets into Flash Professional, animate them, add interactivity and publish an app for iOS devices and Android devices. Did you hear me? You can use Flash Professional (and Flash Builder for that matter) to make apps for iOS devices!!! As for Flash Builder – it allows you to make rich, data-centric apps for the browser and desktop, and now you can turn around and make apps using Flash Builder using its built in templates and mobile optimized components.

Let me give you a taste of what I'm talking about:

Dreamweaver

1. Open DW. Show HTML5 Template and explain.
2. Show JQuery Mobile template and explain.
3. Open code for the final app. Show publish settings to make the app. Then show the app on a device! (Nice!)
4. Mention that the "how to" of this will be covered in 2nd video about creating an app using web standards.

The Flash Platform: Flash Professional

1. I can import a Photoshop or Illustrator file if I want but I'm going to start with a mobile template...
2. Open Flash Pro. Show accelerometer mobile template and explain.
3. Publish directly out to the device.
4. Show final "app" and mention that the "how to" will be covered in another video.

So the big question is: What should you use?

- First, note that Adobe gives you the choice for you to decide what to use based on your skillset or preference. (Choice of the tools and choice of platform to give you the biggest reach for your content. Can you mention iOS here? Will that be relevant? It would be good to call out some specific devices that it can deliver content to.) You'd think the deliverable would matter but keep in mind that you can make apps for iOS and Android using DW, Flash Pro and Flash Builder. Whatever you want to use!
- Next, it will be driven by the content you are looking at creating:
 - Dreamweaver was easy in making an app based on HTML using JQuery Mobile and PhoneGap. So if you need something that's traditionally website content (images and text) then you can consider using it. (In the detailed video – can you also mention Phonegap?) (Yup!)
 - With flash we were easily able to be more robust with what we create. We have the basis for a game with the accelerometer example so consider using Flash for more "out of the box" content you'd want to create. Games, rich branded experiences etc. Enabling you to create content for maximum reach. Create once deploy virtually anywhere.
 - Flash Builder allowed you to also easily create an app based on a template like Dreamweaver and allows you to deal with robust data. So if you're a Flex Developer this is right up your alley.

Conclusion: Adobe gives you the choice to use the tool you want to use to reach any audience regardless of where they are. Desktop, phone, tablet.

2nd video: Creating a Web Standards for Mobile Devices

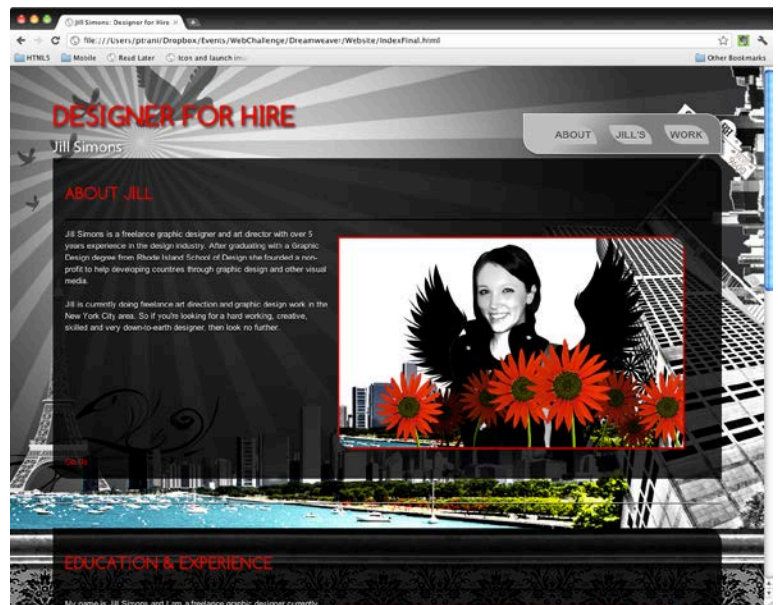
Example video: <http://vimeo.com/31108449> password: johnson

CS5.5 Features Covered:

- Multiscreen Preview Panel
- JQuery Mobile integration
- CSS3/HTML5 support
- Cutting-edge Live View rendering
- Native Android and iOS apps with PhoneGap

Videos:

1. **HTML5 Content in Dreamweaver**
2. **Styling Web Content with CSS3**
3. **Adding jQuery Functionality**
4. **HTML5 Video**
5. **Creating a Gallery**
6. **Creating a Mobile Specific Website**
7. **Creating a Mobile App**



3rd video: Rich Content and Apps with the Flash Platform

Example video: <http://vimeo.com/31109182> password: johnson

Part 1: Rich Content with Flash Pro

CS5.5 Features Covered:

- Snippets HUD Feature & 20 new snippets
- Export as Bitmap
- Debug movie on device via USB
- Project Panel & Shared Assets
- AIR for Android & iOS Support
- Document PI Changes
- New Publish Settings Dialog

Videos:

1. Using Code Snippets
2. Using the Accelerometer
3. Dynamically Positioning Graphics
4. Publishing for Android
5. Debug movie on device via USB
6. Publishing for iOS

