

PRODUCT GUIDE

Adobe Firefly

Superpower your business with generative AI.

Adobe



The creativity revolution is here.

Businesses depend on constantly refreshed, personalised content to deliver outstanding customer experiences that drive growth. To meet this intense demand for content, production methods must evolve. Meet Adobe Firefly, Adobe's new family of creative generative AI models integrated throughout our world-class creative apps.

In this guide, you'll discover how:

- Generative AI inspires creative potential.
- Adobe Firefly boosts productivity and helps deliver exceptional customer experiences.
- New features, including Firefly Services and Custom Models, empower workflow and brand customisation.
- Adobe cultivates AI using committed ethics principles.

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 research



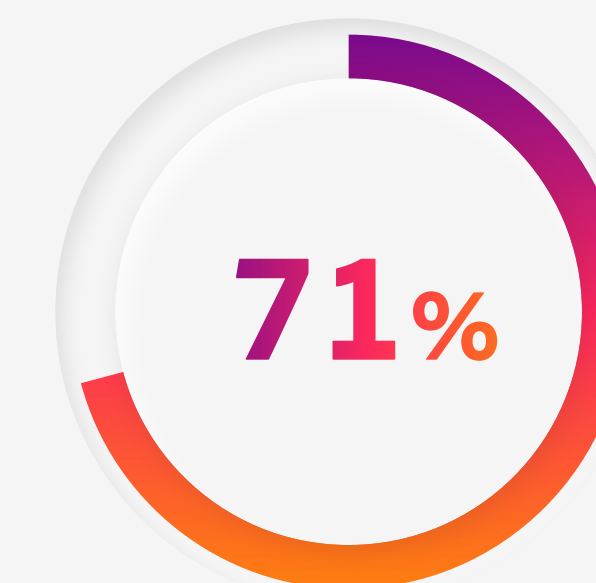
Modernise content creation with generative AI.

While businesses are contending with skyrocketing content needs, creative teams are under pressure to deliver high-impact, personalised experiences. Adding headcount and budget isn't enough to keep up.

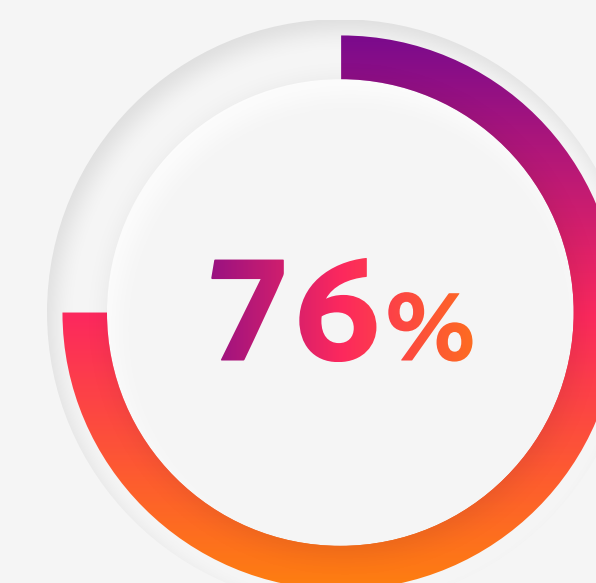
Generative AI offers an unprecedented opportunity to operate at a new level. Integrated throughout creative workflows, the innovative power of Adobe Firefly makes it possible to:

- **Accelerate ideation.** Adobe Firefly uses generative AI to power creative expression, enabling anyone to create content - and enjoy unparalleled productivity gains.
- **Scale production.** With the sheer volume of content being created today, businesses must ensure their content is consistent with brand standards and commercially viable. Firefly does all this - and more - using solutions that are designed to be safe for commercial use, indemnified and ethical while producing high-quality results.
- **Reduce costs.** Employing generative AI allows creative teams to quickly and cost-effectively deliver branded experiences that increase customer engagement and drive ROI.

Numbers don't lie - customers want personalised experiences now more than ever.



