

Transform content creation with Creative Cloud.

Drive scale and productivity with generative AI at the heart of your workflows.

By automating routine manual tasks and infusing creative power into existing tools, generative AI offers an unprecedented opportunity to keep up with demand, reimagine workflows, and supercharge creative output.

Demand for content is expected to grow between **5x and 20x** over the next two years.

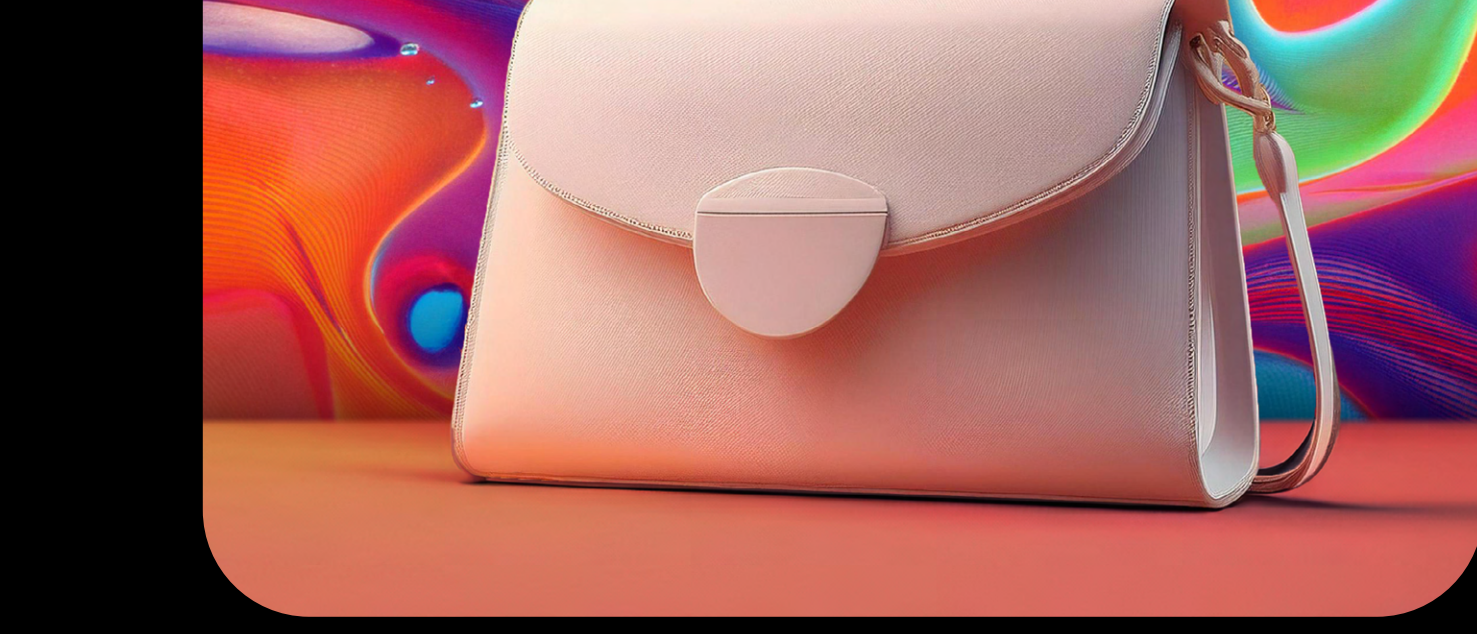
Source: Dammann

Discover the comprehensive solution to supercharge creative teams.

- 20+ creative apps, including Adobe Photoshop, Illustrator, Adobe Express, and Premiere Pro, integrated with Adobe Firefly generative AI-powered features such as Text to Image, Generative Fill, Style Kits, and Object Composites
- Unlimited access to Adobe Stock assets inside creative apps

12x productivity increase for image editing.

Source: Pfeiffer



Meet Adobe Firefly.

Adobe Firefly is a groundbreaking family of generative AI models integrated into Creative Cloud for specific use cases and workflows. It is developed responsibly and designed to be safe for business.*

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

Using generative AI to automate repetitive tasks like resizing can result in a **2x–8x increase** in creative capacity.

