

PRODUCT GUIDE

Create on-brand content with Adobe Express.

Empower fast, easy, and brand-safe content creation across teams.

Adobe Express



Jason

Sent for review.



Shay

Campaign is ready.



Consistent branding is the key to scalable content.

Teams across organizations are facing a new challenge. In addition to the ongoing and explosive need for more content, keeping brand consistency and quality intact across campaigns and channels has become the real test.

The battle for customer attention is fiercer than ever, and audiences are overwhelmed with information. To stay top of mind, brands need cohesive, high-quality content across every channel and audience — inside and outside the organization.

According to the *State of Digital Customer Experience* report, content demand is projected to grow 5x over the next two years. Yet organizations are expected to meet that demand while operating with tighter budgets and fewer resources.

Due to the surging demand for content, some business teams are turning to unauthorized tools that may not be regulated, or even safe for use, in order to meet these demands. This rogue content creation puts your organization — and your reputation — at risk.

In this environment, content is both a powerful asset and a common bottleneck. Success depends on finding ways to scale without sacrificing brand integrity.

Organizations struggle with brand consistency at scale.

Exploding workloads

70% of marketers and business teams are being asked to produce more content.

Content under pressure

63% of teams have less time to produce content due to surging demand and competing priorities.

Rogue content wave

85% of teams use unauthorized and DIY tools, often resulting in off-brand content and security risks.

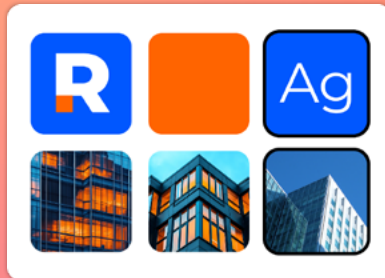
This all results in slower time to market, employee burnout, and stale or unregulated brand presence.

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

The Adobe Express difference.

The quick and easy app to create on-brand content.

Brands



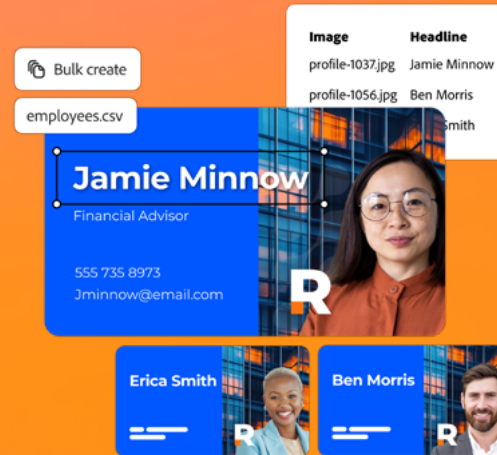
Control

brand chaos and scale your brand reach with company-wide access to on-brand assets.



Create

standout content with Adobe's quick and easy content creation app.



Solve

the content bottleneck with integrated creative and marketing workflows.



Protect

your brand with commercially safe generative AI that respects intellectual property.

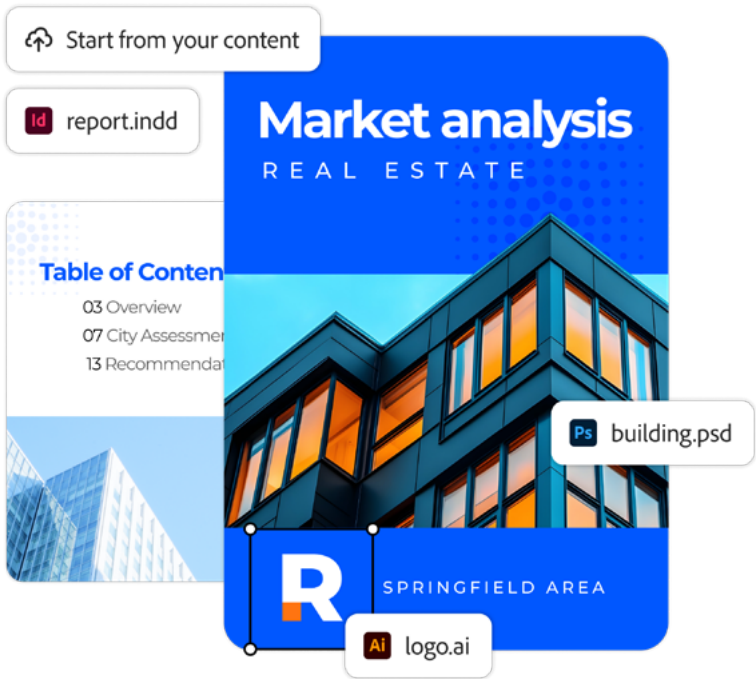


Maximize






your martech and AI investments with Adobe's enterprise-grade platform.

