GUIDE

Self-serve content creation is the key to scaling your brand.

Adobe Acrobat Studio



The higher the demand, the higher the pressure.

For modern businesses, publishing more content, more often, across more surfaces is table stakes. The result? From external marketing and advertising to internal comms, design teams are under increasing pressure to deliver, often without the benefit of dedicated design support.

Consider just some of your organization's daily needs:

- Refreshing advertising or social media content
- Producing field-marketing collateral for live and virtual events
- Personalizing or regionalizing campaigns
- Creating pitches and presentations for sales enablement and prospects
- Creating marketing content such as press releases, announcements, and blogs

Beyond that, as businesses scale up the amount of content they're serving, it has to be relevant, on brand, and timely to stand out. This shift from "campaign moments" to "always-on content" requires constant refreshing and updating, and having dedicated creatives on call isn't always possible.

So how do you meet the needs of all your teams while ensuring that your content meets your standards and hits your deadlines?

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

Source: Adobe and Accenture

Content demand is set to **double** by 2028, but creative teams aren't growing to match.

Source: Adobe

The trusted self-service solution.

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

Included within Acrobat Studio, Adobe Express is the all-in-one application that lets anyone — or everyone — produce on-brand content without always relying on dedicated design or agency resources. Powered by Adobe's commercially safe AI, it empowers marketing teams (and others) across your business to easily produce whatever they need, when they need it.

"Adobe Express has been a game-changer. It's made creativity accessible to everyone, not just designers."

Brandon Keeney
Senior Manager of Digital Product Creation
Tapestry

Measurable results include:

- Faster marketing and go-to-market execution
- Reduced content production time
- Increased output with existing headcount
- Improved brand consistency across all content
- Easier localization or translation for multimarket campaigns
- Unified workflows that connect teams across marketing, creative, and business to reduce approval times

On brand and on time.

It's not enough to *just* produce more. Whether it's for external or internal communications, your content needs to look professional and adhere to your business's brand guidelines. Adobe Express, included in Acrobat Studio, empowers even those without design experience to rapidly capture insights that can inform the creation of excellent, on-brand assets.

Adobe Express gives you:

- Approved templates with built-in guardrails
- Access to brand kits with locked logos, fonts, and colors
- Commercially safe AI and access to a vast library of stock images
- Quick Actions to transform files, polish images, and clean up documents
- One-click resizing for adapting assets for any channel or layout
- One place to manage review-and-approval workflows

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With so many teams contributing to the brand, having a centralized, consistent design library has been pivotal. Adobe's tools help us move faster and stay aligned — delivering high-quality creative that always feels unmistakably Paramount.



Matt Hernandez
Senior Vice President of Design
Paramount Streaming

Adobe

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I was shocked by how quickly I could compile videos in Adobe Express. What used to take hours took me just 15 to 20 minutes to compile multiple videos with an intro and outro. Adobe Express has become our go-to video creation app.



Meena Deshmukh
Design Senior Analyst, L&D Media
Accenture

High-quality social content without high-powered editing skills.

Dramatically increase your content speed and watch video and social media production cycles shrink from days to hours. Adobe Express helps marketers, social media teams, ad creators, and others keep their content timely and relevant.

