



Old-world crafts, new-world software

Curiosity Group delivers breakthrough branding and marketing solutions more efficiently than ever with Adobe® Creative Suite® 4 Design Premium software



Upon entering the Curiosity Group, you might become curious yourself about what the company does. There's a sizeable craft room, complete with sewing and embroidery machines, scrapbooking materials, drawers full of glitter, and painting supplies. Yet just a few steps away, you will find an array of computers and a high-tech photography studio. You will also see agency copywriters writing music, and designers taking photos.



A love of crafts influences everything at Curiosity Group. The company blends traditional artwork with the latest digital tools from Adobe, a combination that clients like HP and DreamWorks appreciate.

The unique setting says it all—Curiosity Group erases old and new media boundaries and predefined job roles to create virtually anything: craft kits, signage, and promotional collateral for feature films; music videos; printable do-it-yourself craft kits; editorial; interactive websites; and more. The agency cuts through the media clutter and engages consumers by creating content that crosses multiple media, all faster and more efficiently than ever before, due to a tightly integrated, productive workflow based on Adobe Creative Suite 4 Design Premium software.

“The name Curiosity Group truly expresses our approach,” says Associate Creative Director Yvonne Perez Emerson. “We start with our hands and are very craft-focused. But, when it comes to bringing everything together into successful projects and delivering them efficiently, Adobe Creative Suite 4 Design Premium is our tool of choice.”

Forging bonds through play, learning, and creativity

The firm’s goal is to deliver content that builds brands through play, learning, and creativity, and to deliver breakthrough interactivity across mediums to spark immediate engagement and long-term customer loyalty. “We are fiercely committed to taking creative approaches to our clients’ branding and marketing needs,” says Creative Director and Partner, Steve Klinetobe.

While many creative agencies may make similar claims, Curiosity Group’s work stands apart in the world of branding and marketing. Evidence of this can be seen in client projects, such as the craft kits, signage, and promotional collateral created for the DreamWorks film *Kung Fu Panda*. Initial designs were handcrafted and then scanned into the computer. From there, artists worked with a combination of Adobe Photoshop®, Illustrator®, and InDesign® software to finesse images and artwork to create beautiful designs, sophisticated hand-crafted 3D projects, and innovative media.

Artists can move assets developed in Photoshop and Illustrator smoothly between the applications, and then place them, still in their native formats, into InDesign layouts, where they remain editable. The fully native workflow among Illustrator, Photoshop, and InDesign saves artists countless hours that would otherwise be spent translating file formats or flattening files.

Artists output projects to Adobe Portable Document Format (PDF) for end-users to download, helping to ensure that they can reliably open high-quality files using free Adobe Reader® software.

The *Kung Fu Panda* materials not only helped drive kids and parents to the box office, but also extended the relationship by encouraging kids to make stick puppets or even create 3D *Kung Fu Panda* characters. Curiosity’s content further engaged moms and families with the brand through items such as birthday party kits that included party games, crafts, and decorating tips.

Engaging across media

Increasingly, Curiosity is asked to engage customers across multiple media, including print, web, and video, and to develop campaigns in less time. Designers must handle a diverse range of projects, all while working efficiently. For example, Curiosity designed printable party kits for Disney and Buena Vista, created the website and content design for *Wondertime* family magazine, and created a live event for HP—complete with craft stations, wine and snacks, and live music—focused on mom bloggers interested in crafting.

In the past, Curiosity relied on discrete workflows, teams, and tools for each medium: print, web, and video. However, with the integration capabilities in Creative Suite 4 Design Premium software, Curiosity is breaking down the barriers between media to create more compelling, creative print layouts, immersive content for playback using the ubiquitous Adobe Flash® Player, and interactive Adobe PDF documents, all in less time.



By breaking down media boundaries and working with the components of Adobe Creative Suite 4 Design Premium, the team at Curiosity can produce innovative and effective marketing solutions while working creatively and efficiently. For SEGA's *Sonic and the Black Knight* video game, Curiosity highlighted the story of the game by driving kids and parents to the SEGA game site.