Control brand chaos with on-brand content.




Control brand chaos and scale your brand reach with company-wide access to on-brand assets. Imagine images, videos, flyers, presentations, banners, social, and more.



Core features:

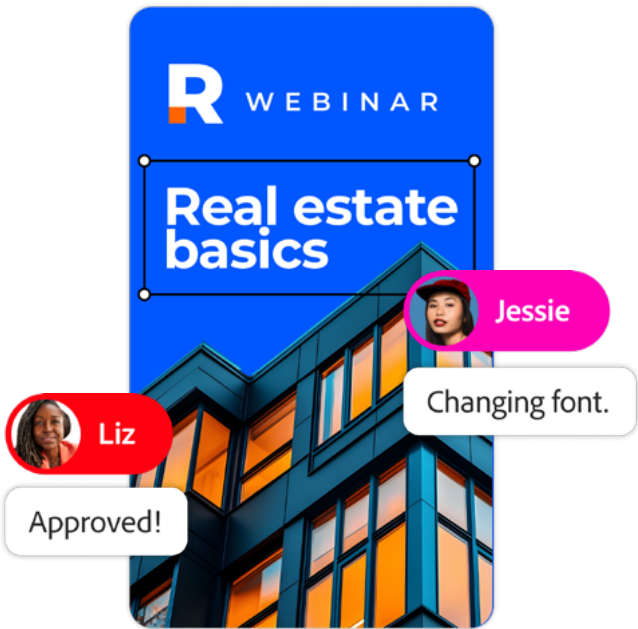
-  Adobe Stock collection for images and video
-  Full access to expert-designed templates and the Adobe Fonts library, including over 30,000 options
-  All-in-one editor for graphics and videos, including timesaving Quick Actions for one-click, predefined workflows
-  Presentations with support for graphs and charts
-  Print capabilities with multipage support and print-ready outputs

Product benefits for your team:

-  Share approved templates with locked elements and style controls so users stay on brand
-  Easily share and apply brand kits to ensure on-brand creation across teams
-  Unlock instant access to approved templates and assets in a brand-customized Home experience

Create standout content with ease.

Create standout content with Adobe’s quick and easy content creation app. Produce variations for multichannel content in a few clicks.



Core features:

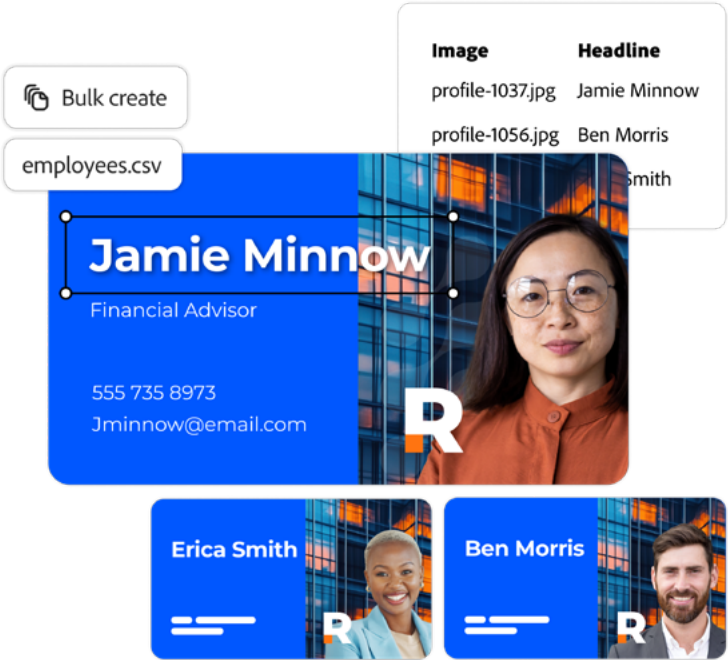
- ✦ Quickly edit approved graphics and videos with an all-in-one editor and Quick Actions
- 🔄 Image editing with Generative Fill for precise edits, such as insert or remove objects
- 🗣️ Generation for text, social media captions, and translations in 45 different languages

