

# Winning new business.

Cushman & Wakefield uses intelligent search and collaboration to assemble visually compelling materials with Adobe Stock and Adobe Creative Cloud that help grow and retain business.



*"With Adobe Sensei powering intelligent search options in Adobe Stock, we can get a lot more creative because we know we'll find exactly what we want."*

*Sheila Cheng, Creative Director, Business Development, Global Occupier Services, Cushman & Wakefield*

## SOLUTION

Adobe Creative Cloud for enterprise  
Adobe Stock for enterprise, powered by Adobe Sensei

## RESULTS



Smart search with **ARTIFICIAL INTELLIGENCE**



**COLLABORATION** with teams across the United States



More time spent on **CREATIVE DELIVERABLES**



**SEAMLESS** workflow through Creative Cloud apps



## Cushman & Wakefield

Established in 1917

Employees: 48,000

Headquarters: Chicago, Illinois

[www.cushmanwakefield.com](http://www.cushmanwakefield.com)

### CHALLENGES

- Collaborate effectively with geographically dispersed team members
- Develop compelling and creative proposals and presentations to engage current and potential clients
- Improve productivity and efficiency for hundreds of annual deliverables

### USE CASES

- Design Efficiency
- Collaboration

"Adobe Stock and Adobe Creative Cloud are helping us take huge steps toward improving speed and quality."

*Chelsea Gribble, Business Development Design Director, Portfolio Solutions, Cushman & Wakefield*

### Local knowledge, global scale

Companies that have a global or national presence rely on real estate services firms to help them buy or lease properties and manage real estate portfolios that reflect their culture and make employees feel relaxed and productive. For more than a century, Cushman & Wakefield has led the real estate industry with top talent that helps clients transform the way people work, shop, and live. With 400 offices in more than 70 countries, Cushman & Wakefield combines expert local knowledge with global scale.

To help immerse clients in the Cushman & Wakefield vision, brokers rely on sophisticated and visually stunning proposals and presentations. Members of the Global Occupier Services (GOS) business development teams use custom visuals to develop hundreds of creative deliverables every year.

"We work with the brokers to come up with a unique story for each client," explains Chelsea Gribble, Business Development Design Director, Portfolio Solutions at Cushman & Wakefield. "Then in the design stage, we'll take these big ideas and condense them down into a snappier, more memorable form. Each slide may have one or two sentences on it, but we're trying to convey paragraphs worth of feeling and information. The use of imagery is a huge part of our message."

Team members often work remotely, making smooth digital collaboration a major necessity to deliver unique client deliverables quickly. That's why Cushman & Wakefield works with Adobe Creative Cloud for enterprise, taking advantage of a wide range of apps and services to develop the best possible content. Recently, Cushman & Wakefield also began using Adobe Stock for enterprise, accessing images and graphics through the Creative Cloud apps to dramatically improve collaboration, speed, and efficiency.

"We're always striving for ways to tell stories differently, so experimenting with new tools and technologies is crucial for us to stay ahead in the field," says Gribble. "Adobe Stock and Adobe Creative Cloud are helping us take huge steps toward improving speed and quality."

### Conveying complex messages with rich visuals

Members of the GOS team use stock assets extensively in proposals and presentations. In 2017, the GOS business development teams created 146 presentations, 178 proposals, and 500 distinct deliverables. But obtaining stock footage was not always easy. Previously, one person controlled access to the stock asset service. When designers found a stock photo or graphic that they wanted to use, they would email a link to the account administrator, who would download it and pass it on.



Chelsea Gribble, Business Development Design Director, Portfolio Solutions, Cushman & Wakefield

"Using Adobe Creative Cloud Libraries makes it so simple to collaborate with people in different locations or bring new people onto a project because we just have one location where people can find all of the information that they need."

*Chelsea Gribble, Business Development Design Director, Portfolio Solutions, Cushman & Wakefield*

"It was frustrating for us, but it was also frustrating for the person in charge of the account because he was constantly getting inundated with requests for stock photos," says Sheila Cheng, Creative Director, Business Development, Global Occupier Services at Cushman & Wakefield. "It got to the point where I would try to reuse images whenever possible, just to avoid the time and hassle. It was really putting a damper on my creativity."