71% expect companies to deliver personalised interactions.



76% are more likely to consider buying from brands that personalise.

The business benefits of Adobe Firefly.

Adobe Firefly is Adobe's new family of creative generative AI models integrated throughout our world-class creative apps.

Jump into the fast-changing content landscape with tailored, personalised customer experiences and modern generative AI solutions designed for business:

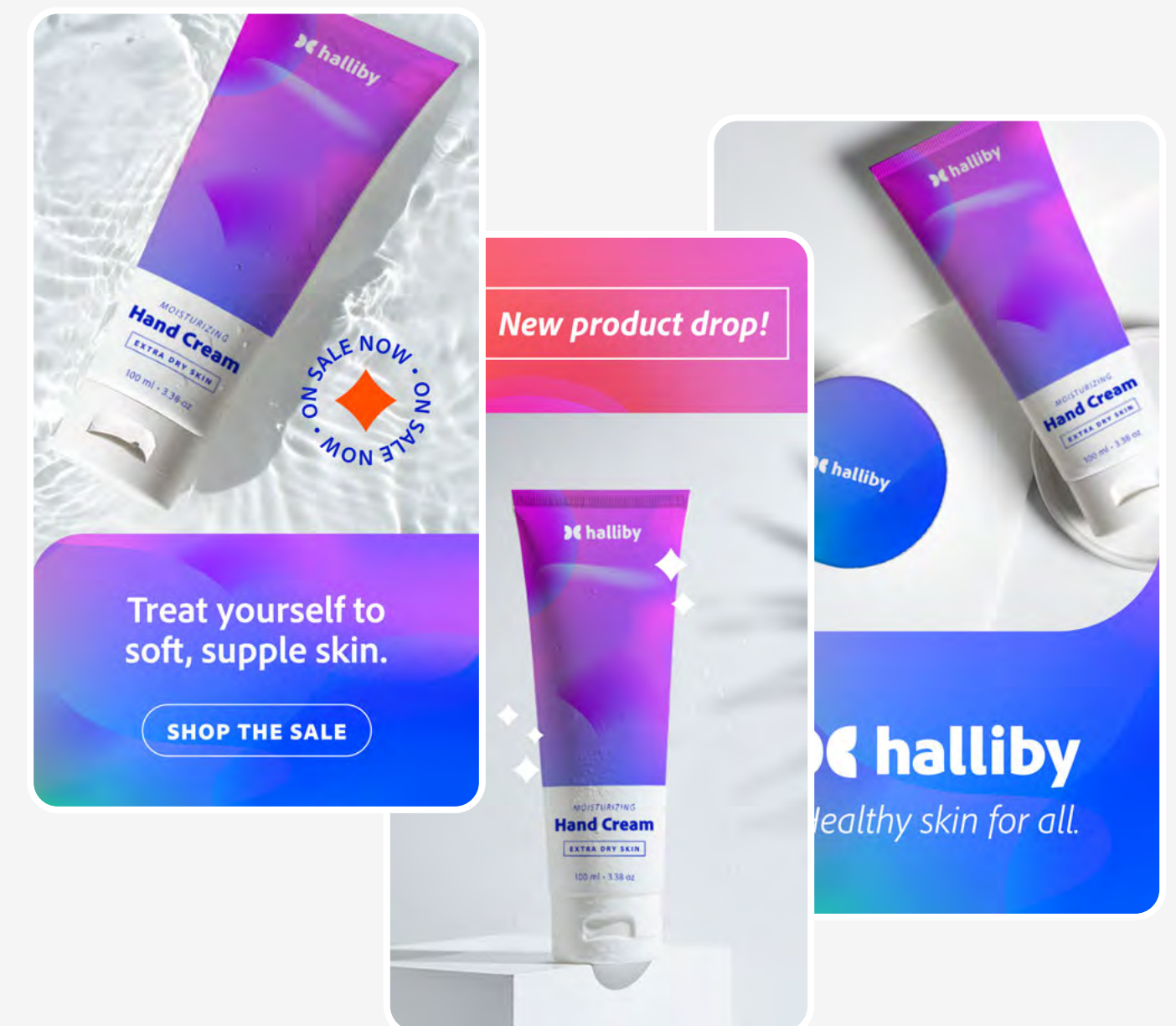
- **Native integrations.** Firefly generative AI features are embedded across Creative Cloud workflows to help users work faster and smarter.
- **Indemnification.** Firefly is trained on 375m+ high-resolution, high-value Adobe Stock assets, as well as openly licensed and public domain content where copyright has expired. Enterprise plans offer IP indemnification on select Firefly workflows.*
- **Enterprise-friendly extensibility.** Partner with the leader in creative generative AI with full-stack ownership of data, models and apps.
- **Customisation.** Use your own creative collateral with Firefly to generate content in your brand style or design language.

