Abby Norm and Adobe create global viral success!

**Photoshop Live - Street Retouch Prank** created by Abby Norm became a real hit.
With more than 12 million views in 4 days Adobe's film is already one of the biggest viral successes ever from a commercial operator in Sweden.

 In the film, which is now spreading virally, we see Erik Johansson, photographer and retouch artist, showcase his skills before an amazed audience. At a bus stop.

*"It was a dream brief to receive from Adobe. The idea of ​​taking Photoshop into real life was born early in the process and after a series of tests we figured out how to create the technical solution we needed. Our aim has always been to show the product's benefits in a relevant way, and simultaneously, in all its simplicity, create something that makes people smile,"* says Oskar Hellqvist, Interactive Creative Director at Abby Norm.

The film is part of the launch of Adobe Creative Days Nordics, an inspiring event with speakers from the creative industry, including Erik Johansson, photographer and retouch artist, and Malik Bendjelloul, the Oscar-winning filmmaker behind documentary Searching for Sugar Man.

*"The purpose of the film is to get as many people as possible to want to watch the event Creative Days Nordics at Adobe’s live stream starting tomorrow (Tuesday June 11th at 9:00AM),”* says Mariah Andén, Head of Digital Media Marketing at Adobe, and continues, *"we chose Abby Norm to our new head office for the Nordic region in January and this confirms that we made the right choice, the film is a success! Or as design and technology blog Gizmodo puts it, "It's super fun, and it's exactly what Candid Camera would have been with a little modern image retouching tech.”"

"An excellent example of how online video engages and how you can get the message through by using creativity and showcasing the product in a relevant but unexpected way,"* says Olof Lindblom, Director Sweden at Be On. He continues; *"Looking at the foundations of the film, Abby Norm has done everything right. The headline engages the core audience and Photoshop devotees while simultaneously raising the curiosity of the masses. The film captures the viewer's attention instantly and evokes strong feelings and real reactions."*

Adobe Creative Days Nordics:

<http://www.adobecreativedays.com/sv>

Photoshop Live - Street Retouch Prank:

<http://www.youtube.com/watch?v=BRAM8MpqIeA>

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Credits:

**Client: Adobe**

Agency:

**Abby Norm**

Interactive Creative Director/Art Director: Oskar Hellqvist

Copywriter: Dan Göransson

Creative Director: Emil Frid

Assistant Art Director: Oscar Sjöqvist

Project Manager: Gisela Bovin

Production Manager: Anna Fares

Account Manager: Andreas Morne

**Photograper & Retouch artist**

Erik Johansson

Film production:

**Autoboys**

Production company:

**We are are digital**

Music:

Hannes Lidén & Bessem