PRODUCT GUIDE

Adobe Firefly Services

Scale creative asset production.

Adobe Firefly

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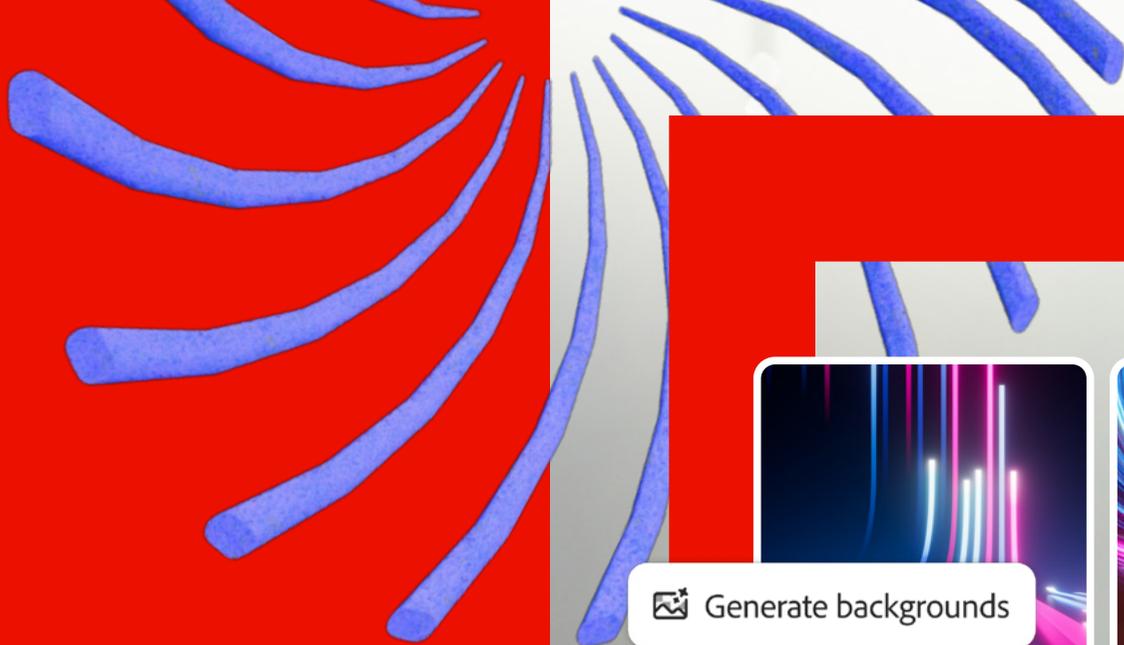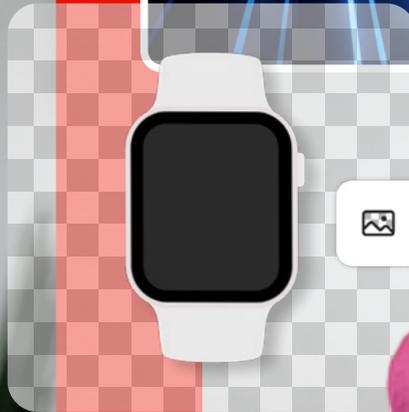
Scale creativity with generative AI.

Brands today need to quickly scale high-quality content for every customer interaction. Personalised marketing requires content at a massive scale, and these demands create challenges across multiple teams. Creative teams are burdened by repetitive tasks, limiting time for high-value creative work. Operations find it costly to scale, and marketing teams are running fewer campaigns, which lead to missed growth opportunities.

**Content demand is expected to grow between 5x and 20x over the next two years.**

Source: Adobe

44% of creatives spend more than half of their time on repetitive tasks, such as resizing assets.

Source: Adobe, *Edelman Data & Intelligence, and Havas Play*

The revolutionary power of generative AI empowers businesses to confront these challenges head-on. Firefly Services helps businesses create high-quality asset variants at scale that are safe for business and consistent with brand standards. This guide explains how Firefly Services can drive speed and scale by automating content production workflows.