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

“Adobe Firefly gives me a whole new way of working. I can try out new ideas very quickly and they look much closer to the final results compared to my quick sketches.”

Sakura Martin

Global Brand and Design Lead, [dentsu](#)



Harness the power of generative AI.

Boost creativity and productivity across your organisation while delivering exceptional customer experiences.



Strengthen creative teams.

Enable creative pros to ideate and create with speed. Firefly for enterprise includes access to our generative AI models within Photoshop, Illustrator and Adobe Express, and full access to text-to-image capabilities on the web. It's easy to streamline your content supply chain and fuel unforgettable customer experiences with the power of Adobe and generative AI.



Power up marketers and communicators.

Bring your organisation's creativity to new heights with enterprise-wide access to features powered by Firefly in Adobe Express. With text-to-image and text-effects capabilities, everyone in your organisation - marketers, sales teams, human resource professionals - can unlock their creativity and create, adapt and modify content across channels using simple text prompts.



Create with confidence.

Built with our AI ethics principles, our generative AI is designed to be commercially safe and trained on licensed Adobe Stock and public domain images where copyright has expired, so your enterprise can generate content for public and commercial use with more peace of mind. Enterprises also have the opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly. See our Firefly Legal FAQs to learn more.



Customise and simplify.

We're constantly improving Firefly. For instance, we developed APIs to automate production, as well as custom AI models trained to generate brand-specific content. Scale your brand and stay ahead of ever-changing content needs with generative AI that grows with demand.

Maximise efficiency for maximum impact.

Adobe Firefly is generative AI for business, designed to help you achieve:

Speed

- Get from concept to final asset in a fraction of the time.
- Complete creative tasks up to **80% faster**, freeing up capacity to support more campaigns.*

Variety

- Produce multiple asset versions in bulk for every experience.
- Recapture **hundreds of hours** of mundane, repetitive tasks. Drive campaigns where you previously didn't have capacity.

Engagement

- Get to market faster by empowering marketers to adapt approved assets to local markets.
- Experience **6x or more productivity gains** in resizing assets, editing videos and creating multi-channel content, and **26x higher relevance** and engagement.*

Customisation

- Train Firefly models with your own campaigns, objects and brand style to power on-brand content generation.
- Tie consistent content generation to **your brand**, empower content creation across the enterprise and accelerate creative production and ideation.



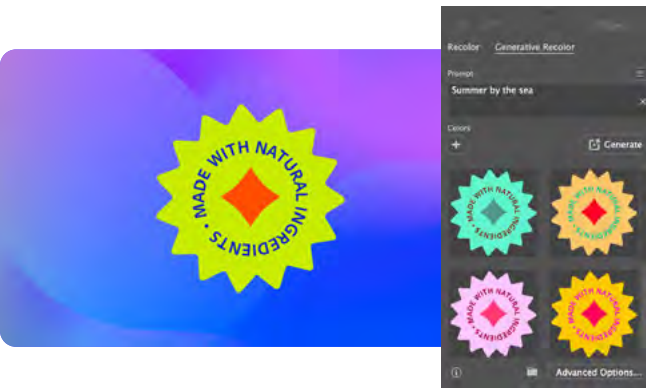
Unlock endless possibilities with Adobe Firefly.



