

The Adobe MAX innovations personalizing content at scale.

As creative leaders from around the world joined us at Adobe MAX, one theme was clear — the rising demand for personalized content presents challenges and, more importantly, opportunities. With shorter timelines and higher volumes, scaling production will require streamlined cross-functional workflows. With AI-powered tools and the right strategies, creative teams are empowered to produce, remix, and optimize high-quality content across platforms and audiences.



Turbocharge your creativity with Adobe's newest innovations.

Power your content supply chains.

Adobe [GenStudio](#) received major updates and expanded ad partner integrations, so businesses can rapidly transform every aspect of content production. Adobe generative and agentic AI can handle all your content supply chain needs so businesses can rapidly transform every aspect of content production. Work across platforms with ease, as GenStudio integrates seamlessly with Amazon Ads, Google Marketing Platform, Innovid, LinkedIn, and TikTok.

Simplify AI-powered workflows.

With solutions like Adobe Firefly Services APIs, [Unified Review and Approval](#), and Adobe Express, creative and marketing teams can collaborate more effectively. Cross-functional workstreams support the production of more personalized content for specific audience segments while ensuring brand consistency.

Scale content with precision.

Creative teams don't need coding expertise to automate and scale content. Adobe Firefly Creative Production for Enterprise offers production-grade control to help deliver the flexibility, capabilities, and connectivity that businesses need to quickly produce content that is personalized and on brand.



Scale and unleash your team's creativity with AI.

[Learn more](#)

ON-DEMAND SESSIONS

How creative teams are expanding brand reach.

Forward-thinking brands are embracing Adobe's AI-powered tools to produce content at higher volume and velocity. These sessions are an up-close look at their business impact.



[Peak Performance — Where Creativity Meets Content Velocity](#)

Audrey Jims, communications manager at Intuit, joins Danielle de Granville, senior product marketing manager at Adobe, to discuss how TurboTax turned to Adobe GenStudio for Performance Marketing to help them through a high-stress moment like tax season. Watch to learn how Adobe generative AI helped Intuit free up time for their creative teams to focus on meaningful storytelling.

"When the workflow is good, it spreads. That's why the GenStudio team focuses on: 'how can we continue to add value and grow, as our customers grow?'"

Danielle de Granville
Senior Product Marketing Manager, Adobe

[Delivering Real Value with AI — Where to Start](#)

Tammy Pienknagura, head of portfolio strategy at Adobe, sits down with industry leaders like Pete Choo, managing director at Accenture, to talk about the latest research on how AI can deliver business value. The biggest area — using AI to break through bottlenecks so creative teams can go from ideation to production to personalization faster. Listen to their exchange and get real-world strategies to go beyond experimentation and toward real ROI.

"Organizations that are thoughtfully applying AI to creative and content workflows are seeing a massive, massive return."

Pete Choo
Managing Director, Accenture

[Paper Mate, Sharpie, and More — Crafting an AI-Powered Content Supply Chain](#)

Samantha Tuttle, director of marketing and commercial excellence at Newell Brands, and Julie Sheeran, creative content technologist at Newell Brands, spearheaded a creative overhaul that redefined their team makes content. By rebuilding legacy workflows into a dynamic, AI-powered ecosystem, they helped their teams scale smarter and create faster. Watch to learn how they're fueling hundreds of campaigns with precision and agility across every touchpoint, from packaging to 3D.

"We're using AI to shake up how we create content. From the first idea to the final asset that you all see out in the world [...] we're freeing up our creatives and marketers to the more fun high-impact stuff — the stuff that actually moves our brand faster so we can get them to market faster."

Samantha Tuttle
Director of Marketing and Commercial Excellence, Newell Brands

[AI is Here. Now What? Lessons from Amazon's Brand Studio](#)

Jocelyn Chang, creative director of generative AI at Amazon Devices Brand Studio, offers a behind-the-scenes look at how her team is shaping the future of creativity with AI. Discover the frameworks and strategies they've built to integrate Adobe Firefly into their workflows — balancing speed, quality, and brand trust. In this session, you'll learn how Amazon is empowering creatives to upskill, experiment, and lead with confidence in an AI-driven world.



Missed an Adobe MAX session?

Explore this year's keynotes, on-demand sessions, and Sneaks.

[View them here](#)

"Adobe Firefly is transforming how we work — not by replacing creativity, but by enhancing it. The tools handle repetitive tasks, like resizing or adapting content, so our teams can focus on high-impact ideas and brand storytelling. We're delivering more consistent content at scale, without losing the human touch."

Samantha Tuttle
Director of Marketing and Commercial Excellence, Newell Brands

Speak to your account manager to learn about upcoming Adobe events happening near you.

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