Product benefits for your team:

- 👥 Collaborate in real time with live coediting in the same project
- ✍️ Access and edit content from Adobe Experience Manager assets seamlessly
- 🔗 Stay connected to project and team workflows with Adobe Workfront

Break through critical content bottlenecks.

Empower anyone in your organization to confidently create on-brand content. Integrations with Creative Cloud and Experience Cloud streamline workflows and increase asset reuse, reducing time spent on content creation.



Core features:

- Seamless access and ability to edit content from Adobe Experience Manager Assets with a two-way sync
- Collaboration features such as live editing and commenting across shared projects for easy file collaboration and management
- One-click application of brand colors and fonts

Product benefits for your team:

- Instantly resize content to match multiple channels and generate translations for different regions
- Easily import, enhance, and stylize PDFs
- Manage review and approval workflows easily in a centralized place
- Connect creative teams across the organization to keep templates synced

Protect your business with commercially safe AI.

Protect your brand with generative AI that respects intellectual property. Powering features across Express and Creative Cloud, Adobe Firefly is safe for business.



Core features:

- ✧ Integration with Adobe Firefly Image 3 for high-quality image and template generation
- 🌐 Content localization at scale with AI-generated text, captions, and translations in 45+ languages
- 🔒 Ethically trained on Adobe Stock collections and public domain content rather than loosely regulated internet scraping — including copyrighted content

Product benefits for your team:

- ✧ Confidently create content variations while adhering to your brand with Custom Models trained on your own assets
- ✧ Generate content with confidence using Adobe Firefly generative AI models, which are designed to be commercially safe
- 🔒 Protect your organization from intellectual property infringement risks with optional IP indemnification for generated content

Maximize your martech investments.

Provide creative teams with the tools to facilitate brand consistency. Create with confidence using safe-for-business generative AI features powered by Adobe Firefly.



Core features:

- 🔗 Maximize martech investments through seamless AEM, Workfront, and GenStudio integrations
- 🔒 Robust enterprise security with SSO integration, asset encryption, and sharing restrictions
- 📄 Streamline user management with automated provisioning, audit logs, and licensing reports

Product benefits for your team:




- 🗃️ Develop and deploy brand kits, collections of preapproved assets, color palettes, logos, and fonts for safe, on-brand content creation
- 🔒 Exercise template locking and brand style control to ensure consistency across assets
- 📱 Minimize unauthorized app usage and rogue content creation with a centrally managed, enterprise-grade app

Adobe Express scales content creation and boosts efficiency across every team.

Accelerate content production, improve collaboration, and reduce creative bottlenecks across the business.

Creative and brand teams

Give your teams the confidence to scale content creation without sacrificing brand integrity. Adobe Express empowers non-designers to stay on brand so creative teams can focus on high-impact work.





-  Upload approved brand assets and files for automatic detection, extraction, and organization of colors, fonts, and more to build a one-click brand kit.
-  Create core locked templates to allow non-designers to create consistent content independently.
-  Assemble libraries of global campaign assets to fuel content creation and meet surging demands.









Marketing and communications

Give your teams the confidence to scale content creation without sacrificing brand integrity. Adobe Express empowers non-designers to stay on brand so creative teams can focus on high-impact work.

