

Adobe

2026 Creative Trends

Connectioneering

Real, emotion-led storytelling turns marketing into genuine connection.

Explore the Connectioneering collection



Build community, not just reach.

Connectioneering makes people feel seen. By capturing honest, shared emotions like joy, inspiration, or affection, brands can resonate with audiences across regions and categories.

Create with the Connectioneering templates



Emotion drives choice.

70%

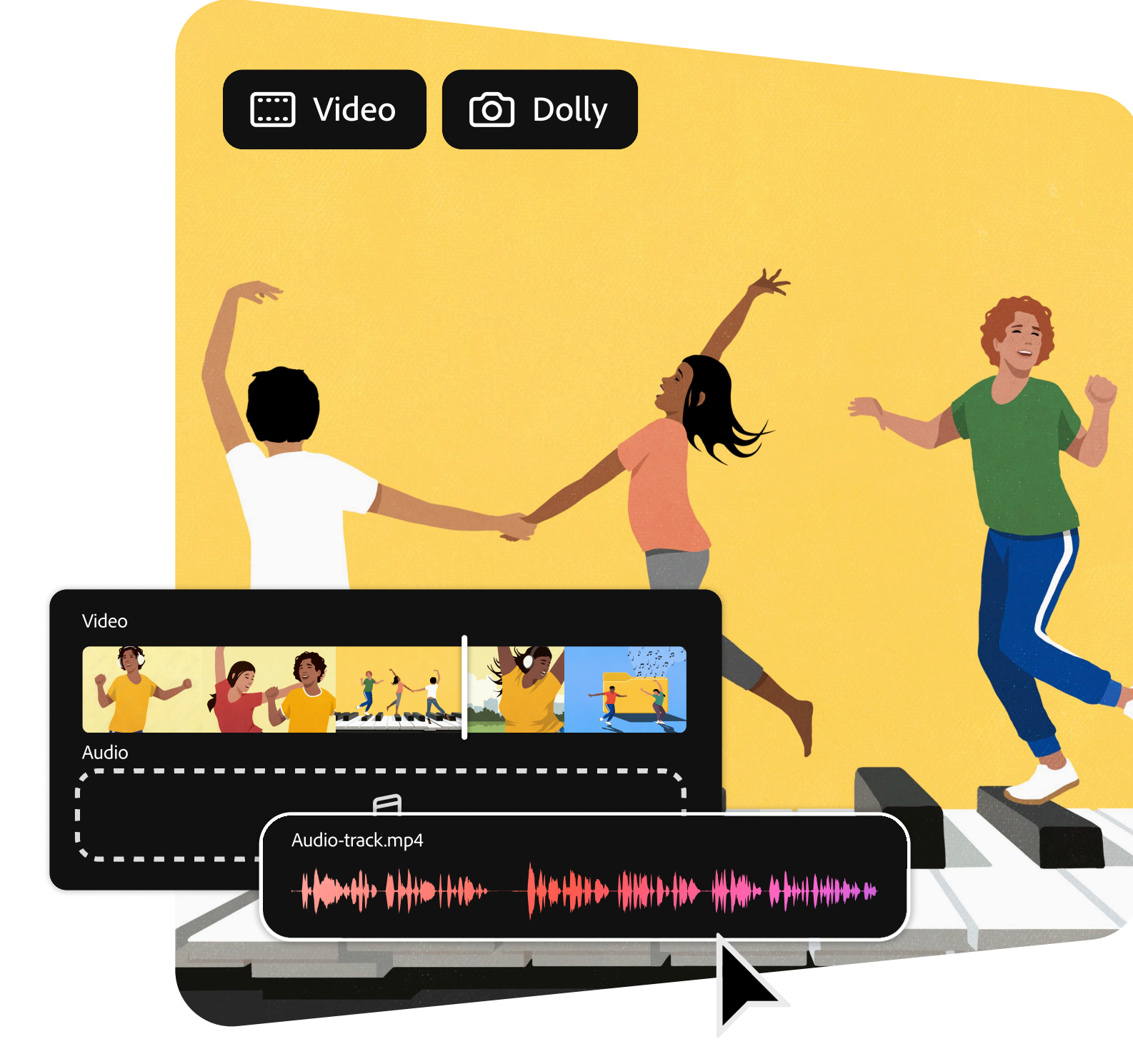
of consumer decisions are driven by emotion.

Source: Gallup

86%

of purchase decisions are shaped by an average of 10 emotional needs.

Source: Greenbook



Compose the feeling.

In video, the right music track sets the mood and amplifies connection. Make every visual element hit the same note for an even bigger payoff.

Trend takeaway.

Craft intentional moments of emotion and shared joy to cross boundaries and connect widely. Use collaborative, AI-powered mood boards to spark and align team ideas.



Visualize with a Connectioneering moodboard

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People really want to feel what connects us all to the special, valuable things that make us human.

Brenda Milis
Principal of Consumer and Creative Insights, Adobe



Stay one step ahead. Get your creative roadmap of what's fresh and trending.

Download the full report

Sources: "Customer Brand Preference and Decisions: Gallup's 70/30 Principle," Gallup, September 6, 2022.

"The Power of Emotional Needs in Consumer Purchases: Insights from Two Studies," Greenbook, September 21, 2023.