

URBAN RELATIONS

ADOBE SYSTEMS, INC.



Adobe Systems, Inc. moved to a new regional headquarters in Fremont, a neighborhood of Seattle. Local executives wanted to help employees connect to the community through service opportunities and planned on hosting a series of events to celebrate the new facility.

Community Relations:

Our firm created a menu of community service opportunities for Adobe personnel that closely matched Adobe's stated values on K-12 education, poverty and the environment. We identified BF Day Elementary School and the Fremont Public Association as key to Fremont and helped Adobe partner with those organizations. We also assisted Adobe in adopting a street for employee environmental service. Adobe works closely with the community on all these fronts, providing volunteers, use of facilities, supplies, technical assistance and cash donations.

Event Planning:

Adobe leaders wanted their groundbreaking to be unique, surprising, hilarious, and in keeping with the company's new community, the self-styled Center of the Universe. Fremont's most famous citizen, a cement troll nearly two stories in height crouched under a bridge, became the inspiration. The groundbreaking featured a two-story blow-up troll and a troupe of adult-sized trolls spilling unexpectedly out of a warehouse slated for demolition. The trolls engaged the crowd in frivolity and foolishness, inducing even the co-presidents of Adobe to do the "troll stomp." Dozens of children from BF Day Elementary (Adobe's new partner organization) welcomed Adobe and the trolls with colorful banners and shrieks of delight.

The second event, an invitation to the community to see the finished building, was in perfect counterpoint to the groundbreaking. Staged in Adobe's new courtyard, it was elegant and understated. Organized in just 20 working days, the event included printed invitations to City, County and State officials, neighborhood and business leaders, Adobe personnel and Adobe partners. We provided music, flowers, event design, RSVP management, name tags and a reception for the 400 guests, and coordinated tours of the building to ensure it was well showcased for Adobe.