

Client Background

In 2007, Adobe Systems Incorporated celebrated their 25th Anniversary. Adobe has 7,000 world-wide associates. They are an American computer software company headquartered in San Jose, California. The company was founded in December 1982 by Andrew Sparks and Charles Geschke who established the company after leaving Xerox.

Situation/
Opportunity

Adobe and MTM worked together to create a choice program online offering every employee the opportunity to select a gift from a variety of products to commemorate the company's anniversary.

Goals

To communicate effectively this important milestone in Adobe's history and thank their most important asset, their people.

Structure

An announcement was made by the CEO directing the associates to log onto the site and select a gift. Associates were asked to use their employee id as a login. A welcome letter followed and then the product offering. The associates were given 3 weeks to select their gift.



Results

After the associates selected their items, MTM consolidated the orders and shipped to their distribution centers. This was a great way for Adobe to communicate and celebrate their 25th Anniversary while recognizing the associates.