Adobe Acrobat Studio

Successfully scaling your brand: The self-serve solution.



The predictions are playing out.

If you've been paying attention over the past several years, you'll have heard the phrase *content explosion*. Business pundits called it inevitable and, well, here we are. We've moved from a model of campaign moments to a paradigm in which content is always on, and customers demand personalized experiences. From ads and social media to internal comms, producing more relevant and personalized content, faster, is table stakes.

Those same pundits also predicted that businesses that were unequipped to meet the new demands for content would fall behind those that were prepared. And that preparation largely revolved around introducing AI-powered tools and workflows.

72% of non-creative employees require weekly creative support, yet over 50% report that support isn't available quickly or cost-effectively.

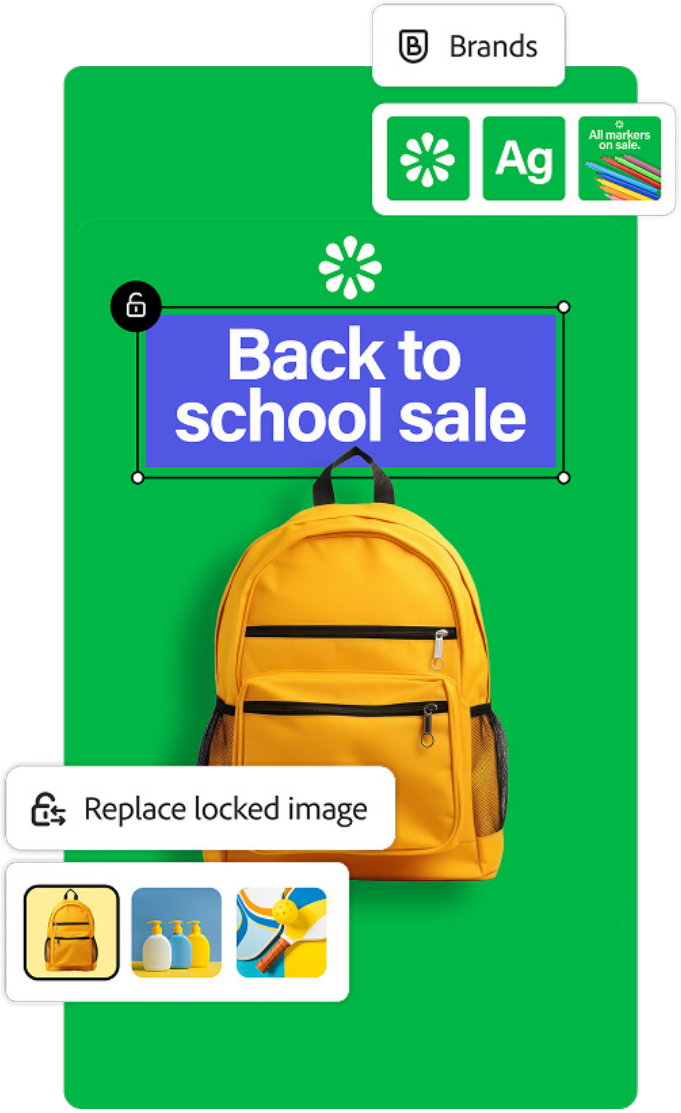
58% spend up to 29 hours a week creating visual content independently, often without proper training or tools.

Source: Adobe and Accenture

The content-creation conundrum.

What many businesses have found is that AI in itself doesn't necessarily solve their problem. An application that offers one solution may not play nicely in an organization's overall workflow — which, in the end, can complicate processes and add to confusion.

More importantly, in an effort to scale content production by making those tools available to teams that have historically relied on dedicated designers or agencies, businesses risk publishing content that doesn't adhere to brand standards or, worse, misrepresents the brand.