With Adobe Stock for enterprise, Cushman & Wakefield opened the doors to freer access to millions of high-quality photographs, illustrations, graphics, and video as well as unlimited users, sharing, re-uses, print runs, and digital distribution. Designers access Adobe Stock directly through their Adobe Creative Cloud apps, browsing assets and pulling in watermarked files to edit into drafts. Adobe Stock assets are used on nearly every page of a proposal or presentation, whether it's a photograph of client-centric imagery or vector graphics combined into a visual accent.

To help control access, one person from each team or region still oversees purchasing approval for their team. But with Adobe Stock, replacing watermarked files with high-quality licensed versions take just a single click. All of the edits made to the comp file carry over to the licensed version, eliminating the need to redo any edits.

Not only do Cheng and Gribble appreciate the quality, depth, and breadth of images available through Adobe Stock, they also praise intelligent features that help them search quickly and find the image that captures just the right feeling for a client's proposal. Visual Search and Aesthetic Filters, two features powered by Adobe Sensei, Adobe's artificial intelligence and machine learning framework, make searching faster and more accurate.

Visual Search allows designers to drag an image into the search bar and find similar images on Adobe Stock. "Being able to work with Adobe Stock directly through our Adobe Creative Cloud apps is a huge time saver," says Cheng. "Instead of going through pages and pages of office building images that don't fit what I need, I can find an image that's almost right and start looking for similar images. With Adobe Sensei powering intelligent search options in Adobe Stock, we can get a lot more creative because we know we'll find exactly what we want."

## Collaboration made easy

GOS team members work with the full range of Adobe Creative Cloud apps, including Adobe InDesign CC, Photoshop CC, Illustrator CC, Premiere Pro CC, After Effects CC, Animate CC, and Character Animator. The team takes care to align deliverables, including presentations, proposals, interactive web presentations, videos/animations, and compelling printed materials, with each client's branding. Grabbing color and font examples from existing materials using Adobe Capture CC and matching them within apps such as Photoshop and Adobe Typekit helps them achieve the right look and feel.



## SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise including:

Apps: Adobe InDesign CC, Adobe Photoshop CC, Adobe Illustrator CC, Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Animate CC, Adobe Character Animator CC, Adobe Capture CC

Services: Adobe Creative Cloud Libraries, Adobe Typekit

Adobe Stock for enterprise

Visual Search, powered by Adobe Sensei

Aesthetic Filters, powered by Adobe Sensei

### For more information

[www.adobe.com/creativecloud/business/enterprise.html](http://www.adobe.com/creativecloud/business/enterprise.html)

<https://landing.adobe.com/en/na/products/creative-cloud/283747-adobe-stock-for-enterprise.html>

[www.adobe.com/sensei.html](http://www.adobe.com/sensei.html)

One of the most helpful services for GOS team members is Adobe Creative Cloud Libraries. With Creative Cloud Libraries, team members can collect all of the logos, color palettes, fonts, and Adobe Stock assets associated with each project in one location. Collaboration becomes simple, even when working with teams spread across the United States, because everyone knows where to look for the latest assets and inspiration.

"Using Adobe Creative Cloud Libraries makes it so simple to collaborate with people in different locations or bring new people onto a project because we just have one location where people can find all of the information that they need," says Gribble. "I also use Adobe Creative Cloud Libraries to help organize inspiration. Color palettes or fonts I grab on my phone with Adobe Capture CC are waiting for me when I get to work. And because typography is a big part of our day-to-day, accessing free fonts through Adobe Typekit is incredible."

Using Adobe services such as Adobe Creative Cloud Libraries and Adobe Stock, Cushman & Wakefield GOS teams are improving speed and productivity, which is allowing designers to deliver even better quality deliverables.

"With Adobe services such as Adobe Creative Cloud Libraries and Adobe Stock, we're collaborating quickly and seamlessly to create the unique vision that makes clients want to work with Cushman & Wakefield," says Cheng.



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