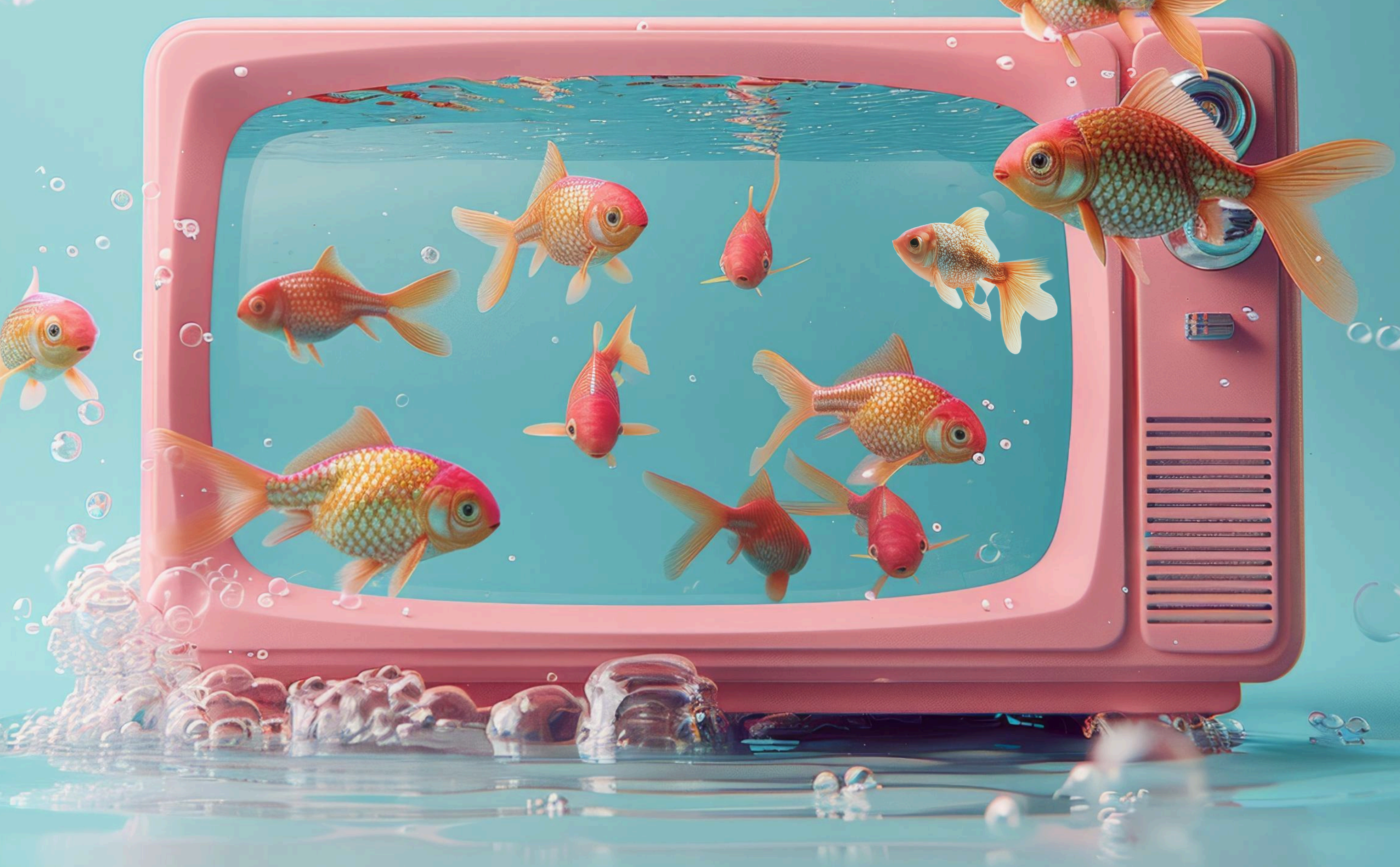


# Surreal Silliness

Let your imagination off its leash.