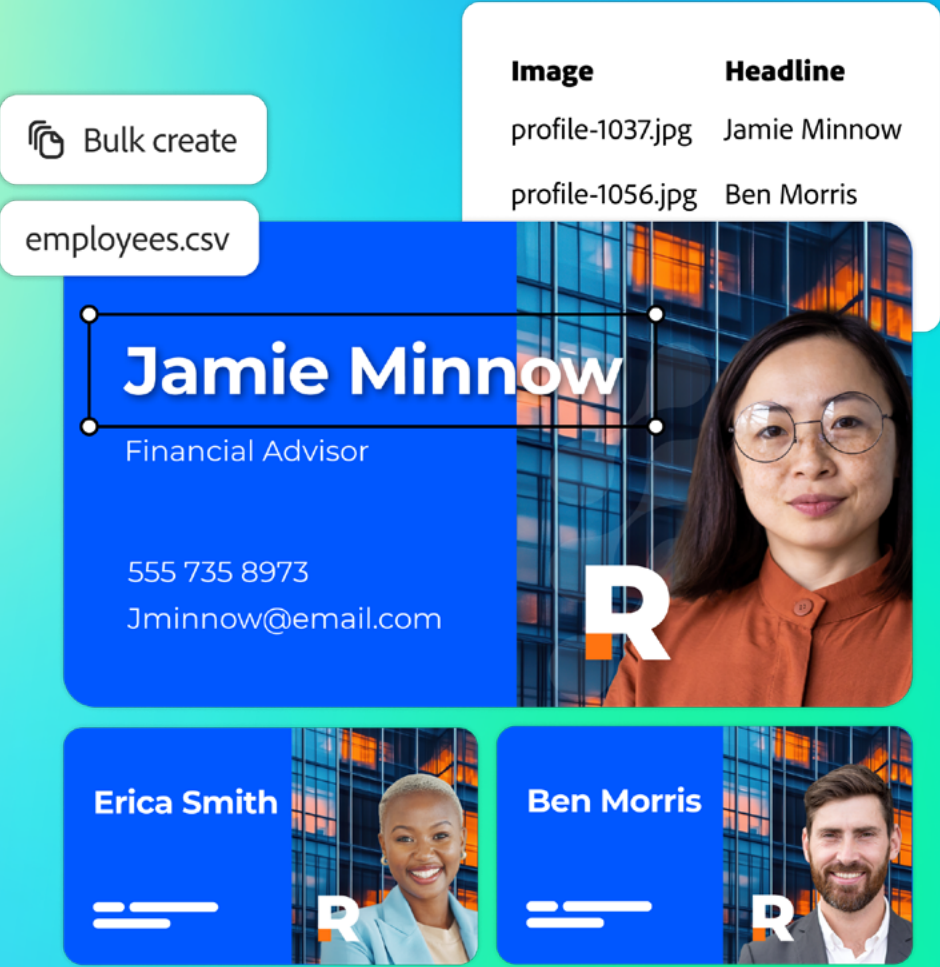
-  Produce on-brand content using assets and branded kits curated by your creative team, templates with built-in guardrails, and one-click resizing for varying social channels.
-  Give distributed teams the tools to personalize content globally with access to Adobe's massive royalty-free Stock library — comprising over 280 million photos, videos, and more — and generative AI-powered tools.
-  Streamline event marketing with templates and brand kits to make promotion, signage, event packets, and follow-up content fast and easy.
-  Create and edit video and social content in a fraction of the time with a simplified drag-and-drop editor, 4K exports, and AI-generated video.

Sales

Allow your sales team to move faster and personalize outreach without relying on design support. Adobe Express helps sales teams tailor content for every stage of the buyer journey while staying fully on brand.






-  Personalize pitch decks, presentations, videos, web pages, and sales collateral to tailor content for leads and prospects with the Express all-in-one editor.
-  Update flyers and datasheets quickly for always up-to-date materials during conversations, presentations, and leave-behinds with professionally designed templates and brand guardrails to keep content in line.
-  Produce video demos with drag-and-drop ease and one-click video caption and enhance speech tools.
-  Generate content with confidence using AI that's designed to be commercially safe and that respects intellectual property rights.





HR, people, and operations

Support talent, culture, and communications with content that’s easy to create and always on brand. Adobe Express helps HR and operations teams build polished materials without needing design expertise.

-  Build engaging training and onboarding kits that are always up-to-date and easy to deploy with access to Adobe Stock images, fonts, videos, and HR-ready templates.
-  Develop talent and recruiting materials for social media, print, email, and more.
-  Create training tutorials and videos with simplified video editing tools (trim, crop, merge, etc.), video captioning, and scene transitions.
-  Make employee engagement and communication content to attract and retain talent and build company culture.
-  Generate content variations with confidence using AI that’s designed to be commercially safe and that respects intellectual property rights.

