



Adobe Premiere Rush Brief

We are excited to be partnering with you on Premiere Rush! We've created this document to help you learn more about Rush, who it's for, and what it means to us. We encourage you to leverage this messaging in your content, while still being authentically you.

Premiere Rush Overview	
Background	Premiere Rush is the first all-in-one, cross-device video editing app that makes creating and sharing online content easier than ever. This integrated desktop and mobile solution automatically syncs all your projects to the cloud allowing you to work anywhere, on any device.
Goal	Be the “go-to” app for video creation and sharing for online video creators.
Who is Rush for?	<p>Online Video Creators:</p> <ul style="list-style-type: none">• Aspiring YouTubers, Social Influencers, etc.• Students <p>Some attributes of our target audience:</p> <ul style="list-style-type: none">• Beginner or intermediate skill level creators that want professional-looking results quickly• Typically handle all parts of the video creation workflow: shoot, edit, share• Mobile and socially focused – work across devices• Some motivators include: sharing a passion or idea, engaging community, building a brand or following online, earning money
What makes Premiere Rush stand out?	<p>Premiere Rush is designed around three key pillars:</p> <p>All-in-one solution - Leveraging the power of Adobe's pro tools, Rush integrates capture, intuitive editing, simplified color, audio, motion graphics, and direct publishing to social - all in one tool.</p> <p>Professional-looking results, made easy - Rush provides built-in access to professionally designed Motion Graphics templates and hundreds more in Adobe Stock, allowing you to jump-start your creativity. Everything you create is fully customizable so you can always adjust to reflect your unique creative vision and brand.</p> <p>Work anywhere - Move seamlessly across devices (mobile or desktop) and feel confident that you can pick up where you left off with automatic project syncing. The user experience is consistent across desktop and mobile, so the power of</p>



	Rush is available wherever you are. (and yes – you can finally do ‘real work’ on mobile!)
Additional Key Features	Additional key features to highlight: <ul style="list-style-type: none">• Fully customizable built-in title & transitions templates with hundreds more available on Adobe Stock• Gapless timeline• Built-in color presets• Auto-ducking• Change aspect ratio to horizontal, vertical or square• Share directly to all your favorite social media sites• Compatible with Premiere Pro: Rush projects (and edits!) open natively in Premiere Pro
Product Intro	Get to know Premiere Rush
Premiere Rush Messaging & Tone	
Key Product Attributes	<ul style="list-style-type: none">• Accessible• Flexible• Powerful
Tone	When talking about Premiere Rush please keep the tone: <ul style="list-style-type: none">• Authentic• Fun• Inspirational
Copy Blocks	When writing about Premiere Rush you can use these copy blocks as a guide: 25 words Shoot, edit, and share online videos to popular social channels with all-new Premiere Rush. It’s easy to use and works across all devices. 45 words Create online videos that wow your followers. The all-new Premiere Rush is the first app that lets you shoot, edit, and share to popular social channels – all from one app, anywhere you are. It’s easy to use and it’ll transform the way you create. 101 words It’s never been this fast and easy to create online videos that create a following. All-new Premiere Rush is the first cross-device app that lets you shoot, edit, and share to popular social channels – all from one app, anywhere. Capture pro-



	quality footage with built-in camera functionality. Editing is easy with simple tools for color, audio, motion graphics, and more. And everything is synced to the cloud, so your latest edits are always at your fingertips. Share directly to favorites like Instagram, YouTube, and Facebook.
Hashtags	When creating content, please encourage users to share their content using the hashtags: #PremiereRush #MadeWithRush (reserved for content made using the app)
Things to watch out for...	Premiere Rush plays well with others – please avoid: <ul style="list-style-type: none">• Comparisons to Premiere Pro (or other Adobe tools) in a negative way (e.g. “it's better than Premiere because it's easier”), but rather focus on the benefit: When you want to do even more with your videos, you can open your Premiere Rush projects in Premiere Pro CC, the industry-leading editing app for video and film production.• Please avoid mention or comparisons with other non-Adobe video editing tools (i.e. iMovie, LumaFusion, etc.). <p>When talking about Premiere Rush, please refer to Rush as a video-editing app that works cross-device. Please avoid referring to Rush as a “mobile app”.</p>

Premiere Rush Brand Guidelines

1st & Most Prominent Use	Adobe Premiere Rush
Secondary Uses	Premiere Rush
Incorrect	Adobe Rush
Adobe.com Guidelines	When creating videos for Adobe.com, the video can not have any titles at the beginning and end of the video.
Logo & Logotypes	https://www.dropbox.com/sh/k74ssv0a5t6924b/AABjKMLogwCUmrZSjvroJ0yUa?dl=0

Additional Resources & Information

Download Links	Desktop (Mac and Win): https://www.adobe.com/products/premiere-rush.html iOS: https://itunes.apple.com/us/app/adobe-premiere-rush-cc/id1188753863?mt=8
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Social Channels	@AdobeVideo: <ul style="list-style-type: none">• Instagram• Facebook• YouTube Playlists
Helpful Links	<ul style="list-style-type: none">• Adobe.com Premiere Rush• System Requirements & Device Support for iOS and Android• Premiere Rush Get Started Tutorials• Premiere Rush CC Blog Post• Premiere Rush FAQ• Premiere Rush User Guide