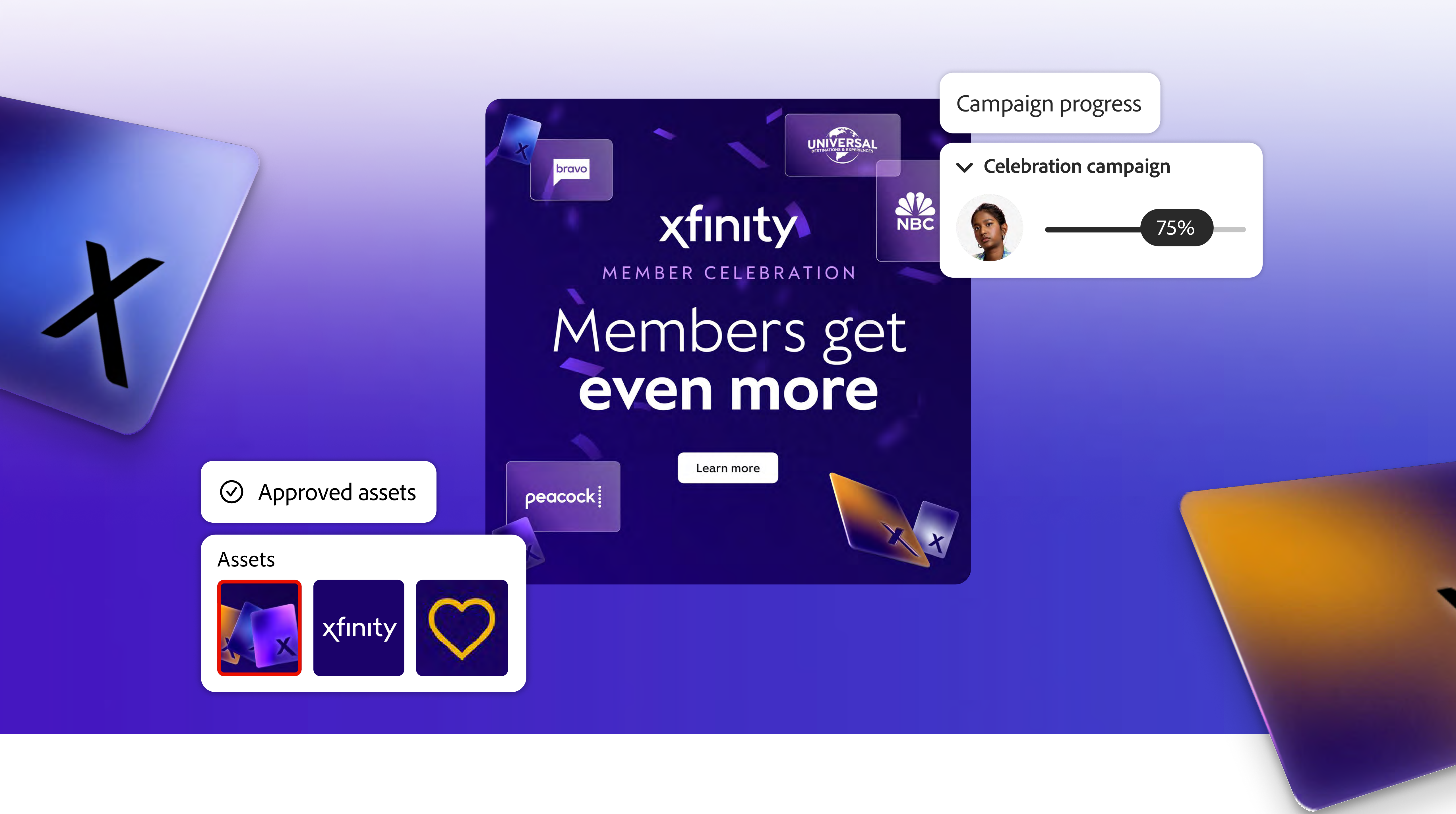




Accelerate content creation with a continuously learning brand intelligence system.

Comcast Xfinity used Adobe Brand Intelligence to create on-brand marketing campaigns with agentic AI, turning weeks of work into minutes.



For Xfinity, reaching millions means scaling across audiences, channels, and cultural moments – while keeping every asset on brand.

Given this level of complexity, maintaining brand tone and compliance is critical. Any inconsistencies lead to repeated review cycles that delay content by weeks, pointing to the need for a more unified approach. See how [Xfinity addressed it](#).

Adobe Brand Intelligence helps teams create a more connected content supply chain.

Xfinity’s partnership with Adobe enables the team to move beyond static brand guidelines with [Adobe Brand Intelligence](#), a continuous learning system that ingests nuanced inputs such as review-cycle feedback, annotations, rejections, and approvals.



AI-powered brand integrity



Fewer creative workflow bottlenecks



Focus on creativity and storytelling

“This partnership with Adobe allows us to embed brand intelligence into every step of our marketing workflows so our teams can spend less time managing work and more time crafting the standout storytelling that defines the Xfinity brand.”

Jon Gieselman
Chief Growth Officer, Connectivity & Platforms
Comcast Xfinity

Proof in action

Using a complex membership campaign, Xfinity set out to see how far it could scale with Adobe Brand Intelligence.

500 personalized display + email variants From a small set of base assets	Real-time validation across variants Refined with last-mile edits	Auto-synced to Frame.io For review and approval	10x creative output from one campaign Generated in minutes, not weeks
---	---	---	---

Ready to scale on-brand creative campaign production?

[Read the blog](#)



Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2026 Adobe. All rights reserved.