Create dozens of variants in seconds.
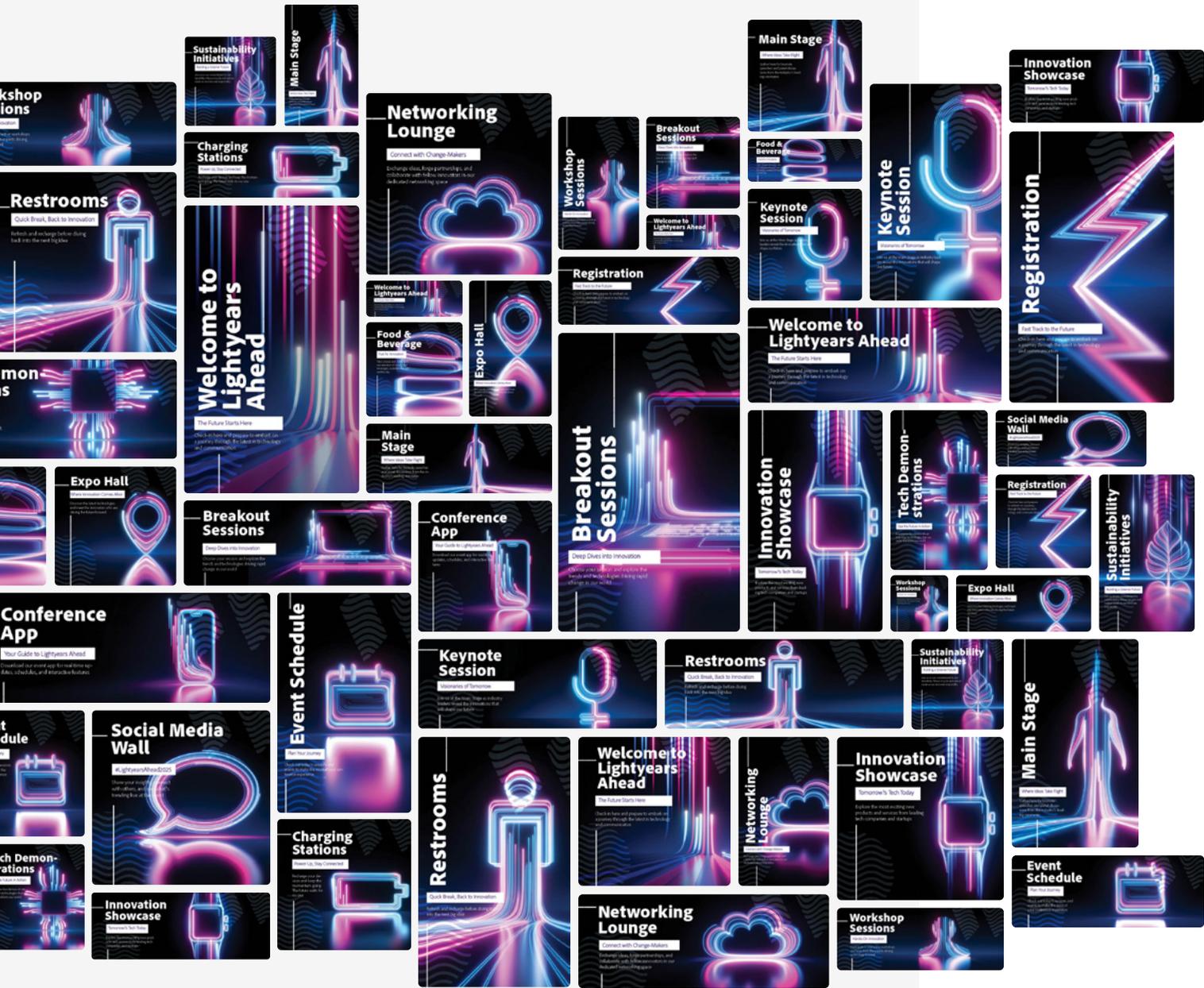
A vast amount of content is needed to power marketing today.

