

# Scale event marketing campaigns with local relevance.

Turn one global idea into many market-ready assets.

You build your event campaigns to travel well, but each market has its language, cultural nuances, and creative preferences. Adapting event content for every regional activation means juggling dozens of variables and can become a logistical feat of strength. Adobe Express empowers your event marketing teams to localize content quickly while keeping your brand guidelines intact.

Start using Adobe Express



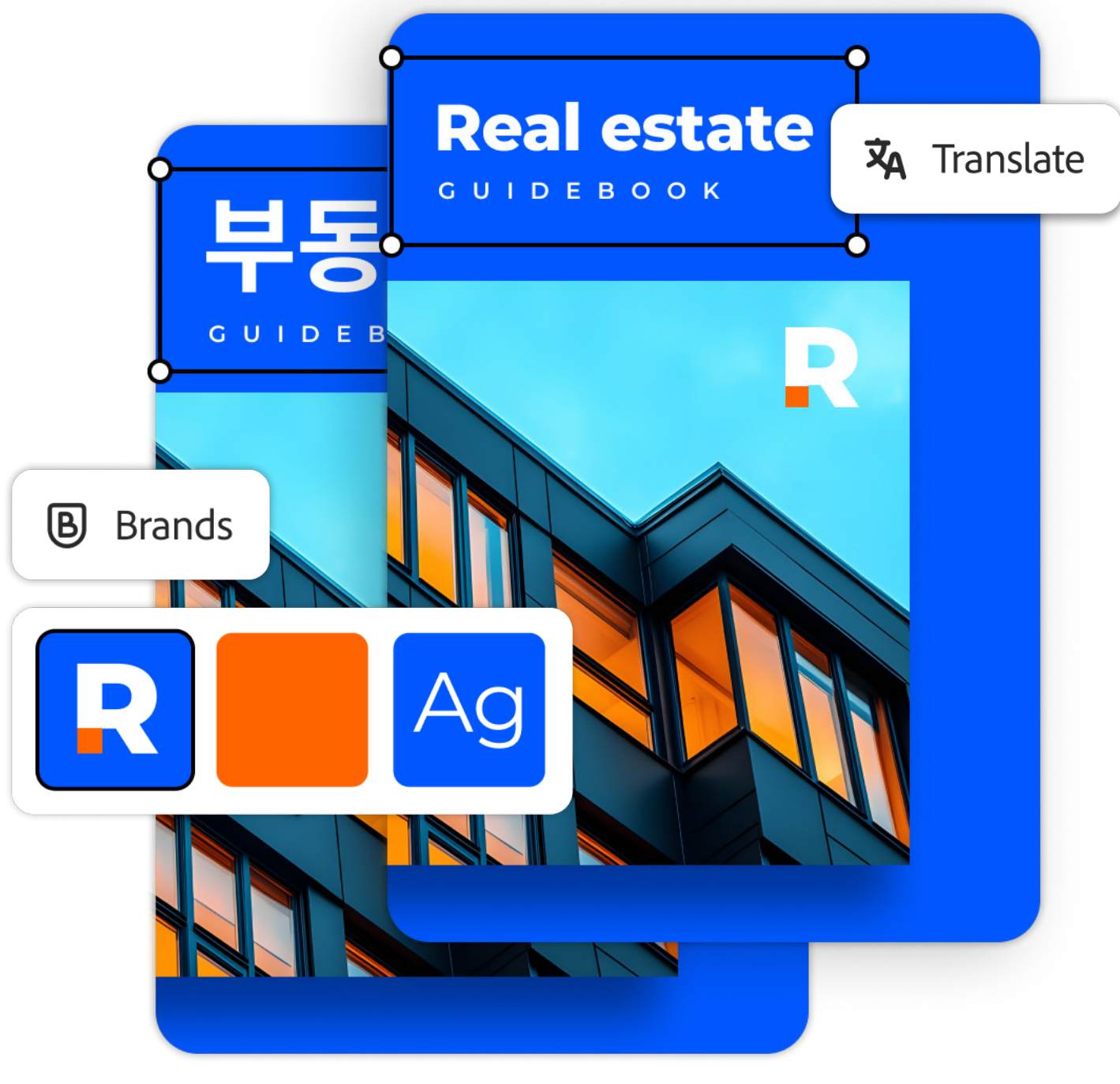
## The localization challenge.

Event marketing teams are under pressure to launch campaigns fast across multiple markets, but with overwhelmed creatives, limited design skills, and slow access to assets, they can take shortcuts that lead to off-brand event materials and increased costs.

## How Adobe Express solves it.

### Localize branded assets for any region.

Give regional teams the power to create locally resonant content without extra lift for your creative team.



#### Translate without losing your voice.

Auto-translate into 45 languages while your brand voice and visual identity stay consistent across markets.



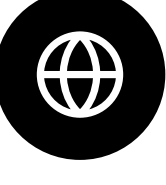
#### Create visuals that fit the market.

Generate locally relevant imagery with Adobe Firefly, built on commercially safe, licensed content that reflects regional preferences and cultural nuances.



#### Resize and adapt instantly.

Use Generative Expand technology to transform content for any format or channel — from Instagram Stories to billboard ads — while maintaining visual quality and brand integrity.



#### Customize for local preferences.

Easily adapt messaging, imagery, and layouts to reflect local preferences and compliance requirements without starting from scratch.

### Reuse content for promotions and events.

Take your primary campaign and create dozens of variations for every event, promotion, or activation.



#### Turn one asset into dozens.

Use Generative Expand to instantly create localized social posts, booth graphics, event banners, conference materials, and digital signage from your primary event campaign in seconds.



#### Speed up production with brand-approved templates.

Access locked templates specifically designed for events and promotions, featuring built-in guardrails that keep your brand consistent across all outputs.



#### Apply your brand kit instantly.

One-click application of logos, fonts, colors, and approved assets ensures every piece of content stays on brand, whether it's for a trade show in Tokyo, a conference in London, or a pop-up activation in São Paulo.

### Create engaging video and social content.

Scale video and social content creation across teams and markets with simplified, drag-and-drop ease.



#### Promote events across all channels.

Create and edit video content for events, social media campaigns, and post-event highlights using intuitive tools that don't require advanced design or video production skills. Turn one piece of content into multiple social formats optimized for different platforms and regional event audiences.

## Proven results.

70%

faster regional launches.

dentsu

92%

time reduction in social media template production.

AECOM

26x

higher engagement rates.

IBM

“Our creative team used to take two hours to produce a social media tile. With Adobe Express, we’ve cut that down to 10 minutes.”

AECOM

## Streamline localization for your global event marketing program.

Give your regional event teams the tools to adapt campaigns quickly without compromising your brand standards.

Start using Adobe Express

Discover how event marketing teams are accelerating localization while maintaining brand alignment across all markets and activations.