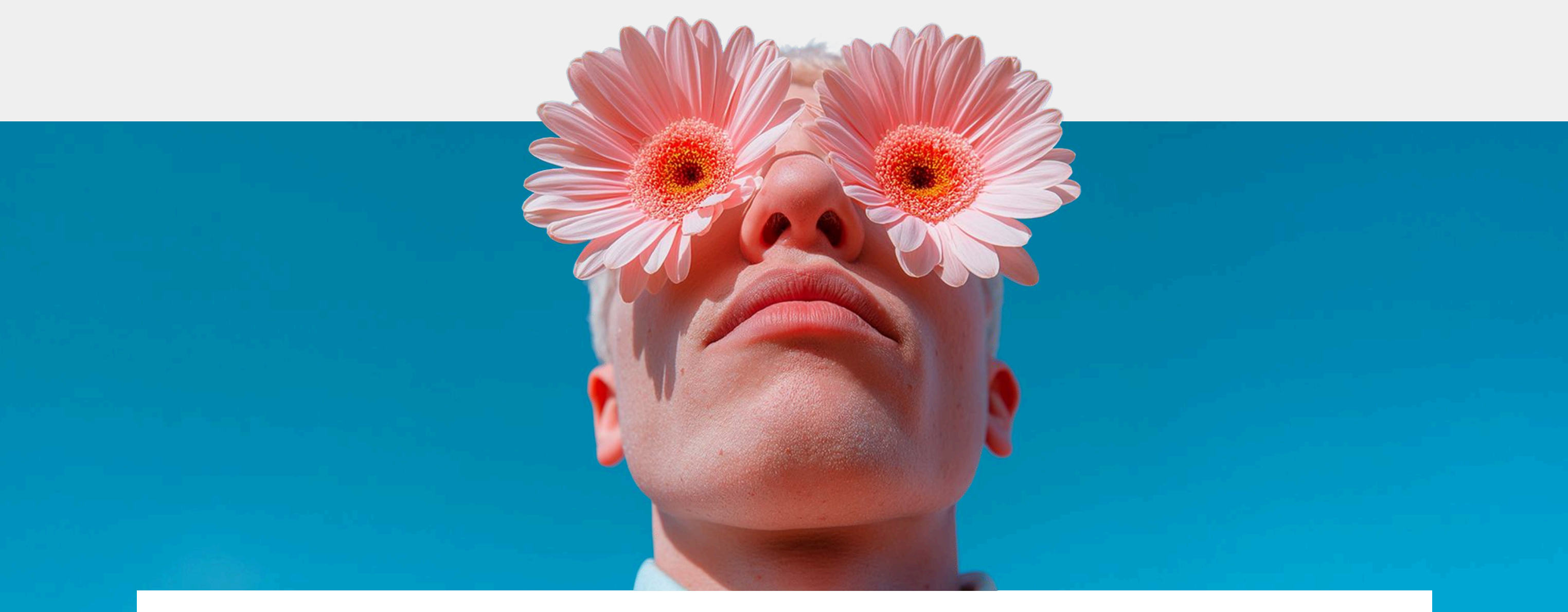
Explore the Surreal Silliness collection



## Delightfully unhinged design.

Surreal Silliness helps brands find entirely new, joyful sides of themselves. Using generative AI, content feels alive, unexpected, and impossible to ignore. It all results in optics that intrigue, entertain, and demand consumer attention.

