Adobe

The future of marketing is now.

Why creativity + marketing + AI
is the new business imperative.

We live in an attention-based economy, where consumers and businesses alike are inundated with digital-driven content, advertising, and marketing messages. As content volumes continue to surge, relevance alone isn't enough. Brands have seconds to connect, and the stakes have never been higher. Even real-time, omnichannel personalization falls short if it fails to spark emotion, inspire action, and build trust between the customer and brand.

In today's content-saturated world, creativity is no longer optional — it's the catalyst that transforms data-driven engagement into unforgettable experiences. Creativity, when executed in a personalized, brand-aligned, compelling way at scale, makes marketing more effective and customer experiences more remarkable, ultimately fueling brand loyalty.
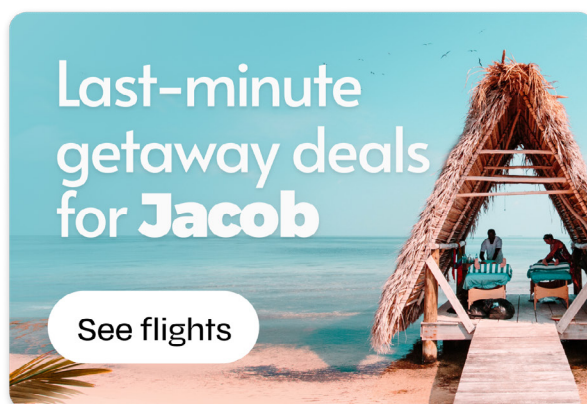
Jacob Horne

Audience
Frequent traveler

Last-minute getaway deals for **Jacob**

See flights

Subject line
Travel deals for Jacob ✈️   Rewrite

# How Adobe unlocks the power of creativity + marketing + AI.

Attention is the most valuable currency — creativity earns it, and AI scales it. With a rich heritage of category-defining product innovation, Adobe is the only partner that brings world-class tools for creativity, customer data, content velocity, and AI orchestration into a unified platform. By combining creativity, marketing, and AI in a single platform, Adobe delivers the critical components of high-performing customer experiences — across channels, devices, and accounts — at unprecedented scale.

Now, with the addition of generative and agentic AI, these tools are helping marketing and creative teams plan, create, ideate, and deliver content that leads to breakthrough customer experiences and earns the attention your brand deserves.

Breakthrough creative at scale.

Delivering experiences in a way that breaks through the noise and creates personal connections requires a massive volume of content — across channels, geos, personas, and more. With Adobe GenStudio, our end-to-end content supply chain solution that includes Adobe Firefly generative AI, creative teams can elevate the creative process and effectively address ever-growing content demands.