The Adobe Express promise: Ease and speed for real-world results.

Adobe Express is the quick and easy app that serves up scale, consistency, and quality.



How Paramount+ scales creative production while strengthening brand integrity.

When your brand spans franchises, streaming platforms, and creative teams on both coasts, consistency isn't just a goal — it's critical. As the team at Paramount+ explores Adobe Express, they're laying the groundwork for scalable, on-brand content creation — such as presentation decks — and empowering not just the design team but marketers, studios, and channels to create with confidence while staying on brand.

How Adobe helped.

Paramount+ began exploring Adobe Express to extend on-brand content creation beyond the design team.

- Design teams built branded presentation templates in Express, which gave studios and marketers the ability to create their own materials while staying aligned with the brand.
- Locked elements like logos and colors ensured consistency, while editable sections allowed teams to customize content quickly.
- Internal demand for hands-on design support plummeted, and off-brand collateral didn't make it into the field.

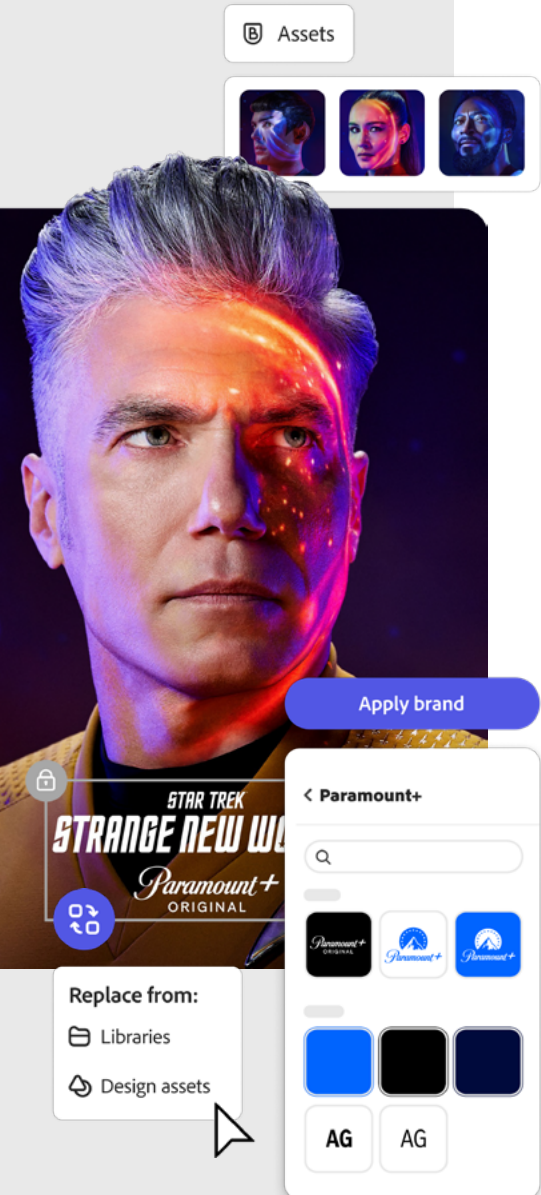
Across studios, shows, and platforms, Adobe tools help maintain brand integrity from Star Trek to Survivor.