Create with the Surreal Silliness templates



## Embrace the unexpected.

**+24**  
points above average

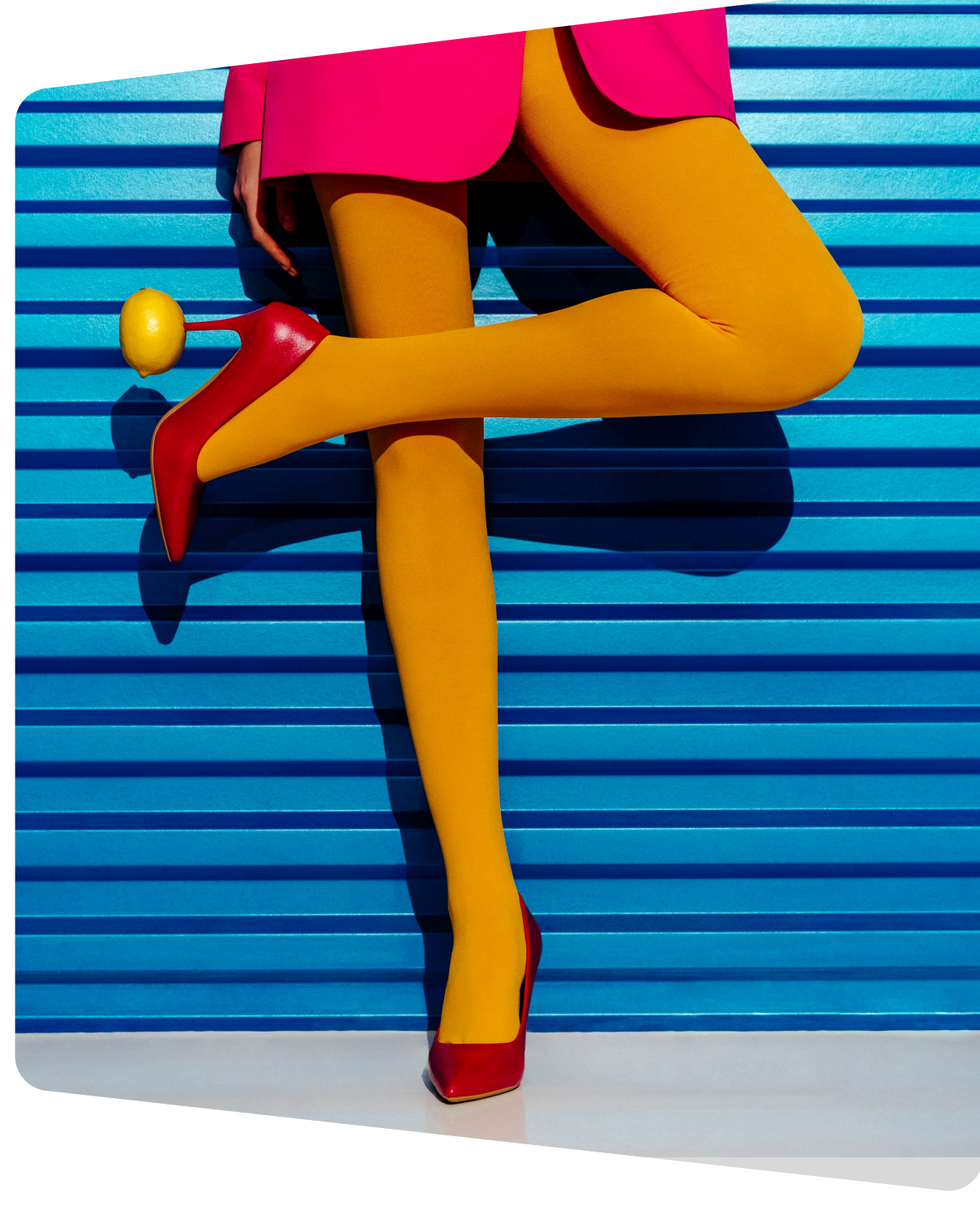
Brands described as fun and playful are significantly better at building future demand.

Source: Greenbook

**68%**

of global youth search for humorous content that's entertaining while providing an escape from reality.