Curiosity Group

Portland, Oregon

www.curiositygroup.com

Challenges

- Provide unique marketing solutions for clients
- Build client brands with content that sparks engagement and long-term customer loyalty
- Reuse and repurpose projects to appear across multiple media

Solution

- Use Adobe Creative Suite 4 Design Premium software to create integrated content that moves between print, web, video, and interactive
- Tap into new tools such as PDF Portfolios in Acrobat 9 Pro and 3D capabilities in Adobe Photoshop CS4 Extended
- Take advantage of the ability to move InDesign CS4 layouts into Flash CS4 Professional

Benefits

- Delivering innovative, unique, and highly effective marketing solutions for clients
- Saving time and money developing branded content campaigns that span multiple media
- Eliminating the need for developers to recreate the work done by designers
- Getting more work done in less time

Toolkit

- Adobe Creative Suite 4 Design Premium. Components used include:
 - Adobe Acrobat 9 Pro
 - Adobe Illustrator CS4
 - Adobe InDesign CS4
 - Adobe Photoshop CS4 Extended
 - Adobe Flash CS4 Professional
 - Adobe Fireworks® CS4
 - Adobe Dreamweaver® CS4

Expanding the design repertoire

By breaking down media boundaries, the team can produce marketing solutions for clients that are uniquely innovative and effective across multiple media. They can also work more creatively and efficiently.

For instance, the team can save layouts generated in InDesign CS4 as XFL files that can be brought into Adobe Flash CS4 Professional where developers add animation and interactivity. This is especially useful when assets initially created for craft kits or other print-focused campaigns need to be repurposed for interactive websites. "InDesign CS4 integration with Flash CS4 Professional will save our web designers hours of work because I can now accomplish much of what our web team would have had to recreate for me," says Emerson. "The new features make me much more comfortable exploring beyond my safety zone. For instance, with the intuitive new object-based animation model in Flash CS4 Professional, I may even try animating myself!"

For video game giant SEGA, Curiosity developed an online ad campaign for the company's release, *Sonic and the Black Knight*. In this game, created for the Nintendo Wii, Sonic is given a sword, with which he does battle with the Black Knight. Curiosity could have easily created a standard banner and rich media campaign, but, instead, really wanted to highlight the story of the game by driving kids and parents to the SEGA game site. Here, visitors were encouraged to create

their own printable masks (designed using artwork provided by SEGA) or Sonic's sword. In this way, Curiosity extended the potential for game play through simple, beautiful paper crafts that kids can use while actually playing the game.

The team can also more easily work with and repurpose design elements. The new multiple artboards capability in Illustrator CS4 provides a way to stay more organized by working on multiple pieces of a project within a single file while sharing styles and attributes that can be updated all at once. The Blob Brush tool offers a painterly new way to draw in vectors and is a natural extension of the Wacom tablet, used extensively at Curiosity. The agency is currently working on marketing materials for the movie *Monsters vs. Aliens*. The film itself will be in 3D, complete with 3D glasses for viewing. Curiosity is experimenting with the 3D capabilities of Photoshop CS4 Extended to design marketing deliverables for the movie, including printable 3D images.

With Adobe Acrobat® 9 Pro, Curiosity designers can create PDF Portfolios that combine multiple file types into a single, polished Adobe PDF file. This is especially useful in creating marketing items such as party kits. For the Disney party kits, artists combined multiple PDF files, including printable party labels, backpack tags, artwork that can be printed on Shrinky Dinks, and more. Kids can customize the content by editing fields in the PDF forms. "The new PDF



At Curiosity Group, Adobe Creative Suite 4 Design Premium increases artists' efficiency, while unleashing their creative potential.

"Whether we are embroidering, writing music, or creating an animation for the web, Adobe Creative Suite 4 Design Premium gives us the tools to see just how creative we can truly be, all while increasing our overall efficiency."

Steve Klinetobe, Creative Director and Partner, Curiosity Group

Portfolio functionality in Adobe Acrobat 9 Pro gives us the opportunity to deliver interactive content such as video in one neat, contained, and universally accessible package," says Emerson.

Adobe Creative Suite 4 Design Premium software is also decreasing the time and effort required to design websites. The ability to create HTML-driven text boxes in Adobe Fireworks CS4 software, export them as fully standards-compliant Cascading Style Sheets (CSS) layouts, and open them in Adobe Dreamweaver CS4, has everyone eager to explore Fireworks as a powerful prototyping tool that supports faster creation of websites in Dreamweaver. "It's just one more way Adobe Creative Suite 4 can save us steps in our workflow," says Emerson.

No limits

As a team widely known for its creativity and innovation, designers at Curiosity Group are pleased to find that the latest software tools from Adobe complement old-world craft skills, help erase traditional media boundaries, and enable faster completion of projects. "Whether we are embroidering, writing music, or creating an animation for the web, Adobe Creative Suite 4 Design Premium gives us the tools to see just how creative we can truly be," says Klinetobe, "all while increasing our overall efficiency."



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