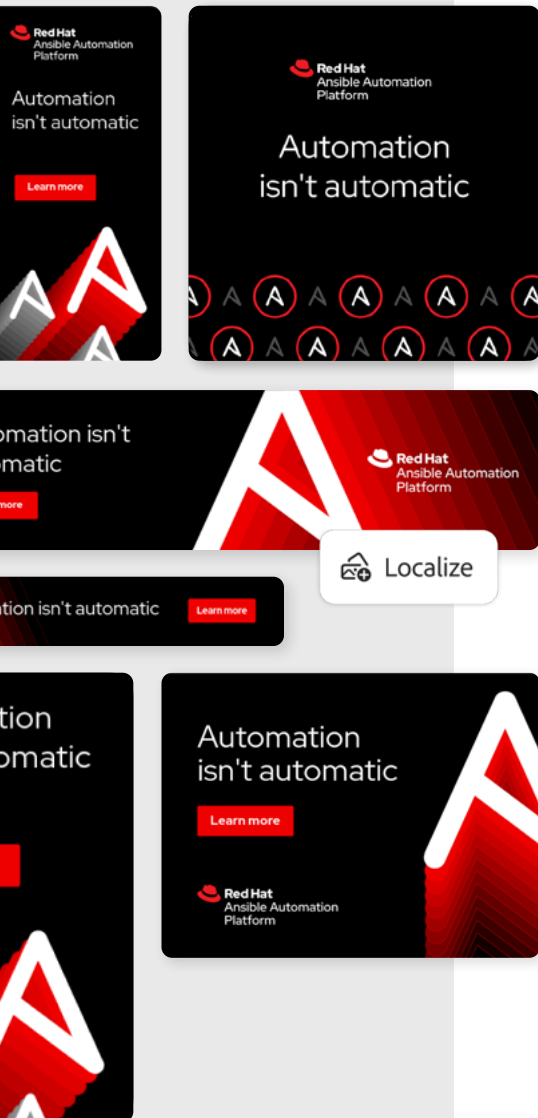
Results:

Here's what happened when creative guardrails met distributed content creation.

- **On-brand at scale** — Templates in Express helped teams maintain visual consistency across decks and materials
- **Empowered contributors** — Non-designers could confidently update and localize content without starting from scratch
- **Fewer bottlenecks** — Design teams could shift focus to high-impact work instead of reviewing one-off requests

Source: McConnell





Reimagine content creation and digital marketing.

When your company expands nearly tenfold — from 2,500 associates to a global force of more than 20,000 — challenges abound. Red Hat, an IBM company, found itself struggling to meet the demand to create more campaigns as it branched into new regions.

How Adobe helped.

Red Hat invested in Adobe Express for Enterprise, training 400 marketers to create assets themselves. Designers created templates in Creative Cloud for the marketers to use in Adobe Express, which allowed them to double the number of campaigns they could handle while keeping all assets on brand.

- Creatives used text prompts to generate 200 assets and more than 1,000 marketing variations.
- Non-designers created compelling on-brand visual content by applying fonts, colors, logos, and images to marketing materials.

30% project capacity increase for clients

Results:

Here's what happened when Red Hat put these tools into action.

- **Accelerated content delivery** — 60% faster time to market
- **Higher engagement** — 26x higher than the company's benchmark
- **Diverse audience reach** — 20% of campaign respondents identified as C-level decision-makers

Source: Hood

dentsu

Empower marketers to self-serve.

With more than 72,000 employees in 145 markets, dentsu is among the top marketing and advertising agencies, handling some of the world's biggest brands.

How Adobe helped.

As the demand for more content across more channels has grown, the need to empower people in non-design roles to produce content themselves led dentsu to embrace Adobe Express in addition to Creative Cloud.

- With Creative Cloud, designers provided marketers with brand style kits and templates in Adobe Express.
- With Firefly, creatives quickly built mock-ups and shared in Adobe Express for feedback.
- With Adobe Express, creatives and marketers added animations to social posts and easily compiled video clips.

70% faster time to market by empowering marketers to self-serve

Results:

Here's how dentsu scaled creative output without scaling headcount.

- **Accelerated content delivery** — 70% faster time to market with the content marketers created
- **Higher efficiency** — 20% reduction in creatives' workloads
- **Scaled brand-specific content** — strengthened visual identity and messaging across 145 markets
- **Enhanced collaboration** — improved coordination between creative and non-creative teams

Source: Adobe, *Unleashing Creativity in All Employees*



Support faster content creation across global teams.

ABB is a 140-year-old global technology leader in electrification and automation with a focus on a sustainable and resource-efficient future. With more than 105,000 employees, the company is committed to accelerating industrial transformation.

How Adobe helped.

Small communication teams in different countries relied on Adobe Express to equalize creative resources.

- Libraries helped video teams create consistent social media content while staying on brand easily.
- Templates provided polished, brand-aligned social media posts for use across corporate channels.
- Creatives embraced Adobe Express for its power to explain complex ideas in a creative way.

