General instructions for Adobe bundles

Windows users: Unzip the downloaded file. Navigate to the "Build" directory, then run the included "setup.exe" file. Be sure to run with administrative privileges (right-click, then select "Run as Administrator").

MacOS X users: Double-click the provided .zip file to unzip it. In the unzipped file, navigate to the "Build" directory, then run the installer package (it will be named something like "All Apps Install", though the name will vary based on which bundle you're installing).