Text to image
Create unique images from a text prompt and apply style presets.



Generative match
Apply a style reference image to a prompt to create images at scale with a consistent look and feel.



Generative recolor
Generate colour variations of your vector artwork from a detailed text description.



Text effects
Apply styles or textures to text with a text prompt.



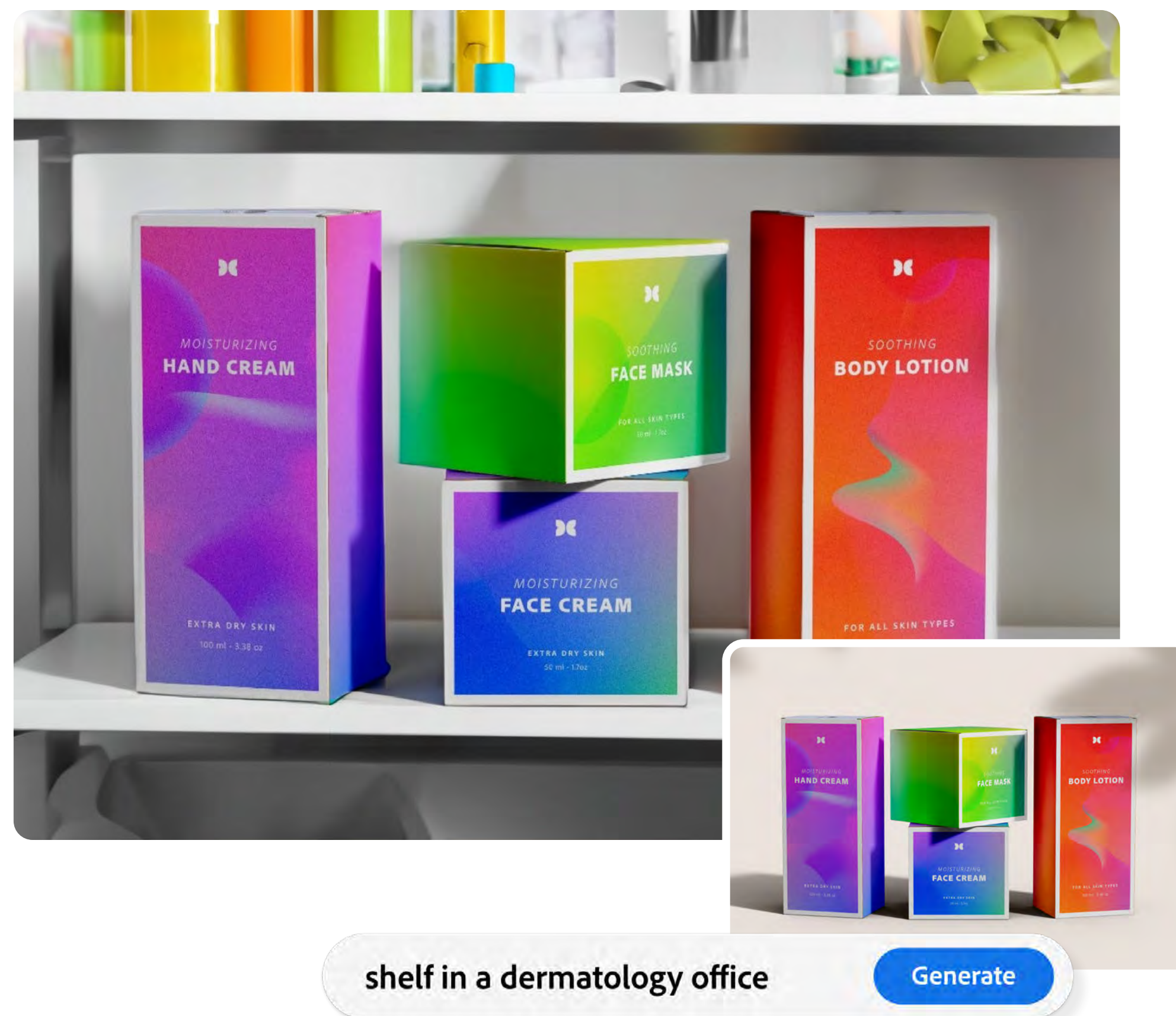
Generative fill
Use a brush to remove objects or paint new ones from text descriptions.