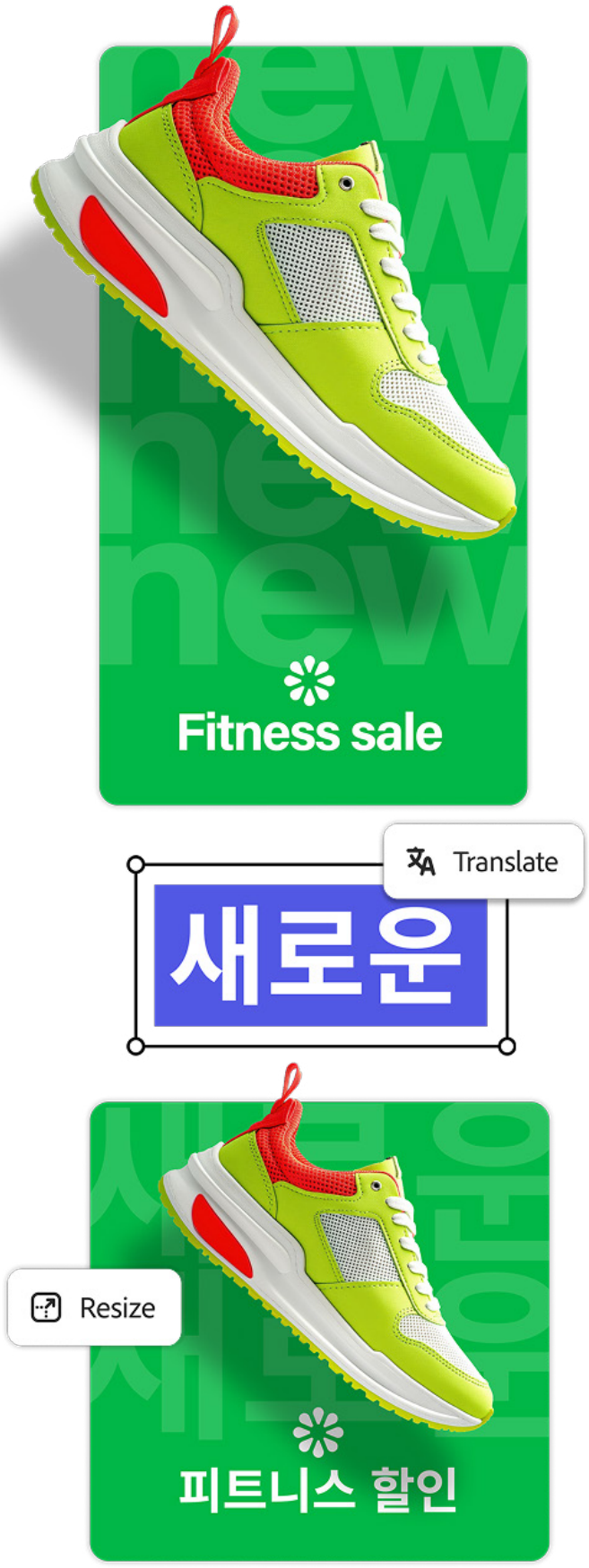


Only

1 in 5

feel confident using generative AI effectively for content creation.

Source: Adobe and Accenture



Faster insights. Faster content.

The campaign is ready. The assets aren't. The regional team is still waiting on a localized version. The event creative is almost on brand. The deck got rebuilt off-template because no one had time to do it right. Marketing leaders absorb the friction and treat it as the cost of the job, but the key is really about creating relevant, consistent marketing experiences from insight to content execution.

9 hours

per week lost per knowledge worker searching for information the organization already owns.

Source: McKinsey Global Institute

Deploying AI-powered, easy-to-use content creation tools can help them reclaim 10 to 13 hours of lost time each week.

Source: Adobe and Accenture

The bottleneck of centralization.

Restricting content creation to only dedicated designers means that there will always be requests that aren't customer-facing, like content for internal functions, that may be deprioritized. But even internal communications — like those for HR, legal, finance, and operations — need to be frequently refreshed and updated so the information is current and correct.

