



Adobe

Adobe Photoshop

Mobile App Launch

Executive Summary

In February 2025, Adobe launched Photoshop's new mobile app and expanded web experience, bringing its iconic tools to a new generation of creators. To support the launch, Adobe executed press briefings, embargoed media outreach, and live demos across next-gen, consumer, business, tech, and trade media. The team led with relevant use cases to position the mobile app as intuitive, accessible and relevant. A first-look event in New York introduced the app to 40+ media and influencers, while digital trends and creative hacks drove mass interest. The campaign delivered over 202 million impressions and 158 million social interactions.

Opportunity

Adobe sought to introduce a major innovation to its flagship Photoshop product: a new mobile app and expanded web experience. As a leading creative software company, Adobe aimed to reach a broader, younger generation of creators by meeting them on mobile. The opportunity was to reframe Photoshop as an intuitive, modern tool for all levels of creators, not just desktop professionals. While there was a focus on U.S. consumers, the campaign targeted global audiences with a focus on 13-24 year olds from students to aspiring creative professionals. The key objective was to drive awareness, excitement, and validation around Photoshop mobile through high-value press coverage and social engagement. Success would be measured by surpassing consumer KPIs, generating strong press sentiment, and building a narrative around accessibility and innovation.

Research

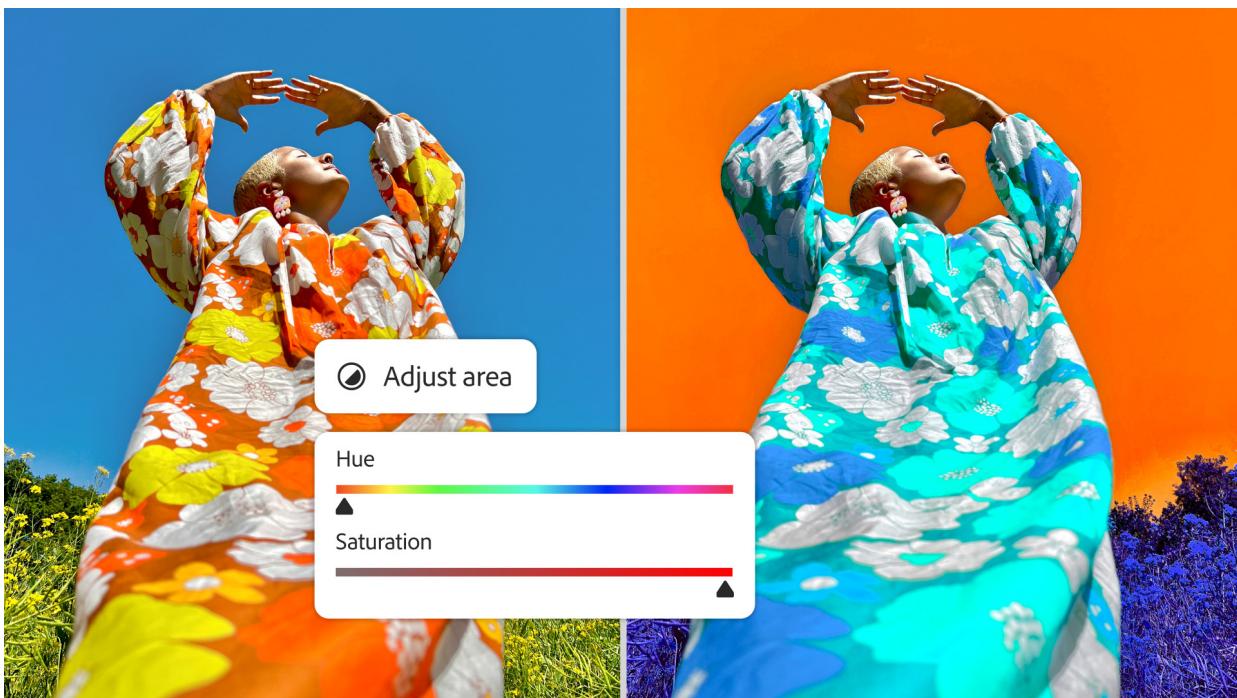
Before launching the campaign, Adobe identified the gap between traditional perceptions of Photoshop as a professional desktop tool and the needs of emerging creators seeking mobile-first solutions. Research into consumer behavior and digital content trends showed that Gen Z and next-gen creators frequently used mobile apps for content creation and relied on social platforms to discover creative tools. Research showed that 84% of Gen Z is more likely to buy from brands they see as “cool” so it was essential to earn their trust and loyalty.