21% higher engagement rate

Results:

Here's how ABB made creative consistency scalable — and fast.

- **Increased involvement** — 21% campaign engagement, 6x higher than average
- **Higher efficiency** — tripled production speed with generated video subtitles in minutes and quickly resized assets
- **Creative exploration** — empowered everyone with creative, on-brand communications with less effort, affording teams time to try new ideas
- **Streamlined translation** — reduced translation time from eight days to 30 minutes

Source: Reisman

AECOM

Streamlining content workflows between creatives and marketing.

As a global infrastructure consulting firm with more than 50,000 employees, AECOM's teams were tasked with producing creative assets that inspired and won business. Every project carried high stakes — and the demands could be relentless.

How Adobe helped.

AECOM turned to Adobe Express to enforce consistent branding for non-creative teams with locked templates and brand kits.

- Social assets could be reviewed, updated, and approved within Express, cutting turnaround times from weeks to hours.
- The new workflow strengthened collaboration between marketing, communications, and design teams.
- Express allowed for the instant deployment, updating, and global distribution of cloud-based templates, ensuring everyone stayed aligned.

92% time reduction in social media template production time

Results:

Here's what happened when speed met scale and got everyone involved.

- **Idea generation** — starting with preset brand templates and using Adobe Stock images, teams could transform ideas into polished outputs with incredible speed
- **Creativity beyond design** — Writers focused on the importance of messaging, giving them the advantage of exploring creative options with the spontaneity of a live design
- **Getting there faster** — preapproved social media templates designed in Express helped teams reduce both production and approval time



accenture

Deliver engaging training and development content.

Accenture's Learning and Development team is responsible for creating internal content for nearly a million employees across 52 countries and was slowed by inefficient workflows and outdated tools.

How Adobe helped.

L&D media teams adopted Adobe Express as the go-to creation app for multimedia content.

- Non-creatives in the L&D team can remix templates with personalized content for presentations, infographics, and mailers.
- Enhanced workflows bridged the gap between designers and non-creatives, producing a more cohesive and efficient process that allowed everyone to easily contribute.
- Teams appreciated the library of predesigned templates built directly into Adobe Express, full of up-to-date social media canvases they could customize and quickly export.

50%–60% reduction in
production time

Results:

Here's how Accenture's Express adoption moved the needle.

- **Faster video compiling** — compiling time cut from hours to 15 to 20 minutes
- **Easy collaboration** — users in editorial, marketing, and business roles were empowered to remix templates with content tailored to their needs
- **Breathing room** — designers' workload and overall efficiency improved, freeing creatives to focus on high-value projects

Source: Balakrishnan

Newell Brands reimagines its content supply chain with Adobe.

Newell Brands plays a role in the everyday lives of millions. With a portfolio of more than 50 iconic brands — and a rising need for personalized, omnichannel content — Newell saw an opportunity to modernize how it reaches its consumers. That transformation started with rebuilding its content supply chain for scale, speed, and creative impact.

How Adobe helped.

Newell Brands began rolling out Adobe Express to accelerate content creation while maintaining brand integrity across a portfolio of more than 50 brands.

- Design teams created preapproved templates and brand guidelines within Express to support consistent, on-brand output across regions and channels.
- Marketing teams, using generative AI capabilities embedded directly in the app, could create channel-ready assets faster, without compromising on quality.
- Latin American markets experienced a measurable improvement in production speed for Oster social content.

33% reduction in production time for Oster social assets using Adobe Express

Results:

Here's what happened when Newell reimagined its content supply chain with Adobe Express.

- **On-brand at scale** — Preapproved templates helped regional teams produce content that aligned with brand guidelines
- **Faster turnaround** — Adobe Express reduced production time for a regional campaign from 12 hours to 8 hours
- **Smarter workflows** — Express fit seamlessly into Newell's end-to-end content engine powered by Adobe

Source: Rudewick



Let's talk about what Adobe Express can do for your business.

Meet content demands with speed, control, and creativity across your organization. Adobe Express is the user-friendly creation app that helps teams produce more, stay on brand, and move with agility. Ready to create with confidence? Contact your sales representative to begin.

[Learn more](#)[Try Adobe Express](#)

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