Adobe's intuitive tools now make it easy for content creators across your business to craft on-brand content, with endless ways to customize and scale marketing assets. Amid the rapid improvements in AI creation, creators and brands can have confidence that Adobe tools are built responsibly, respecting intellectual property and mitigating reputational risk.
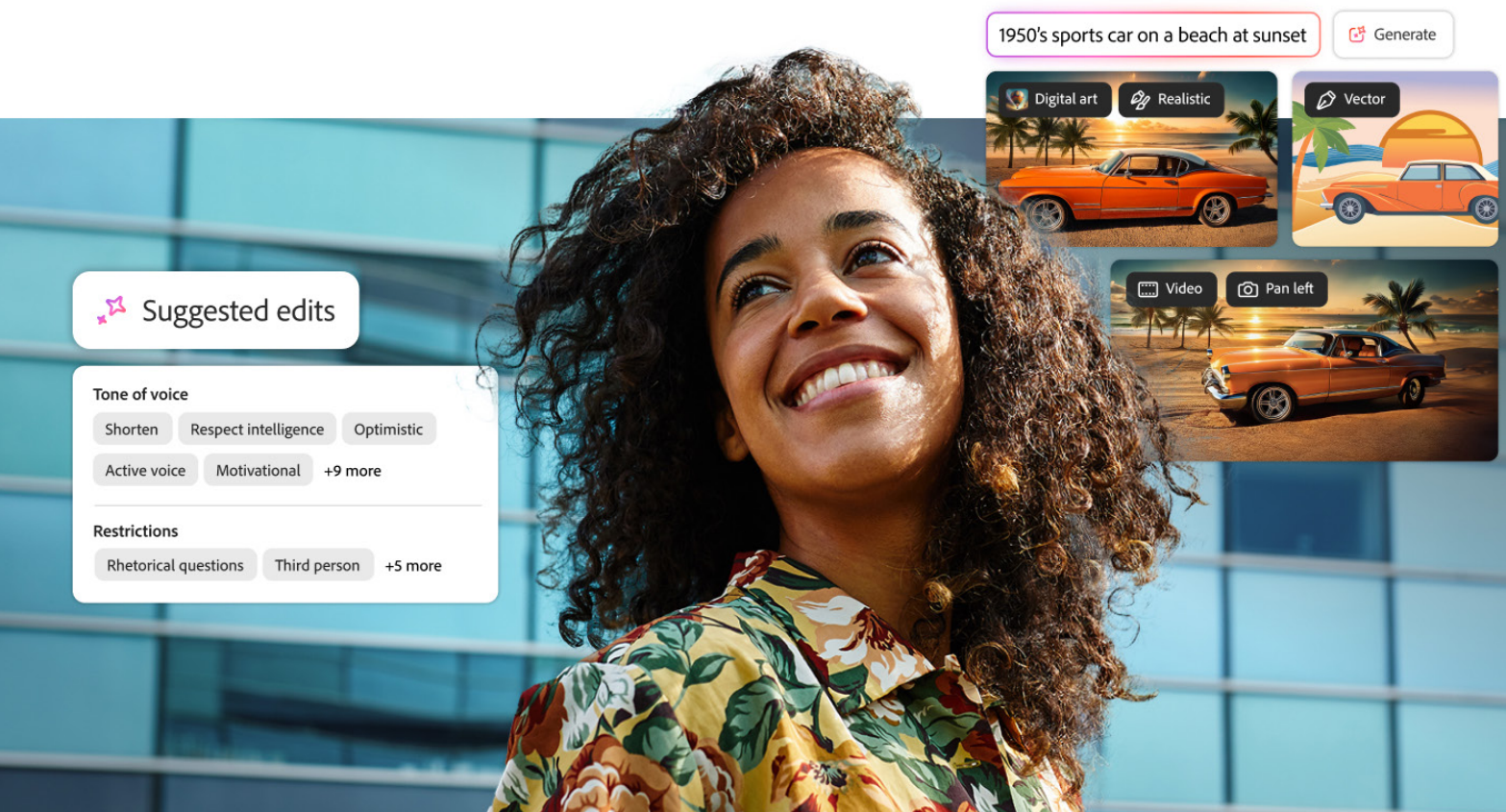
Here are some of the most exciting new innovations driving breakthrough creative:

Adobe Firefly

A family of generative AI models, designed for safe, brand-ready content creation.

Expanded capabilities include:

- **Firefly Services**: Release of new APIs for short-form video content, 3D imagery, and digital avatars.

- **Firefly Creative Production**: No-code interface for creative teams using Firefly Services that streamlines color grading and resizing workflows.

- **Firefly Custom Models**: Now on Firefly Image Model 4 for enhanced image quality, style consistency, and photorealism.

Adobe Express

A fast, easy content creation tool that maintains brand consistency across teams.

Expanded capabilities include:

- Enhancements that ensure assets remain on-brand across scaled content production.

Adobe GenStudio for Performance Marketing

An AI-powered solution that streamlines planning, creation, and activation of content for faster, more effective campaigns across channels.

Expanded capabilities include:

- Creation of short-form video ads, including the use of Firefly Video Model, and seamless activation across Meta properties.

- Enhanced integrations for seamless campaign workflows with Amazon, Google, LinkedIn, and Meta.

- Multi-language and translation support for variant generation in over 30 languages.

AI-enabled data and journey management.

Today's marketing isn't just about content — it's also about connection. Enterprises require a digital experience foundation that seamlessly integrates compelling content with customer data and journey orchestration to ensure personalization at scale efforts meet both the needs of the customer and business objectives.

Adobe Experience Platform, working in concert with GenStudio, enables teams to plan, produce, activate, and optimize campaigns, all in one workflow. Now, with the addition of Adobe Experience Platform Agent Orchestrator, marketers can tap into agentic capabilities that expand their capacity to design and deliver tailored interactions with higher granularity. That means more journeys, finer segmentation, and more content variations — for greater impact.