Let's consider a telecommunications company running its annual conference. It needs thousands of banners to advertise the event and even more materials for use during the conference, including screens, signage and badges.

With Firefly Services, creative teams can generate, edit and assemble all of those assets at a massive scale, freeing them to dedicate their time to high-value strategic work. It's the kind of work that drives a successful campaign forward rather than the routine and mundane tasks that can keep it stuck in a production bottleneck.

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Introducing Adobe Firefly Services.

Meet Firefly Services, your solution for content production at an unlimited scale. Firefly Services is a complete set of generative AI and creative APIs that can integrate easily into your content production workflows, automating repetitive tasks and accelerating the production of high-quality asset variations for different audiences, channels and markets.

Produce content that is safe for business: Use Firefly generative AI to generate assets with confidence. Firefly models are designed to be safe for businesses and fair for creators. This includes ensuring that our models are trained on licensed and public domain content and won't train on your private content.

Eliminate repetitive production tasks: Increase efficiency of asset production and frequent content refreshes.

Automate end-to-end workflows: Accelerate content production across channels and formats – from generation to editing to assembly – and do so across multiple media types, including digital and print, images, and, soon, video and 3D.

Maintain high quality and control: Harness Adobe's best-in-class technology, built on multiple decades of R&D and vetted by millions of users to ensure the highest quality content, while creative teams can easily edit and make final touches directly from Creative Cloud applications.

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The Adobe difference.

The vision for Adobe Firefly is to help people expand on their natural creativity. As both a standalone website and a technology that powers features inside Adobe apps, Firefly offers generative AI tools made specifically for creative needs, use cases and workflows. It's developed responsibly and designed to be commercially safe.

"

Adobe Firefly has enhanced our workflows with trusted capabilities, driving inspiration and productivity from ideation to execution.

Chris Down
EVP and Chief Design Officer, Mattel

Source: Adobe, *Adobe Releases New Firefly Generative AI Models and Web App*

- We do not and have never trained Adobe Firefly on customer content.

- We only train Adobe Firefly on content where we have permission to do so.

- We compensate creators who contribute to Adobe Stock for the use of their content in training Adobe Firefly.

- We do not mine content from the web to train Adobe Firefly.

- We developed Adobe Firefly to prevent it from creating content that infringes copyright or intellectual property rights, and it's designed to be commercially safe.

- We do not claim any ownership of your content, including content you create with Adobe Firefly.

- We believe in protecting creators' rights and founded the Content Authenticity Initiative (CAI), focused on ensuring transparency in content ownership and how it was created.

- We defend the intellectual property rights of the creative community by advocating for the Federal Anti-Impersonation Right Act.

- We explicitly prohibit third parties from training on customer content hosted on our servers (such as on Behance).

Protect your business
IP indemnification is available on select Firefly workflows.*

*Opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly under certain Adobe offers. Terms will apply.

Supercharge your creativity: Explore key Firefly Services use cases.

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FIREFLY SERVICES USE CASE

Refresh campaigns quickly.

Generate a high volume of content variants sized for all key channels and platforms.

Business impact

🚀 Launch campaigns more frequently and adapt content for seasonal campaigns.

➤ Accelerate creation of product-specific content.

↗ Drive growth through on-brand, on-time marketing campaigns.

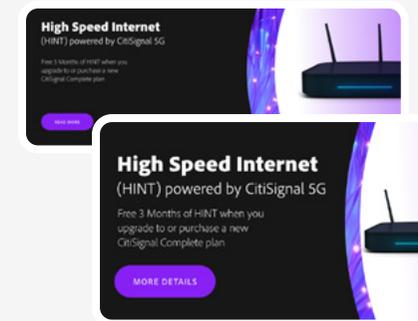**As needed, seamlessly edit generated outputs directly in Creative Cloud or Adobe Express.**

1
Create Mask API isolates the principal object within a scene.

2
Generative Fill API generates backgrounds from a prompt in the area specified by the mask.

High Speed Internet
(HINT) powered by CitiSignal 5G

Free 3 Months of HINT when you upgrade to or purchase a new CitiSignal Complete plan

MORE DETAILS

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(HINT) powered by CitiSignal 5G

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MORE DETAILS

3
Photoshop APIs merge text in different languages, background images and product images to create variations.

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FIREFLY SERVICES USE CASE

Localise assets and videos.

