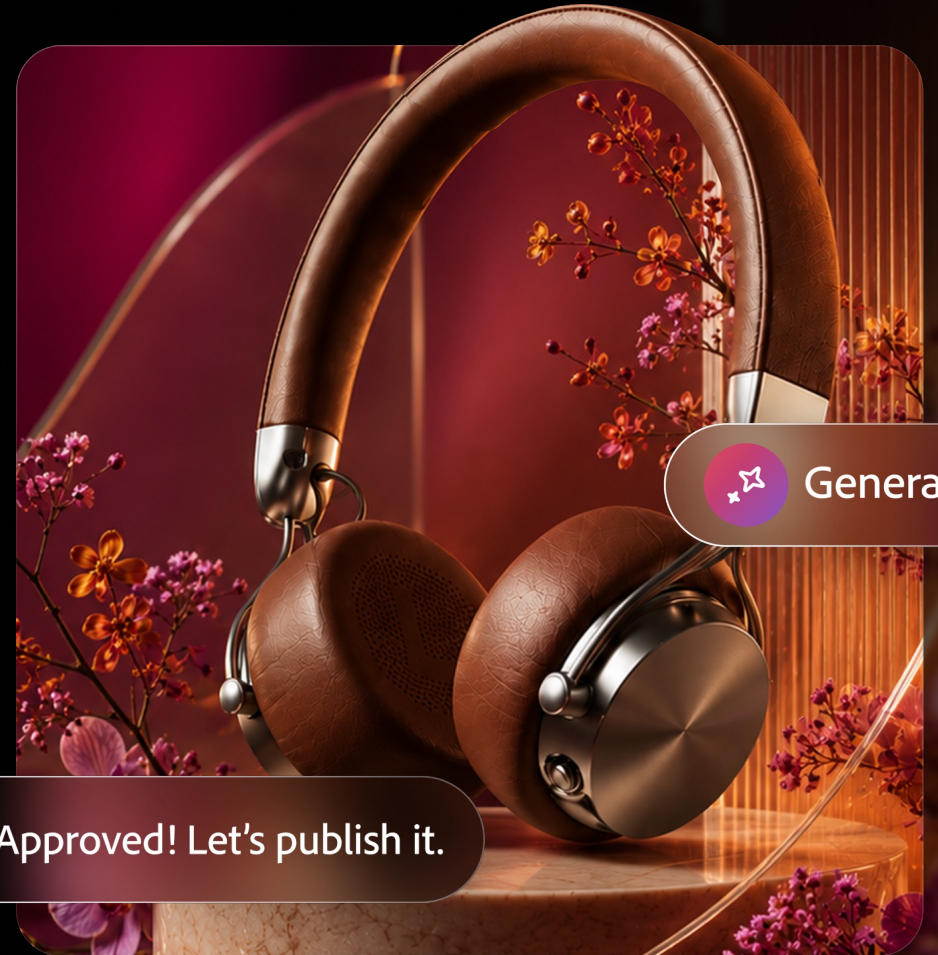


Reshaping How Ideas Become On-Brand Campaigns

Adobe



Today's speakers



**Resh
Sidhu**

VP, Creative
Adobe



**Richard
Kerris**

VP of Media &
Entertainment
NVIDIA



**Hannah
Elsagr**

Global VP, GenAI New
Business Ventures
Adobe



**Claudia De
Laval**

Sr. Product
Marketing Manager
Adobe



**Jamie
Feld**

Group Design
Manager
Adobe



**Elliott
Wiener**

Head of Global
Content Strategy
Adobe

Agenda

The Next Era of Creative with Resh Sidhu

Advancing Creative Technology with NVIDIA

Exploring Adobe Brand Intelligence



2026 Creators' Toolkit Report

75%

of creators say creative AI is now integrated or essential to how they work.



