Adobe MAX 2025

The Adobe MAX innovations powering brand amplification.

It was great to be back in Los Angeles to get first-hand perspectives on how AI is changing what customers expect and how creative teams are adapting. It's more essential than ever to scale on-brand, commercially safe content without compromising brand equity, quality, or creative identity. In close partnership, teams can craft messages that resonate and create customer journeys that leave a lasting impact.

Creative breakthroughs for content that captivates.

Deliver effortless brand consistency.
Use your brand's guidelines and existing assets to train Adobe's secure and commercially safe Firefly AI models. With deep semantic understanding across multiple creative concepts and seamless integration throughout the Adobe ecosystem, our models can quickly generate on-brand, production-ready content for any platform.

Customize models for your brand.
Firefly generative AI equips teams to easily train and customize models with your brand assets. Teams can use Case Cards to find real-life examples for creative inspiration and start training a model right away. By uploading brand guidelines or style documents, creatives get an extra layer of brand control as they scale content production.

Iterate faster.
Creatives can use Firefly Design Intelligence to train, test, and share brand-compliant systems in minutes — no AI expertise required. Teams are empowered to generate flexible design variants, auto-select assets that meet design requirements, and generate context-aware copy to stay on brand.

Scale and unleash your teams' creativity with AI.

[Learn more]

Unlock personalization at scale in the era of AI.

[Explore our solutions]

ON-DEMAND SESSIONS

How creative teams are expanding brand reach.

Top creative leaders at Adobe MAX 2025 shared their experiences with Adobe AI models. Find out how they're ramping up content production and building standout customer journeys with Adobe.

New Rules of Creation — Experiment, Evolve, Wow

Sebastian "BAS" Schwartz, AI accelerator for marketing and design at Bosch, shares how his team harnessed the power of generative AI to rethink how content comes to life. By fostering a culture of experimentation, Bosch transformed their workflows to scale production and handle a higher volume of creative output. Discover how their commitment to innovation and creativity elevated the way Bosch creates and connects with their audience.

"I strongly believe that AI quality will develop very fast. In the very near future, it will cover our internal expectations totally. So to say, it's very important to experiment with AI and to identify this tipping point."

Sebastian "BAS" Schwartz
AI Accelerator Marketing and Design, Bosch

Delivering Real Value with AI — Where to Start

Tammy Pienkinagura, 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.

"We've shifted in the last 18 to 24 months out of experimentation mode, and now we're starting to see separation in the market between brands that are just using AI to churn out generic content — who are actually losing relevance — and brands that are using AI in a way to serve their brands, become better storytellers, and elevate their craft."

Pete Choo
Managing Director, Accenture

Top Five Generative AI Innovations for Enterprise Teams

Elliot Sedegah, Adobe's Director of B2B Marketing for Firefly, and Director of Product Marketing for Firefly Services, Joe Karp, unveiled five product innovations at Adobe MAX. With the right strategy and upskilling, these new AI-powered enhancements can transform how your business creates, personalizes, and scales content. Watch for actionable takeaways on how to use Adobe tools to future-proof your content strategy and streamline repetitive tasks to free up time for more conceptual work.

"At the end of the day, we have to reimagine our workflows. And for that, sometimes we have to reinvent ourselves. And reinvention typically starts with a spark."

Elliot Sedegah
Director of Product Marketing, Adobe

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"Creativity has undergone this incredible transformation over the years. It's no longer confined to traditional industries or roles. Rather, it's this universal language that transcends boundaries, drives innovation, and shapes culture.

Shantanu Narayen
Chairman and Chief Executive Officer, Adobe

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