Meet brand and quality standards for omnichannel assets – without taxing creative teams – by stringing together a series of generative and creative APIs.

Business impact

Scale production of geo-specific image and video variants.

Expand market reach by localising to a wider number of geographic locations.

Seamlessly localise resources using existing image and media assets.

1

Firefly API uploads an image or video file to use with Firefly.

2

Generate Image API uses Adobe Firefly to generate backgrounds for regions based on reference images and prompts.

3

Photoshop APIs merge text in different languages, background images and product images to create variations.

4

Translate & Lip Sync API uses AI to translate a talk track video into different languages and edit the lip movements in the video.

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FIREFLY SERVICES USE CASE

Personalise assets and videos.

Create videos and images tailored to specific audiences.

Business impact

Scale production across multiple channels.

Drive engagement and accelerate growth.
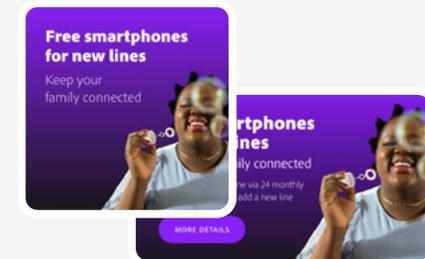
Decrease costs through internal production.

Manage and maintain personalisation for less cost and less work.

1

Create Mask API creates a mask of the principal object within a scene.

2

Generate Image API uses Adobe Firefly to generate backgrounds using segment-specific prompts.

3

Edit Text Layers API merges messaging text and artwork images to create variations.

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FIREFLY SERVICES USE CASE

Streamline production tasks.

Connect with customers across regions by programmatically creating dozens of localised variations in bulk.

Business impact
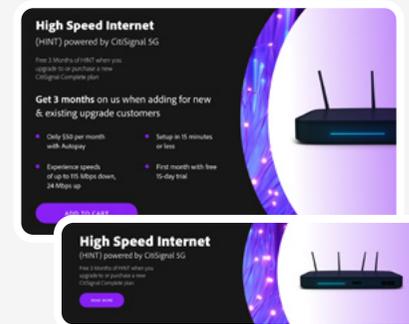
Offload repetitive and routine tasks.

Scale asset production while maintaining brand standards.

Integrating APIs into workflow and asset management tools makes it easy to review, edit, and export content.

1
Photoshop Actions API records and applies actions for a desired result, including adjusting lighting, resizing images and removing backgrounds.

2
Edit Text Layers API adds segment-specific text to each variant.

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FIREFLY SERVICES USE CASE

Create unique user experiences.

Simulate generative, creative experiences for customers to keep them actively engaged with your brand.

<div style="background:red">

Business impact

Higher engagement and brand loyalty via interactive customer experiences.

Save costs and ensure experiences are on brand.

</div>

The workflow can be extended to Adobe Express for light edits and then directly pushed to social channels for promotion.

1

Generate Image API with **Generative Match** can pregenerate tens of thousands of on-brand images to serve as backgrounds.

Check out our new features!
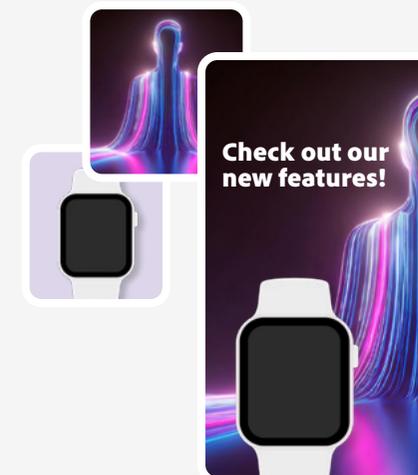
2

Photoshop Actions API translates customer inputs into a unique montage by assembling product images, backgrounds and text.