Adobe Agents work across three key dimensions:

1. Partnering with marketers inside Adobe applications.

2. Interacting directly with customers on behalf of brands.

3. Collaborating across a broader ecosystem of partners and platforms.

Adobe has been building this foundation for decades, and our pace of innovation has accelerated. New innovations driving this evolution include:

- **Adobe Experience Platform Agent Orchestrator**

  Powers Adobe's purpose-built agents through an agentic framework for customer experience orchestration.

- **Data Insights Agent**

  Surfaces clear insights through dynamic visualizations based on natural language prompts.

- **Product Support Agent**

  Delivers proactive support, faster resolution, and greater transparency for AEP users.

Next-generation customer experiences.

Generative and agentic AI are redefining how brands engage with people. Customers now expect intent-driven, conversational experiences tailored to their needs, delivered across any channel, and guided by context.

Adobe is at the forefront of this shift. Our AI agents empower brands to engage in natural, multimodal interactions while ensuring their content, data, and experiences show up meaningfully across the tools customers already use.

Breakthrough innovations driving this future include:

- **Adobe Brand Concierge (B2C, B2B)**

  Creates personal moments between brands and their customers through multimodal interactions (text, voice, image) that leverage Adobe's first-party data and brand content to deliver context-aware recommendations and guide consumers or business buyers through every stage of their journey.

- **Adobe LLM Optimizer**

  Helps marketers guarantee their brand is discoverable and influential in AI-driven environments, preserving relevance in the age of agentic search and recommendation.

Companies elevating brand impact with creativity + marketing + AI.

Adobe transforms how brands create hyper-relevant, emotionally resonant experiences, strengthening loyalty, authenticity, and engagement across every channel and interaction.

Prudential is a clear example of AI unlocking human potential. Today, all 365 of their marketers have access to Adobe AI tools — and the results speak for themselves. Image editing is up to **4x faster**. First-draft creation is **70% faster**. Time saved is being reinvested in creative thinking and strategy. Most impressive: when combining generative AI with personalization, Prudential saw a **135% increase** in engagement.

THE Coca-Cola COMPANY has announced a co-innovation with Adobe. Their goal was to solve the challenge around misinterpreted brand guidelines — a critical hurdle for making AI-powered content generation platforms succeed. Fizzion is built using Adobe Firefly Services and Adobe Firefly Custom Models, which are tailored to Coca-Cola's brand identity and Adobe Experience Manager Assets as a Cloud Service. These tools allow Coca-Cola's designers to train AI to generate on-brand content at scale while preserving creative intent.

tapestry leveraged Adobe Firefly alongside their proprietary assets to create a customer model and meet the demand for digital twins across their organization. Tapestry leveraged Adobe Firefly alongside their proprietary assets to create a custom model. When text prompts are used to generate a new image with Firefly, the generation matches the brand's identity. These virtual replicas have proven valuable beyond design, helping teams from digital marketing to consumer research more effectively ideate and deliver products that resonate with

More brands putting AI to work:

Red Hat	**sling**	**newell** BRANDS	**GATORADE**
RedHat deployed branded content templates **10x faster** with Adobe Express and Creative Cloud Enterprise.	Sling adopted Firefly generative AI capabilities, boosting on-site conversions by **22% and cart conversions by 30%**. Sling TV has also accelerated its content production times by **75%**.	Newell used Adobe Firefly and Adobe Express to increase content production for Paper Mate packaging by **75%** and reduce content creation time for social asset creation for Oster products by **33%**.	Gatorade delivered richer fan and athlete experiences using Adobe Firefly.

Unify your creativity, marketing, and AI.

In a world overflowing with digital noise, customer experience is your loudest signal. Brands that win will be those that excel at relevance, creativity, and scale — without compromise.

Adobe helps brands lead this transformation by bringing together creativity, marketing, and AI into a unified platform. From understanding each customer in full context, to crafting content that resonates, to delivering it at the perfect moment, Adobe empowers you to build experiences that spark loyalty, drive growth, and make your brand unforgettable.

[Learn more]

Adobe