87%

of creators say creative AI is growing their business and audience

2026 Creators' Toolkit Report, Adobe



Resh Sidhu

VP, Creative at Adobe

Adobe



**Hannah
Elsagr**

Vice President,
New GenAI
Business Ventures
Adobe



**Richard
Kerris**

Vice President, Media
& Entertainment
NVIDIA



Jamie Feld

Group Design
Manager

Adobe



**Claudia De
Lavalle**

Sr. Product
Marketing Manager

Adobe

Adobe Brand Intelligence





Brand guidelines



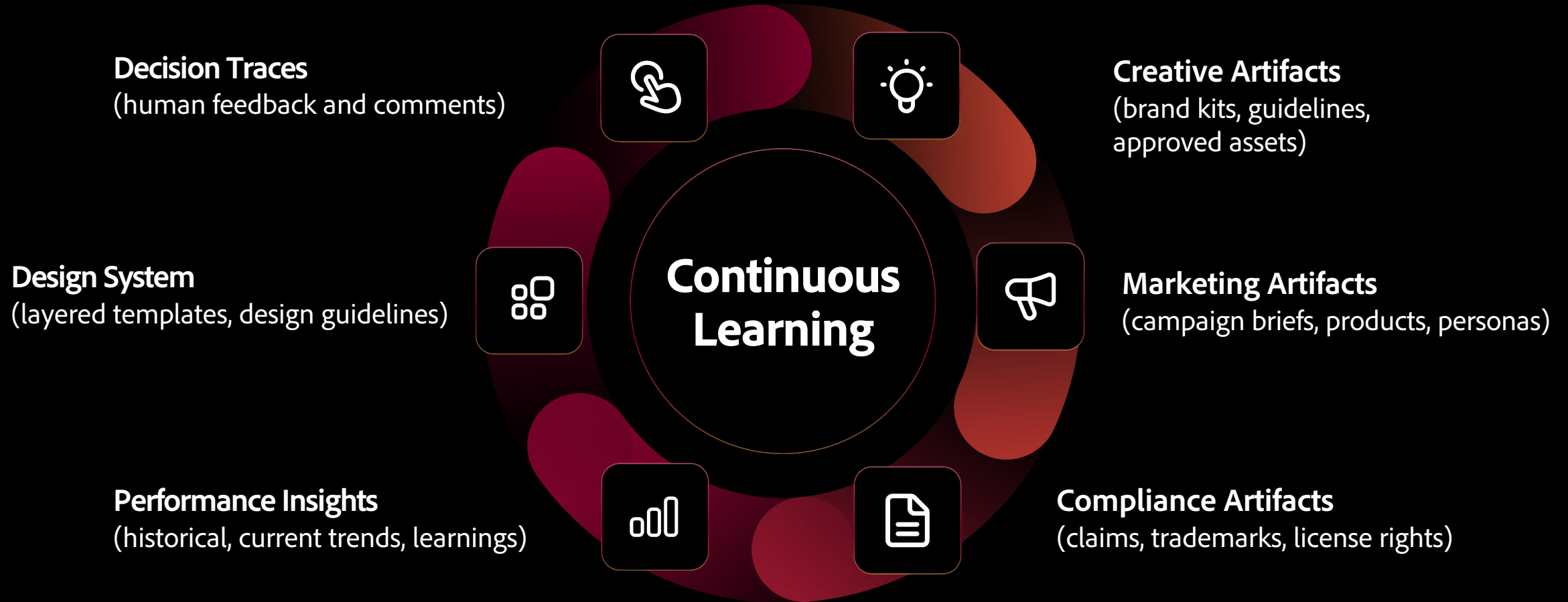
Design templates, logo & font usage, brand rules

The uncoded **majority**



Tribal knowledge with human decision
traces: instinct, nuance, culture and taste

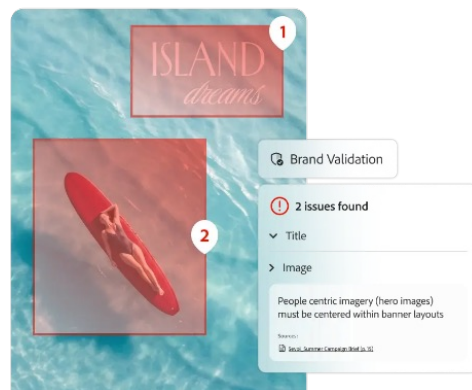
Adobe Brand Intelligence is fueled by signals from across the content supply chain