Augment Firefly Services with model customisation.

With Custom Models, create customised content – trained on your brand style and assets – when generating images with Firefly Services.

Unleash on-brand creativity. Enable creatives to augment and create high-quality, customised content tailored to their brand and style with custom models.

Empower marketers to create on-brand content. Marketing teams can easily create variations and enhance personalisation without sacrificing speed or consistency.
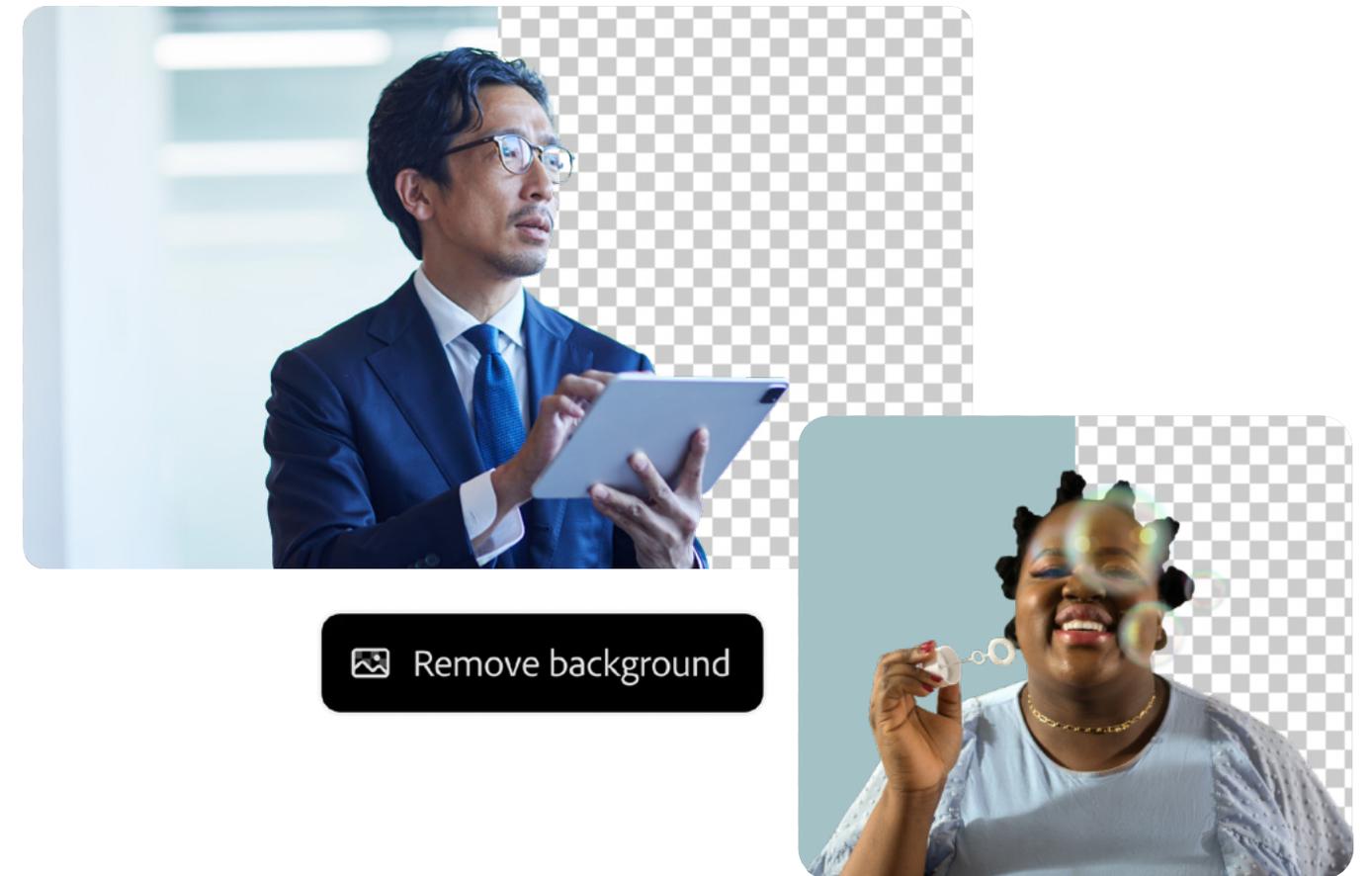
Confidently scale with enterprise-ready workflows. Safely scale content creation with custom models available in Adobe's best-in-class creative tools and services.