Source: VICE

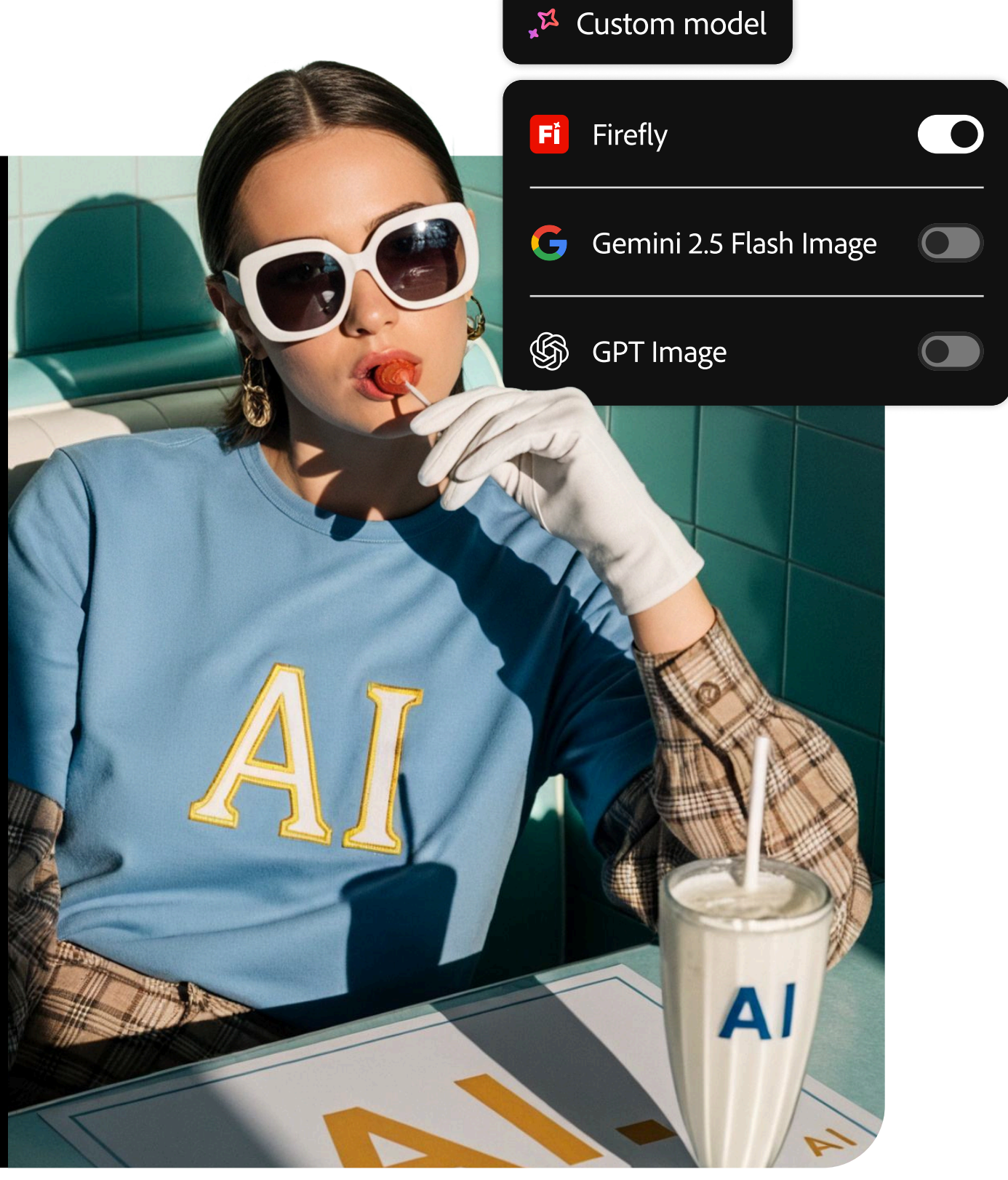


## Curiosity without limits.

When you stop forcing AI to mimic what already exists, it starts imagining what doesn't — and that's exactly where you find the silliness.

## Trend takeaway.

Generative AI models instantly take your ideas to the next level. Adobe Firefly and partner models give you the choice, flexibility, and power to innovate your way.



Visualize with a Surreal Silliness moodboard

“

These are strange times, and if you can pivot and present strangeness in a humorous way, it's outrageously engaging and entertaining... it's an extremely clever approach I truly admire.

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: "The Great Vibe Shift," VICE 2023.

Polly Wyn Jones, "Serious about fun: how play can boost your brand's appeal," Kantar, November 26, 2024.