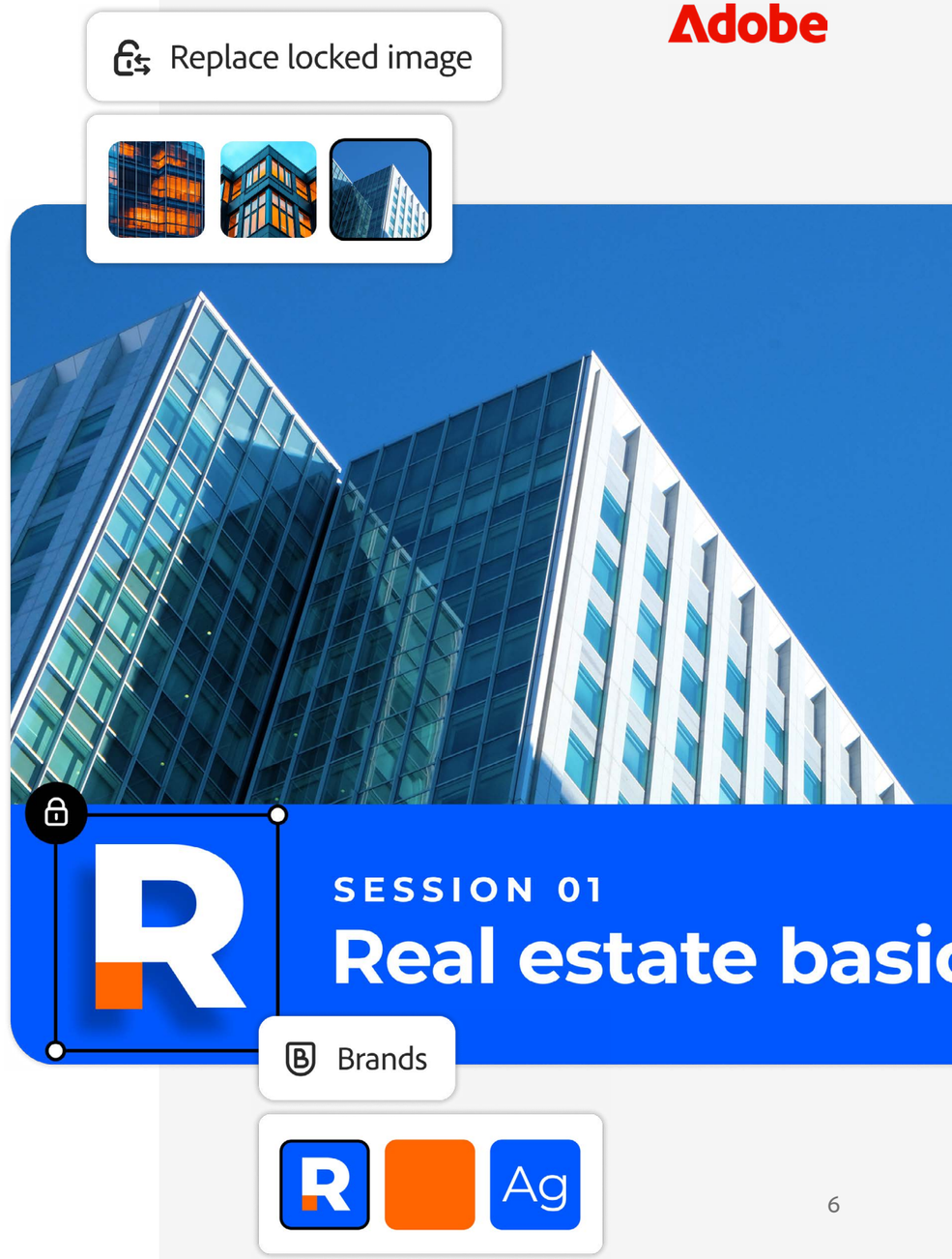
Simple-to-use features include:

- Drag-and-drop video editing
- Auto-resizing for every social channel
- AI-powered generative intros, outros, animations, and captions
- Planning and scheduling for social content
- Easily turning videos into bite-sized snippets for social channels

Make events more memorable.

Events require a lot of collateral in different types and formats, and Acrobat Studio helps you create it with significantly reduced time and resources. In Adobe Express, easily produce pre-event content by resizing or repurposing curated assets. Expand reach by capturing events in progress and quickly publishing them to let non-attendees share in the experience remotely or help attendees watch concurrently scheduled presentations. Plus, event recordings can be easily edited to help create fast follow-ups like summaries and reports to keep marketing and sales momentum going.

- Create event brand kits for signage, posters, digital placements, and “leave-behinds”
- Produce personalized web pages that outline event agendas and speaker topics
- Design and customize engaging, on-brand presentation decks for event sessions
- Turn recorded video into social clips easily
- Use one-click stylizing and editing for fast post-event content creation



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> **Being able to self-service certain capabilities, like cropping an image five different ways, gives our creatives more time to focus on other high-impact work.**



Terry Chu
Director and Product Owner of Martech
Creative & Collaboration Stack
Prudential Financial

Global campaigns are local campaigns.

Businesses of all sizes know that the more localized content is, the better it resonates (and performs) with audiences. Adobe Express helps you quickly modify assets destined for multiple regions and channels so your campaign feels personal and relevant in any location or market.