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Accelerate creative workflows with Firefly Creative Production.

Firefly Creative Production is a no-code interface that allows production teams to easily accelerate tedious production tasks like removing image backgrounds in large volumes.

With Firefly Creative Production:

- Accelerate asset production with out-of-box workflows

- Enhance creative team productivity while maintaining full control with any last-mile edits

- Decrease time and cost related to outsourcing tasks and boost ROI

Remove background

> "
> **This is a rare moment when the idea creates next-level expression and industry-leading innovation... The end results are bottles generated by AI, powered by design and imagined by you.**

Leon Imas
VP of Design, PepsiCo

Source: Adobe, *Gatorade Fuels Creative Self-expression*

CUSTOMER STORY

How Gatorade unlocks creative self-expression.

Teams can use AI tools to reliably create personalised content at scale. Gatorade is one of the first brands to put AI-generated experiences directly into the hands of consumers using Adobe Firefly Services. Using simple text prompts, customers can create their own custom squeeze bottles.

Gatorade created styles, themes and structure references to make all generated bottle designs on brand and unique to customers. Through these innovations, the company is helping its customers express themselves in a Gatorade-approved way.

Read the full story

✦ Type your idea

"

Creatives spend too much of their days on mundane tasks that can now be automated with generative AI. The productivity gains are incredible, but even more exciting is the time we can make available for creative ideation."

Billy Seabrook
Global Chief Design Officer, IBM Consulting

CUSTOMER STORY

How IBM reimagined content creation.

Challenge
With **80% of creative costs and time associated with tedious tasks like retouching**, IBM needed a more efficient and scalable way to create content.

