



# Adobe® Creative Suite® Subscription Edition & YooHoo Web & Graphic Design

©YooHoo Web and Graphic Design

## Saying YooHoo! to great design, minus the technology worries

Most clients who contact YooHoo Web & Graphic Design in Grafton, New South Wales, Australia are local businesses needing design services. YooHoo likes to meet clients face to face, and its four design professionals—Liza, Felicity, Jess, and Rose—appreciate having the in-person touch.

"Being local helps clients really get what they want from our design team," says Liza Bloomer, creative director at the agency. "We'll pour you a good cup of coffee while we listen to what you want from your website, signage, ads, or stationery. We'll bounce some ideas around with you before we charge you a cent and you'll always know up front what bang you're going to get for your buck."

The agency's work revolves around Adobe Creative Suite software products—Adobe InDesign® and Illustrator® for print work such as branding collateral, stationery, and advertising; Adobe Flash® Professional, Fireworks®, and Dreamweaver® for web work.

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Before Yoohoo was founded, Ms. Bloomer worked on her own. She started using Adobe Creative Suite Subscription Edition, the subscription version of Adobe's popular creative software, when she was still a sole proprietor. "Adobe Creative Suite Subscription Edition was an affordable way for me to update my Adobe products," Ms. Bloomer recalls. "Now, although I'm at a larger business, we continue to use the subscription version of Creative Suite because it is kinder on our cash flow and alleviates the need to worry about software updates on our own. By signing up for the month-to-month plan, we have the flexibility to pay for what we need, when we need it—that's important for our small firm."

As a small firm, Yoohoo is always moving quickly and uses a lot of new features to stay on the cutting edge. "I use the Adobe BrowserLab service that works with Adobe Dreamweaver and Adobe CS Live. It helps ensure that clients' websites will operate and look right in a variety of browsers," she says.

Overall, Ms. Bloomer loves the way that each application in Creative Suite is becoming more and more consistent and integrating more smoothly with each new release. This makes maintaining the workflow much simpler when a project encompasses both print and web collateral. Says Ms. Bloomer, "We're always moving from one medium to another and we need to stay on the latest version of Adobe's software to provide the best products for clients—Adobe Creative Suite Subscription Edition makes it easier."

**Learn more about Adobe Creative Suite Subscription Edition at:**  
[www.adobe.com/go/cssubscription](http://www.adobe.com/go/cssubscription)



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