Further, Gen Z/Alpha is a digital-first generation that is driven by video content and increasingly dependent on streaming and gaming platforms so Adobe fully embraced Gen Z mindset: one that values authenticity, inclusivity and purpose. We looked beyond traditional media channels and met this demographic on platforms and spaces where they are already engaging, which is next gen media i.e., newsletters, substacks, and media specifically targeted Gen Z. Adobe also studied competitive mobile offerings and recognized a window to differentiate by leaning into ease-of-use, high performance, and aspirational use cases.

These insights of real-life applications and cultural trends shaped the campaign’s focus to effectively resonate with a mobile-first generation. This included mapping top-tier and emerging media and influencers whose audiences overlapped with Adobe’s target user base. The team also ensured messaging was tailored for accessibility without compromising the premium quality Photoshop is known for. These research findings informed the campaign’s creator-first approach to spotlight lifestyle-forward, creator-friendly use cases and deliver the story through key earned media moments, first-hand demos, and creator engagement.

Planning

The communications objective was to reposition Photoshop as not only a professional tool but also as a mobile-first, intuitive solution for emerging creators. The goal was to drive positive press coverage, spark social conversation, and show the real-world creative possibilities of Photoshop mobile. The plan included embargoed media outreach, in-depth features, press briefings, influencer engagement, and a live launch event. Tactics centered around showcasing how the new mobile app fits naturally into everyday creative workflows and lives.