Solution
IBM used Adobe Firefly in a pilot social media campaign to generate images that would highlight the spirit of their AI-driven, collaborative creation process with clients. With a simple text-to-image prompt, they were able to:
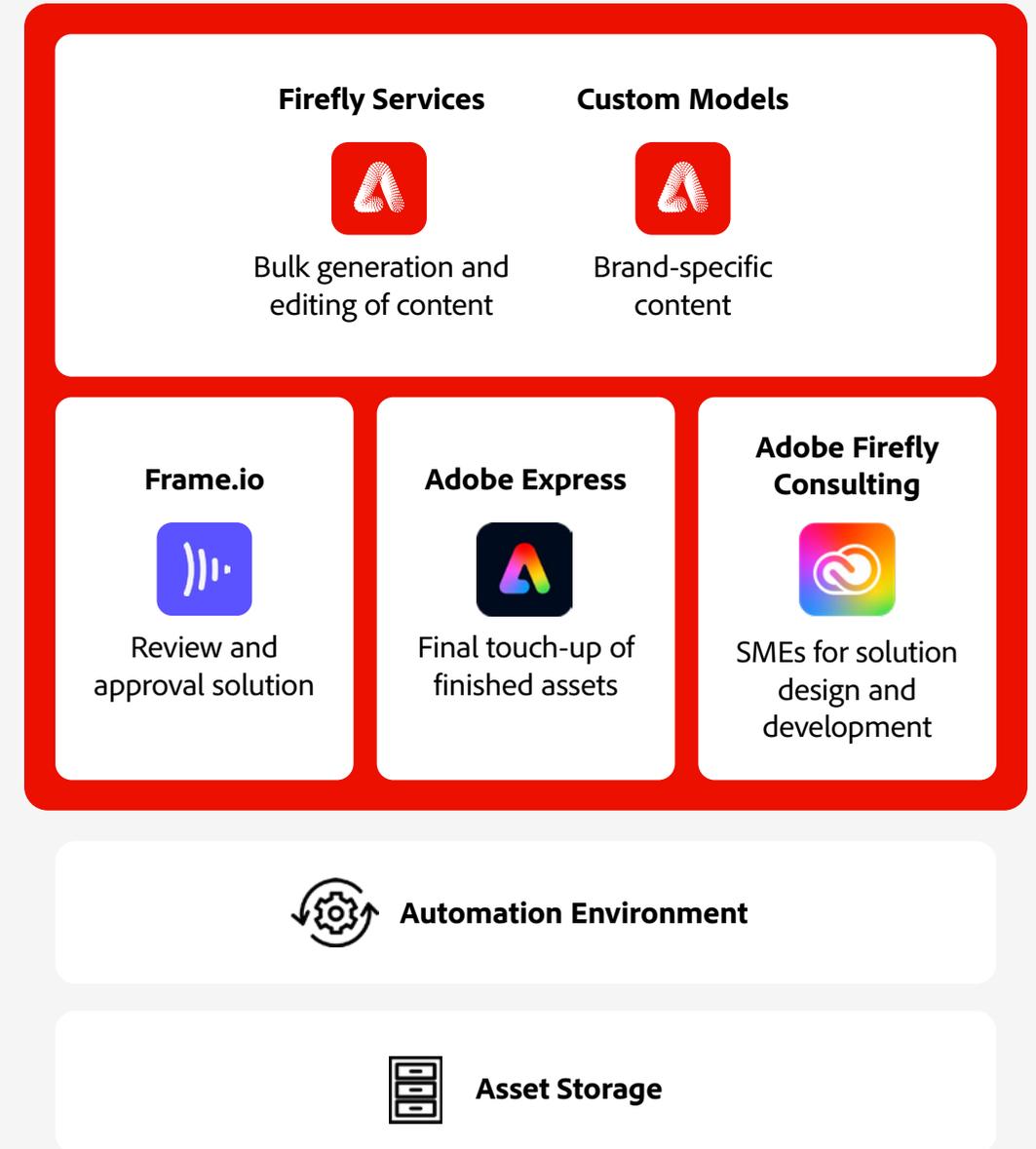
- Generate **200** initial assets and **1000+** derivative assets

- Drive **26x higher engagement** than IBM's average paid social assets

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Recipe for success: A typical deployment scenario.

Factoring Firefly Services into a larger workflow leads to exponential gains in efficiency and scale. Consider these steps and their impact in a typical deployment scenario:

1 Firefly Services APIs do the hard work of generating and editing content variations.

2 Custom Models help ensure that enterprises can create content that is on brand before scaling it with automation.

3 A review and approval solution, such as Frame.io or Workfront, ensures checkpoints can be built into the workflow before variants are finalised.

4 SMEs in enterprise IT or external partners design, develop and maintain the solution.

5 An automation environment provides the workflow engine and logic to run the process.

6 Finally, assets are routed to an asset management and storage system, such as Adobe Experience Manager Assets.

Combining Firefly Services and Firefly Custom Models with these common enterprise technologies puts you on a path to successfully scale content production.

Firefly Services
Bulk generation and editing of content

Custom Models
Brand-specific content

Frame.io
Review and approval solution

Adobe Express
Final touch-up of finished assets

Adobe Firefly Consulting
SMEs for solution design and development

Automation Environment

Asset Storage

Adobe

Your questions. Our experts.

Teams across your entire organisation can increase and amplify their creative work through the powerful generative AI of Adobe Firefly. Ready to try it out? Get in touch with your sales representative to get started.

Learn more

Sources

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