Source: Adobe, "State of Creativity Report 2024"

"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

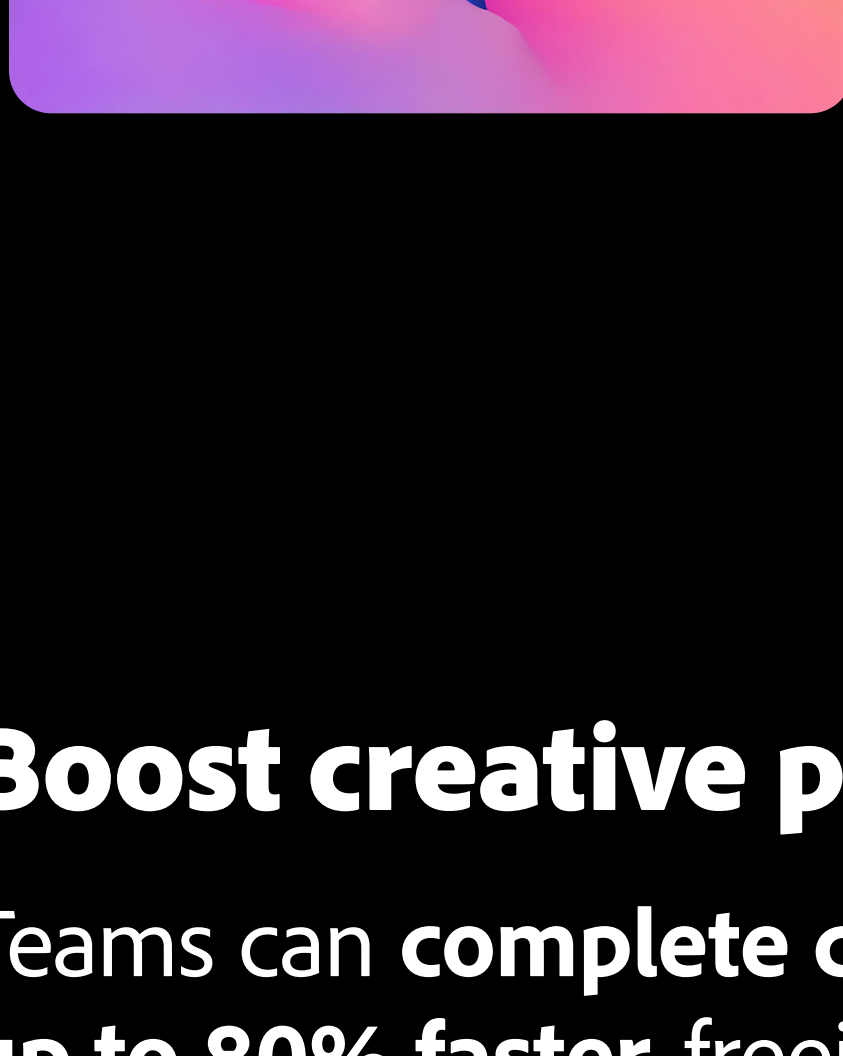
Source: Adobe, "Adobe Releases New Firefly Generative AI Models and Web App"

Accelerate creative ideation.

IBM saw a **75% reduction** in ideation and storyboarding time with the use of Firefly generative AI.

Source: Reisman

- Explore and visualize concepts faster than ever with features like Text to Image, Generative Fill, and Generative Match.
- Create original concepts faster with unlimited access to 450M+ high-quality assets plus AI-powered search and customization tools.



Boost creative production.