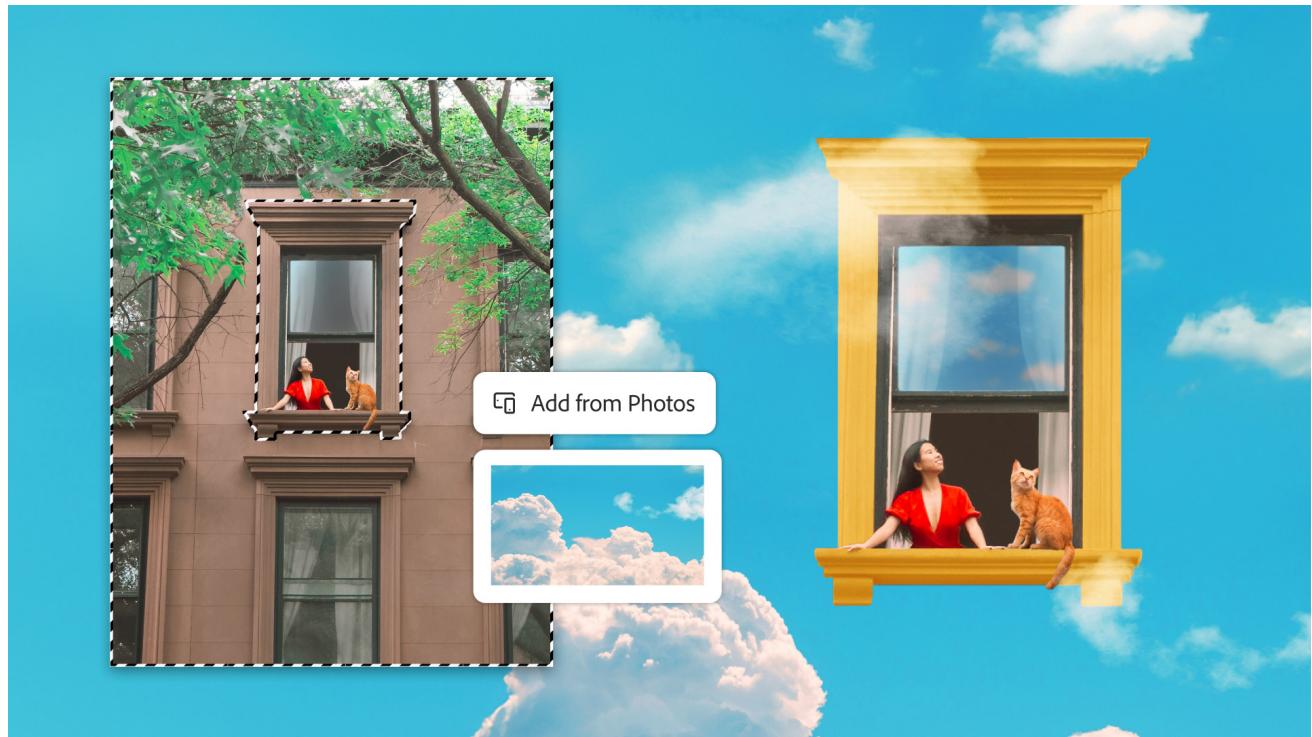


Key audiences included next-gen creators, casual and pro users of mobile design apps, digital trendsetters, and general consumers. A press release was developed to announce Photoshop mobile (for iPhone), emphasizing the innovative features and relevance to Gen Alpha/Z's lifestyle. Additionally, PR engaged top tier editors and journalists with exclusive early access to product demos under embargo, and also developed pitches with use cases and narratives to reach media and influencers across multiple verticals. Messaging focused on accessibility, simplicity, and relevance—how the app could support time-saving hacks, mood boards, vision boards, and digital expression. Adobe also highlighted innovation behind the scenes, sharing how the app was designed and built for mobile with intentional choices around UX and features.

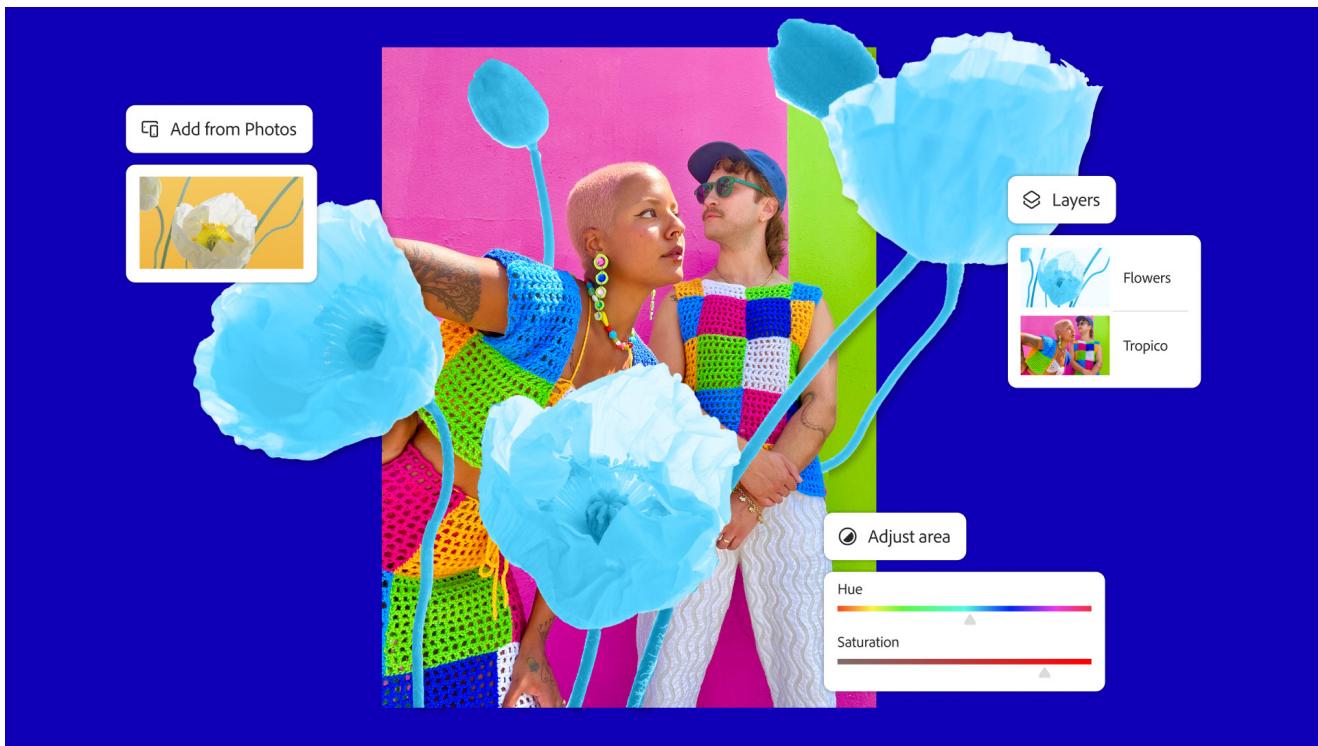
A cornerstone tactic was securing an exclusive feature with *Fast Company* to elevate Adobe's strategic vision and technical storytelling. Social engagement leaned into cultural hooks like New Year goal setting, creativity for mental wellness, and seasonal trends. The New York first-look event provided an experiential anchor, allowing 40+ media and influencers to try the app in a casual, creative setting. Every piece of the plan was created to meet consumers where they are—both digitally and culturally.