- Locked templates ensure global consistency.
- Access over 280 million royalty-free Adobe Stock images and videos to customize images for different markets.
- Rewrite or translate campaign copy for any region.
- Quickly bulk-create campaign variations at scale.

Personalizing your pitch.

Marketing teams are close partners with sales enablement and business development, and supply them with messaging collateral. Acrobat Studio and Adobe Express help sales repurpose and customize assets to quickly produce effective on-brand pitches that make a big impact.



- Access brand kits with locked logos, fonts, and colors.
- Use templates for creating one sheets, proposals, and customer success stories.
- Generate presentations from outlines and documents.
- Easily import and resize customer logos or fonts to create beautifully customized presentations for every client.
- Record and edit personalized videos, generate captions, and create clips to share as follow-ups, session recaps, and demos — with drag-and-drop ease.
- Access over 280 million royalty-free Adobe Stock assets to create eye-catching content that resonates with your customer.

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“Libraries help us keep content on brand with little effort, making sure that we’re consistent in how we represent our company.



Ninoska Tippet
Marketing and Communications Specialist
ABB

Content velocity is key.

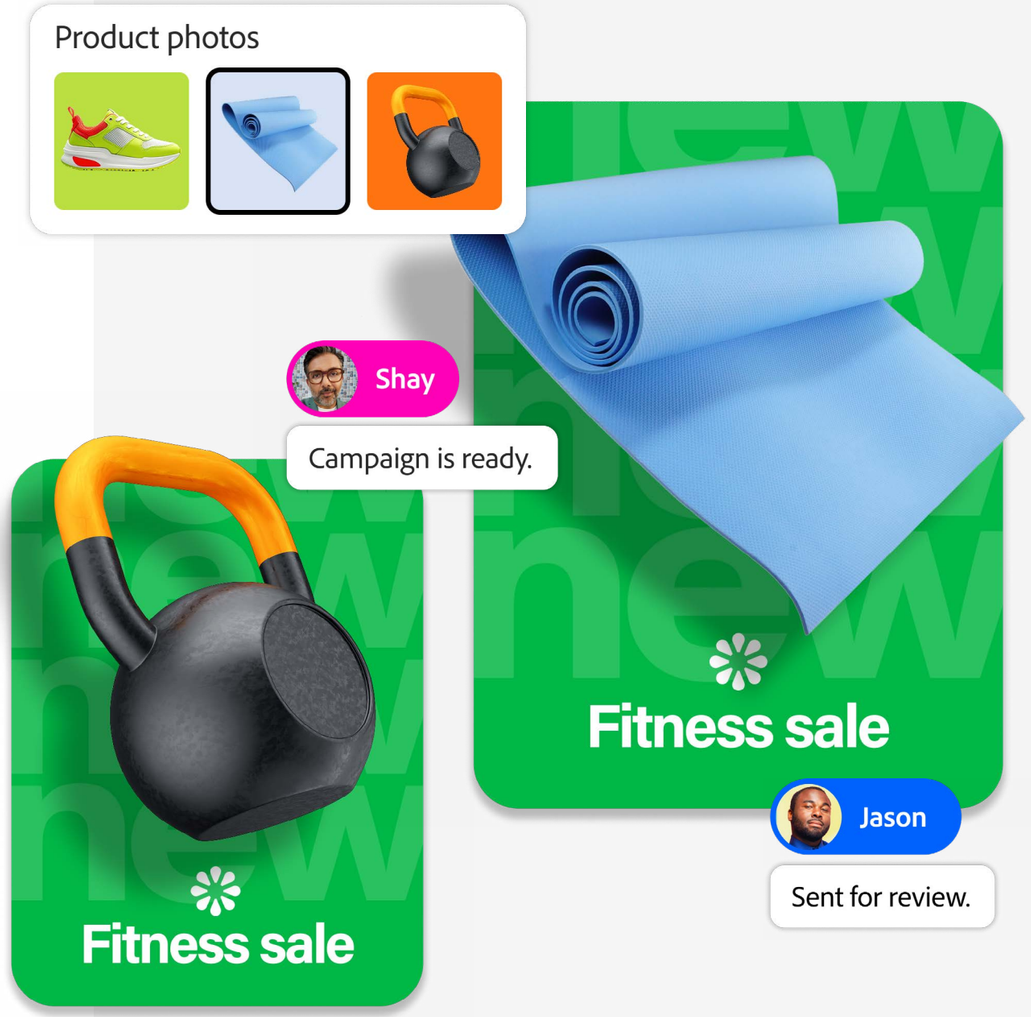
Marketing teams run on content. Everything from articles, thought-leadership, blogs, press releases, and announcements needs to be timely and accurate. But researching, parsing lengthy documents to extract important facts or figures, and packaging the output with images and company branding can be a slow process, especially when those creating the content lack access to brand guidelines and approved assets.