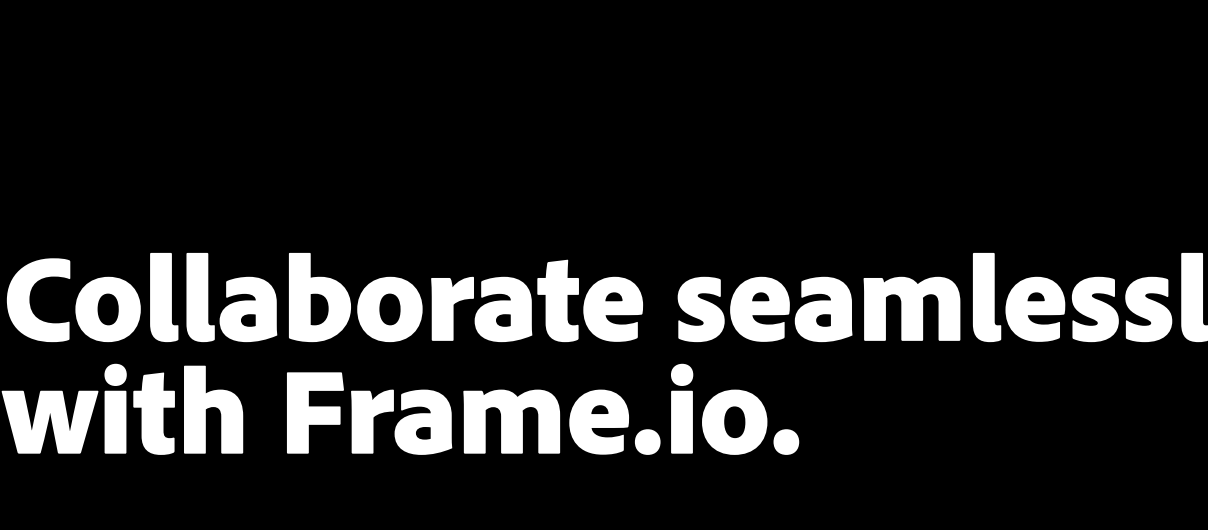
Teams can **complete creative tasks up to 80% faster**, freeing up capacity to support more campaigns.

Source: Pfeiffer

- Instantly complete changes that would take hours to complete manually, freeing up creative teams to focus on high-value tasks.
- Speed the process from idea to execution with integrated workflows that let distributed teams collaborate in real time.

Scale brand-specific content.

- Produce variations rapidly while staying on brand by blending product images and other objects seamlessly into high-quality, AI-generated scenes in seconds using Object Composites.
- Share Style Kits across teams and apps to make collaboration easy while ensuring brand consistency.



Collaborate seamlessly with Frame.io.

Frame.io is a creative management platform that brings together every asset, team, and process to successfully deliver compelling content that's on brand and on time, every time.

- Boost creative focus
- Increase efficiency
- Streamline collaboration
- Improve security

Streamline collaboration.

- Empower teams across your organization to create seamlessly using Libraries to manage, organize, and implement creative elements.
- Access and comment on work directly, in real time, with the Share for Review feature.

Take creativity to the next level with Adobe Express.

- **Empower** teams across your organization to create content for any channel, market, and audience while staying on brand.
- **Expedite** content production assets with integrated generative AI that lets teams instantly translate, customize, or repurpose multichannel assets.

- **Simplify** workflows with Creative Cloud and Experience Cloud integrations.
- **Protect** your brand with creative controls like Brand Kits and template locking.

How Adobe customers are using Creative Cloud to supercharge content production.



IBM used Adobe Firefly to streamline their content creation for their "Let's Create" campaign, resulting in 26x higher engagement and a 5x increase in efficiency.

[Read the full story](#)



Mattel used Adobe Firefly to streamline packaging concept creation, enabling faster ideation, improved alignment, and more time for creative exploration.

[Read the full story](#)



Havas used Adobe Firefly and Stock assets to automate editing tasks and streamline workflows, freeing up more time for creative ideation and campaign development.

[Read the full story](#)

"The power of Adobe Firefly generative AI is that it can take what we have in our heads and more accurately portray that vision on digital paper."

Sal Velazquez
Barbie Staff Packaging Designer, Mattel

Source: Still

Discover what's possible with Creative Cloud.

Reach out to a rep today to find out how your team can create amazing on-brand content at unprecedented speed and scale with Creative Cloud.

[Learn more](#)

Sources

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