Execution

To bring Photoshop mobile to life, Adobe delivered a multifaceted campaign combining earned media, live experiences, and digital storytelling. A series of press briefings and embargoed outreach engaged media across next-gen, consumer, business, tech, and trade outlets framed Photoshop mobile as both powerful and user-friendly. Adobe also hosted a first-look experience in New York, which delivered the news in a new consumer-friendly way with an audience of 40+ media and influencer attendees. The event had a trendy lean, casual cocktail style and interactive setting with Adobe spokespeople to engage our audience.



To set the stage and shape perceptions from the outset, Adobe worked closely with Fast Company on an in-depth feature story about the design and development of Photoshop mobile. This story dove deep into the mobile design vision and audience, bringing color to the choices and complexity in bringing an app like this to mobile screens, piquing excitement. To reach consumer and next gen media, we leaned into relevant moments in culture and leveraged digital creativity trends, time-saving photo editing hacks, tips for artists to create stunning visuals, the power in creating vision boards as manifestation tools, and even mood boards for the season. This timely tactic helped Adobe surpass its consumer KPIs goal and secure top tier coverage including with NBC News Now, which ran a national broadcast segment on how using creative tools can positively impact goal-setting and mental health where Adobe's Elise Swopes highlighted how to create vision boards using Photoshop's new mobile app.



Outcome

The Adobe Photoshop mobile launch campaign delivered extraordinary results. Media coverage totaled remained 100% neutral to positive and to date, generated over 202 million impressions from more than 350 global stories, with standout coverage in Fast Company, NBC News Now, IBD, Reuters, TechCrunch, CNET, The Verge, ZDNET, Engadget, Digital Trends, 9to5Mac, Pocket-lint, Brit+Co, Her Campus, Cool Hunting, What's Trending, InStyle, in addition to newsletters like Girl Boss and The Shortcut. The New York event drove additional coverage and influencer buzz, offering a compelling in-person experience that translated into meaningful earned stories.

FAST COMPANY

The Verge



On social media, Adobe surpassed every benchmark, driving over 158 million interactions and 3.1 million engagements—151% above the 30-day target. More than 480 launch-related posts amplified visibility, with owned comment sentiment registering 92% positive to neutral. Adobe exceeded all KPIs and successfully introduced Photoshop mobile to a modern audience in a powerful, personal, and culturally resonant campaign.