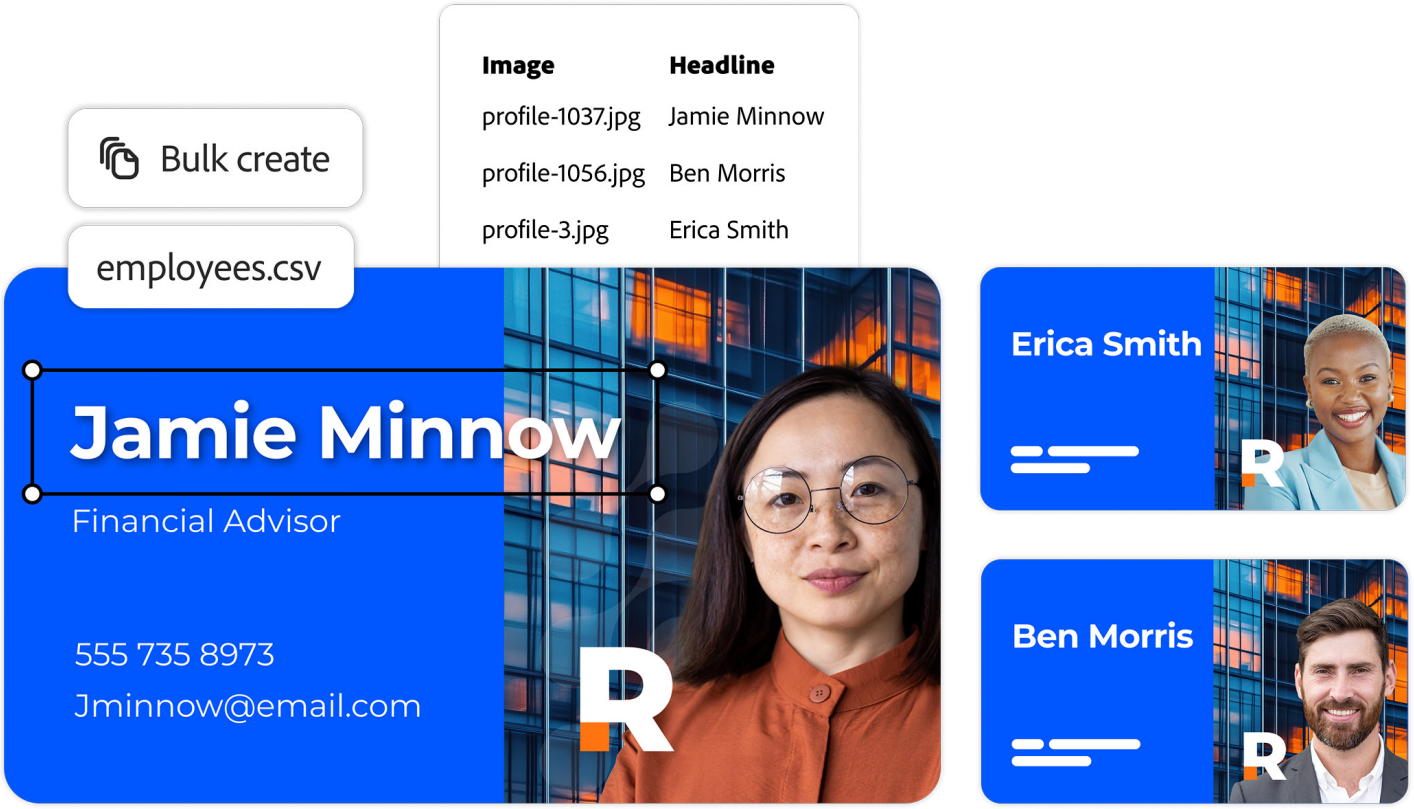
These scenarios encourage non-designers to create their own content — a slippery slope, fraught with the danger of off-brand content going out into the world.

Rogue creation occurs as the result of a few key factors:

- Dependence on design or agency support and lack of resources (time and financial) to access them
- New tools introduced into the pipeline without company approval or disparate tools that complicate workflows
- Individuals or teams who haven't been properly trained to use creative tools
- Non-designers lacking access to the latest approved assets like logos, fonts, data, and insights
- Little oversight or feedback from those who control brand guidelines

And then consider the damage from publishing off-brand content, which can manifest itself as:

- Inconsistent messaging, visuals, and tone undermine the purpose of the content
- Generic messaging can erode engagement and loyalty
- Off-brand content can affect brand credibility



The trusted solution.

When AI tools are proliferating across so many different kinds of business software, finding easy-to-deploy applications that are also easy to integrate with existing workflows is critical to adoption and, ultimately, success.

Adobe Acrobat Studio provides an AI-powered workspace where business professionals can quickly comprehend information, collaborate in context, and create polished outputs, all without leaving the platform. And with Adobe Express built into Acrobat Studio, teams can effectively create a wide array of content while staying on brand.

Benefits include:

- Shared templates with locked areas to ensure brand adherence, along with asset libraries and access to 280 million Adobe Stock images, videos, and more
- Industry-leading AI image and video editing, resizing, and translation capabilities across multiple channels and markets
- PDF and presentation import and editing tools
- One place for coediting, reviews, and approvals
- Enterprise-level security and user management features
- Integrations with leading industry solutions such as Microsoft Copilot, OpenAI, Google Gemini, and more

Discover Acrobat Studio

Build your brand at the speed of business.

Acrobat Studio is the trusted AI workspace where teams turn company knowledge into verified insights and governed, on-brand content, at the scale and speed business demands.



Sources

"The Creative Multiplier," Adobe and Accenture, 2025.

"The Social Economy: Unlocking Value and Productivity through Social Technologies," McKinsey Global Institute, 2012.

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