Text to template
Generate editable templates for social posts, posters, flyers and cards from a text description within seconds.



Generative expand
Enlarge or elongate images while ensuring they maintain their original quality and essence.

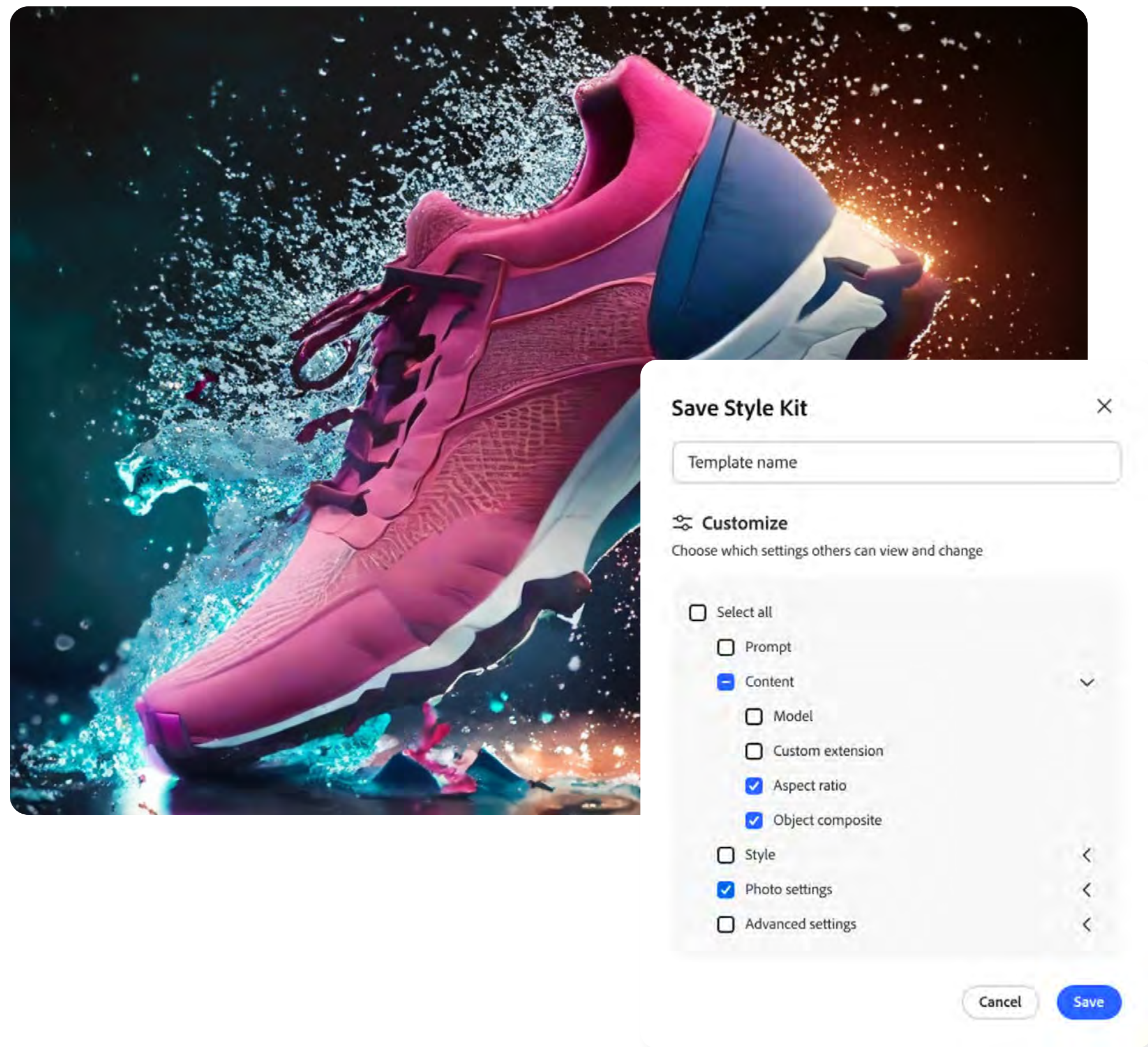


New feature for 2024

Object composites

Merchandising products digitally can be a time-consuming, tedious task. With object composites, designers can seamlessly blend their product shots and objects into studio-quality generated scenes while harmonising tones, colours, lighting, shadows and textures - all in seconds.

- **Create product campaign shots.** Whether you're launching a new collection or showcasing individual items, Firefly lets you reimagine scenes with ease.
- **Jumpstart creative ideation.** Imagine a blank canvas where your product takes centre stage. Generate stunning scenes instantly using imaginative prompts. Seamlessly blend your product into the scenes, infusing your brand's personality into an experience that will stand out from the rest.
- **Personalise product visuals for different markets.** Localise and personalise campaigns for any relevant market, customer segment or campaign theme and create stunning campaign visuals that resonate with your audience.



New feature for 2024

Style kits

Speed up content creation with style kits. Save and share prompts, settings and templates, so that teams can easily reuse styles for generative content creation.

- **Share with your team to speed up creation.** Capture unique brand ingredients, styles and creations by saving text prompts, models, presets and templates, and sharing them with teammates.
- **Reuse approved styles to promote consistency.** Use shared prompts, models and reference images to stay on-brand to generate consistent output for campaigns, product shots and social content.