Brand Intelligence is activated through a growing portfolio of workflows



Validate

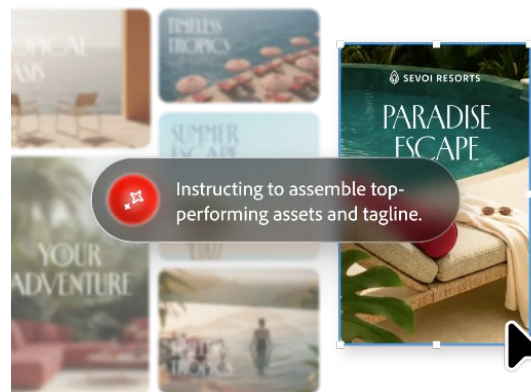


Ensure brand compliance

- Validate content against comprehensive brand knowledge
- Flag issues for review, continuously learning from human feedback



Instruct to Assemble

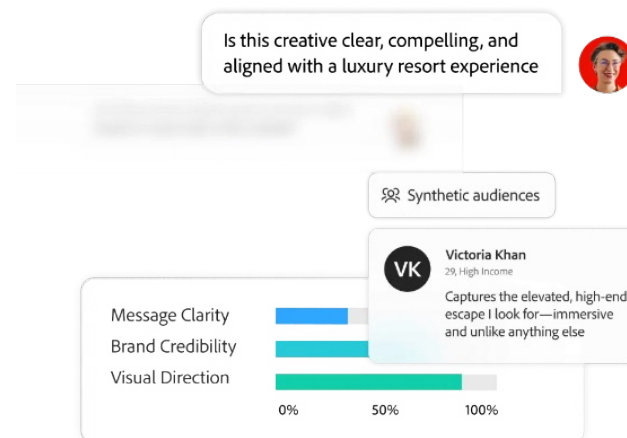


Scale on brand variants

- Interpret creative briefs to drive intelligent selection of layouts, images, and creative elements
- Scale variants in creative tools



Simulate



Make better decisions

- Leverage synthetic audiences to simulate 1:1 interviews at scale
- Test creative concepts for resonance at any stage of development

Simulate workflow



User inputs

- Audience brief
- Creative assets
- Research questions



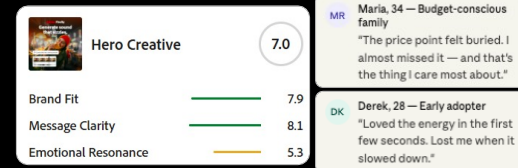
Simulation

- Personas grounded in 1P audience data and modeled into synthetic replicas
- Decision modeling maps persona attributes to how they react to content
- One user interviewed at a time, with hundreds of interviews in parallel



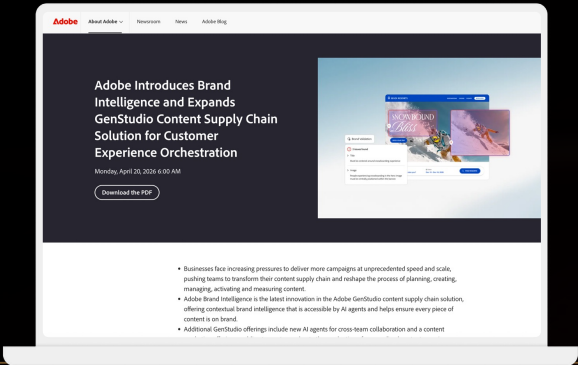
Outputs

- Aggregated resonance signals
- Consensus and per-segment results
- Qualitative feedback in interview transcripts