- Analyze any document with Acrobat Studio AI Assistant and receive cited answers.
- Use Acrobat Studio PDF Spaces to collaborate and review work in one workspace.
- Create libraries with frequently used assets such as business impact stats and leadership quotes.
- Access branded templates for commonly created content types like press releases or blogs.
- Enhance your content with over 280 million royalty-free Adobe Stock assets.

Collaborate to create.

Reducing information and workflow silos is always beneficial. With Acrobat Studio, unified, secure, scalable workflows let teams collaborate more effectively by easily sharing feedback and assets. Review cycles accelerate, teams operate from a single source of truth, and brand integrity is ensured. Acrobat Studio provides an all-in-one solution that can also integrate into existing creative and business tools and workflows:

- AEM Assets integration for enterprise-grade asset management
- Workfront integration for approvals and project workflows
- Integration with ChatGPT to create content that can be further edited in Adobe Express
- Real-time coediting, commenting, and sharing with password protection
- Automatic sync to Creative Cloud Libraries
- Access to productivity tools and DAMs such as Google Drive, SharePoint, Bynder, and Frontify



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“Our global brand hub is a true unified solution that brings everything together. It’s our one-stop shop for anything brand and design-related. Everything is accessible from this one point, which is hugely valuable.



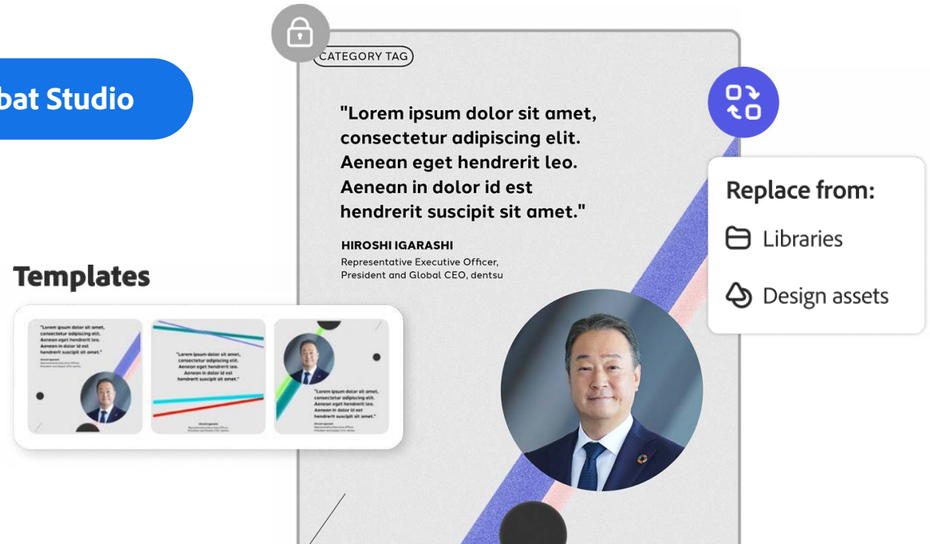
Sakura Martin
Global Head of Brand and Design
dentsu

Acrobat Studio means business.

Acrobat Studio removes the bottlenecks that hold organizations back by empowering every team to capture insights, collaborate, and scale on-brand content at the speed of today’s businesses. Commercially safe AI and security features like SSO integration, asset encryption, and sharing restrictions give you peace of mind. And user management features like automated provisioning, audit logs, and licensing reports give you greater control and insight.

Simply put, Acrobat Studio is easy for anyone to use but powerful enough for teams of any size.

Discover Acrobat Studio



Sources

"The Creative Multiplier: The Value of Enterprise-Wide On-Brand Content Creation," Adobe and Accenture, 2025.

"March 2026 Creative Pro Survey: AI Is Helping Creative Pros Meet Growing Demand," Adobe, 2026.

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