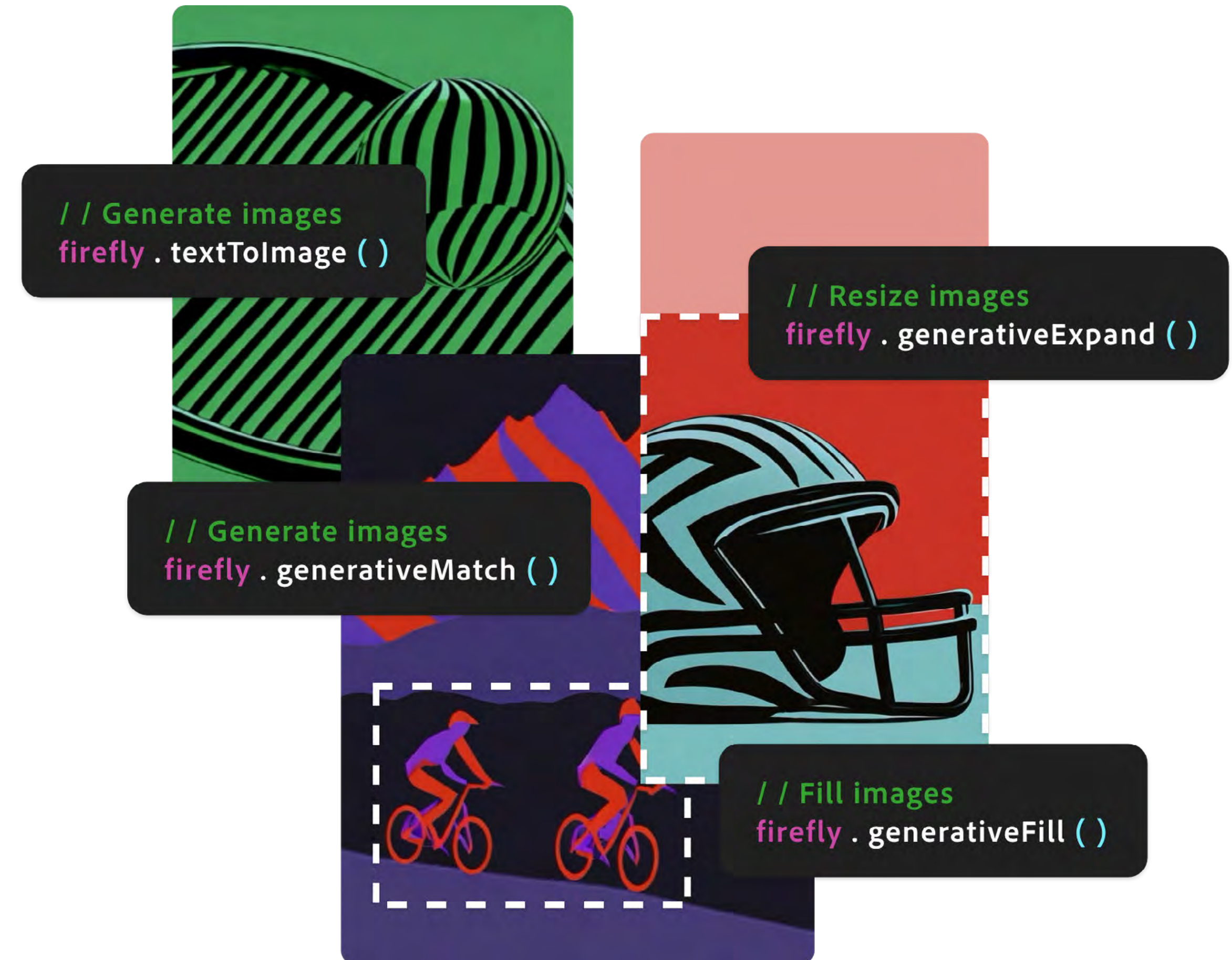
Firefly Services

Firefly Services is a comprehensive set of generative AI and creative APIs that automates workflows. Quickly scale a few hero assets into thousands of renditions. Generate, edit and assemble images to enable personalised marketing for different customer segments, channels and regions.

- **Eliminate repetitive tasks.** From removing backgrounds to cropping images, automate production tasks that slow down creative workflows.
- **Produce unlimited variations.** Combine multiple actions together at once, enabling you to generate thousands of unique variations of your project.
- **Integrate into any workflow.** Bring powerful generative AI and editing capabilities directly into your creative workflows.
- **Maintain quality control.** An extension of Photoshop and other Creative Cloud applications you trust to create high-quality work.

Here are a few of our top APIs:

- **Text to Image with Generative Match API.** Create brand-inspired content that doesn't require the inclusion of proprietary IP but matches the style of an input image.
- **Generative Fill API.** Expand and fill in with generated content around an owned image.
- **Generative Expand API.** Generate an image adapted to multiple sizes and aspect ratios.



Custom Models

Custom Models are private and secure extensions that teams can use to train generative AI to produce branded content at scale. You'll see faster time to market - from concept to completed content - and reduced costs on creative time.

- **Train on brand styles and subjects.** Create and distribute custom models for brand styles, campaign styles, characters, backgrounds and objects unique to your brand. Generate unlimited on-brand possibilities.
- **Create and maintain with ease.** Train without requiring complex prompts, engineering or massive data sets. Get support from our generative AI experts on asset curation, preparation, captioning and prompting for high-quality output.
- **Stay on brand across the organisation.** Empower your organisation to use custom models trained on your brand styles and subjects to accelerate on-brand content production.



Create with confidence.

Adobe is committed to developing creative generative AI responsibly, which is why Firefly adheres to our AI ethics principles of accountability, transparency and responsibility.



Accountability

Firefly is continuously checked for biases - and there are prompt guardrails in place to prevent harmful content from being generated.