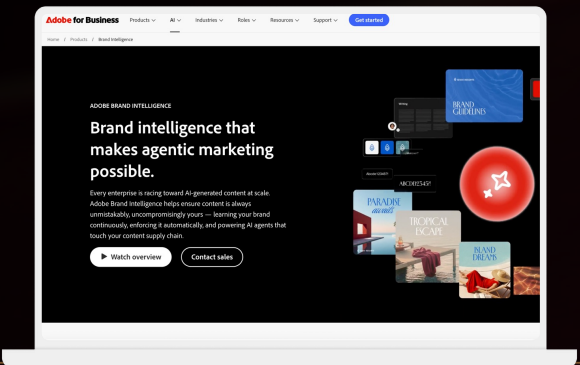


Resources

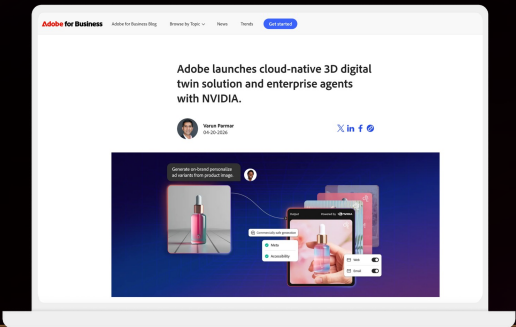
Adobe introduces Brand Intelligence and expands GenStudio



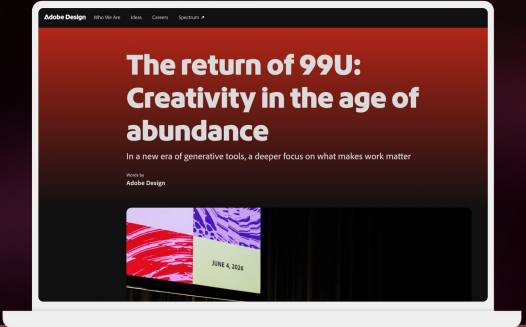
Brand intelligence that makes agentic marketing possible



Adobe launches 3D digital twin solution and enterprise agents with NVIDIA

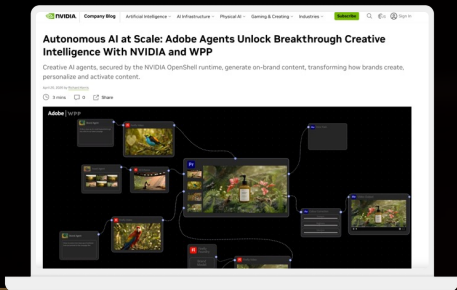


The return of 99U: Creativity in the age of abundance

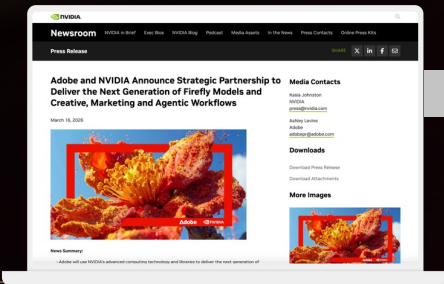


Resources

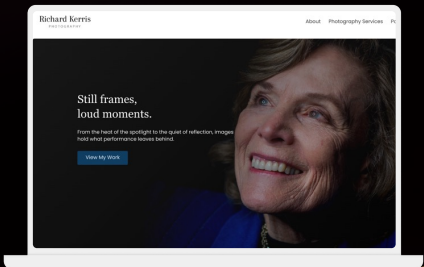
Adobe Agents Unlock Breakthrough Creative Intelligence With NVIDIA and WPP



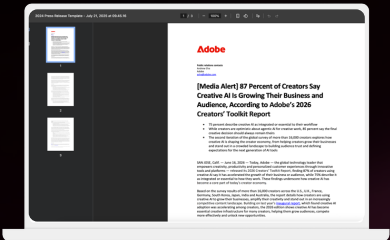
Adobe and NVIDIA announce partnership to deliver the next generation of firefly models



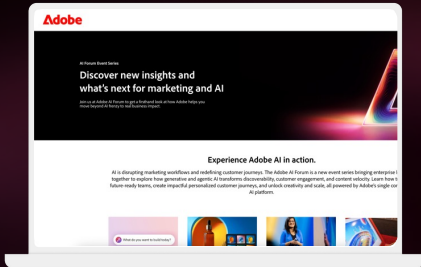
Richard Kerris Photography: Still frames, loud moments.



87% of creators say creative AI is growing their business and audience



Discover new insights and what's next for marketing and AI.



Adobe