Transparency

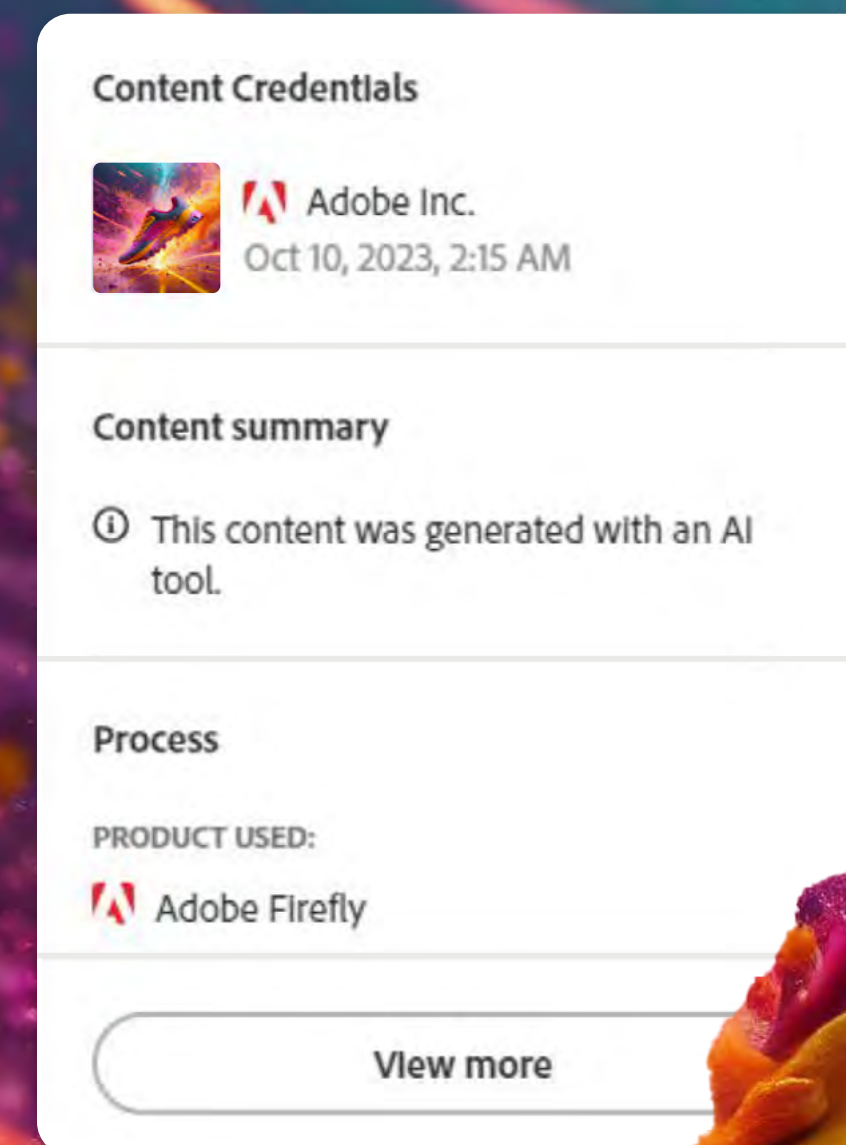
Adobe provides transparency in content credentials with the Content Authenticity Initiative and a compensation model for Stock contributors for Firefly.



Responsibility

Firefly is designed to be safe for commercial use and provides IP indemnification for content generated by select workflows.* Content credentials indicate generative AI was used.

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



Your questions. Our experts.

To give customers the personalized experiences they demand, organisations need generative AI shaped to satisfy the unique character of their teams and brands.

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

[Learn more](#)



Adobe, the Adobe logo and Adobe Firefly are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2024 Adobe. All rights reserved.

Sources

[“Adobe Generative AI: Redefining Productivity in Creative Imaging”](#), Pfeiffer, 2023.
[“State of Creativity Report”](#), Adobe, Edelman, 2024.
[“State of Digital Customer Experience”](#), Adobe, 2023.
[“The Value of Getting Personalization Right—or Wrong—Is Multiplying”](#), McKinsey, 2021.
[“Unleashing Creativity in All Employees”](#), Adobe, 2024.