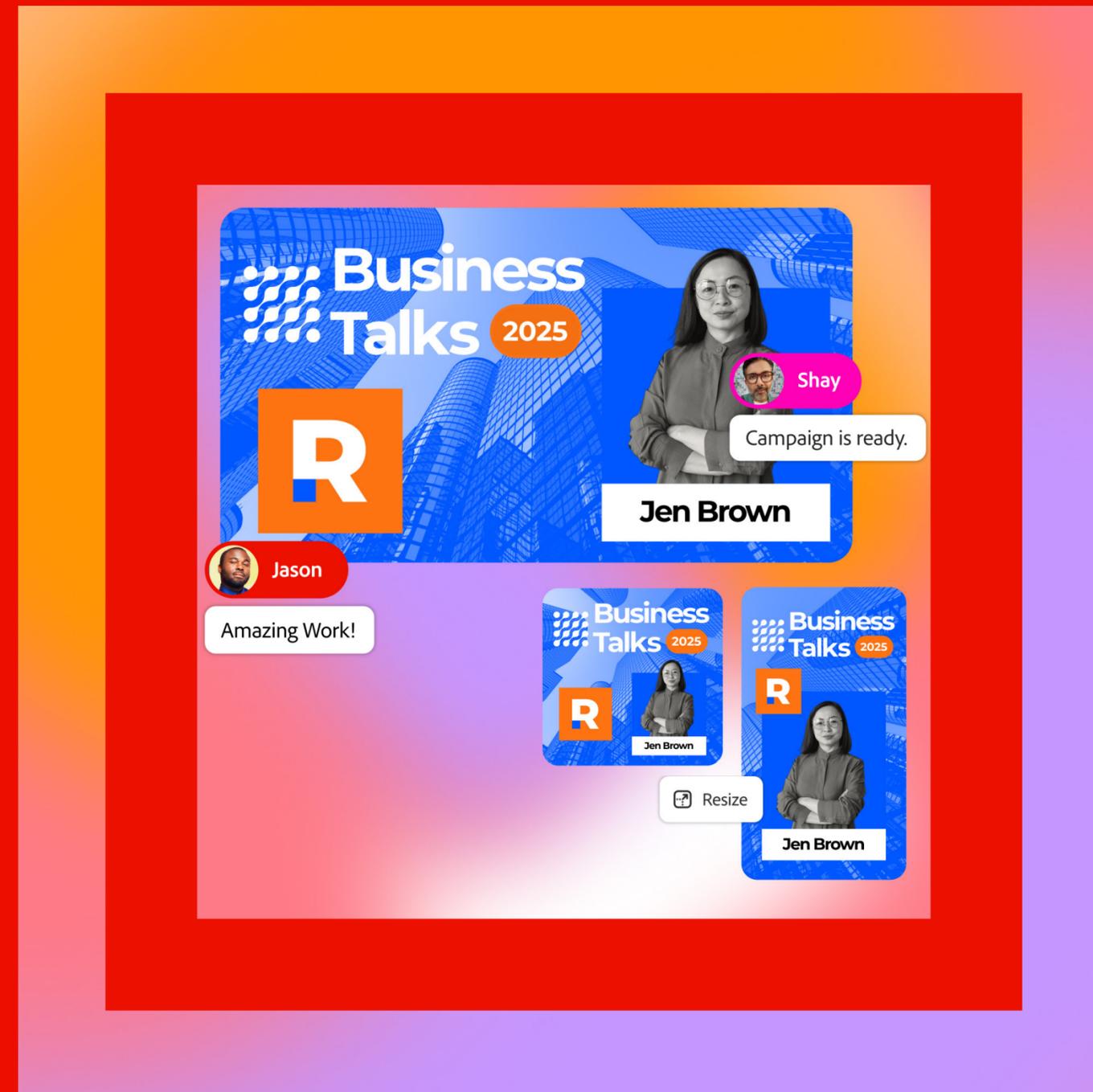


Adobe Express

Made by AI Assistant
September 30, 2025

Adobe Express Fest



Session summary

In the inaugural Adobe Express Fest, attendees explored the power of Adobe Express to create standout, on-brand content quickly and efficiently. Hosted by Phil Pallen, a brand strategist and Adobe Express ambassador, and Emanuele Breccia, Adobe's director of social media, the session provided actionable insights into branding strategies, LinkedIn best practices, and leveraging Adobe Express tools to break through the "sea of sameness" in digital content. The webinar featured live demos showcasing features like templates, personalization, resizing, animation, bulk creation, and generative AI, empowering attendees to create visually arresting content that resonates with audiences across platforms.

Key takeaways

-  **Efficiency.** Adobe Express simplifies content creation with tools like resizing, quick actions, and brand kits, enabling teams to stay on-brand while saving time.
-  **Human connection.** Speak authentically and inject personality into your content to resonate with audiences.
-  **AI integration.** Leverage Adobe Firefly-powered generative AI to create commercially safe, custom visuals.
-  **Collaboration.** Share templates and projects with teams to streamline workflows and ensure consistency.

Features showcased in this event

Animation Tool

Add dynamic motion to static images, making content visually engaging and attention-grabbing for social media platforms.

Bulk Create

Accelerate the creation of multiple content variations by using a CSV file to generate personalized designs at scale.

Resize Tool

Streamline the adaptation of content for multiple platforms by automatically resizing designs to fit specific dimensions and formats.

Translate

Facilitate the creation of multilingual content, allowing seamless translation into over 40 languages to reach diverse audiences.

Frequently asked questions

Is there a way to convert to different social media sizes?

Yes, our Resize workflow supports hundreds of preset size dimensions, which covers the critical social media platforms and their sizes.

Are there any integrations with the share feature and Workfront proof?

Our [Workfront integration](#) supports review and approval.

While Adobe Express is a great tool for creating new content, how do you approach the updating of old/existing PDFs that were generated in something like InDesign?

You can import those old PDF documents into Adobe Express and use our Version History on the file to see and manage changes.

Frequently asked questions

Can you upload a .jpg and have it split up the elements to then animate the individual pieces? Or do you have to build the whole image in Express from the start? We typically build in InDesign.

If you have content built in InDesign that you would love to make edits in Adobe Express, you can easily [import the InDesign file into Adobe Express](#) — directly from InDesign.

Is there a way to use generative expansion for photos as there is in Photoshop?

Generative Expand is currently available through the Resize workflow. If we detect that your image will need to be cropped to fit the new page dimensions, we'll use Generative Fill to fill in the negative space.

Frequently asked questions

Can you show the audience how to customize a social template to their brand that doesn't involve any AI?

You can apply your brand colors and fonts to a template using zero AI. [Read more about how to apply branding.](#)

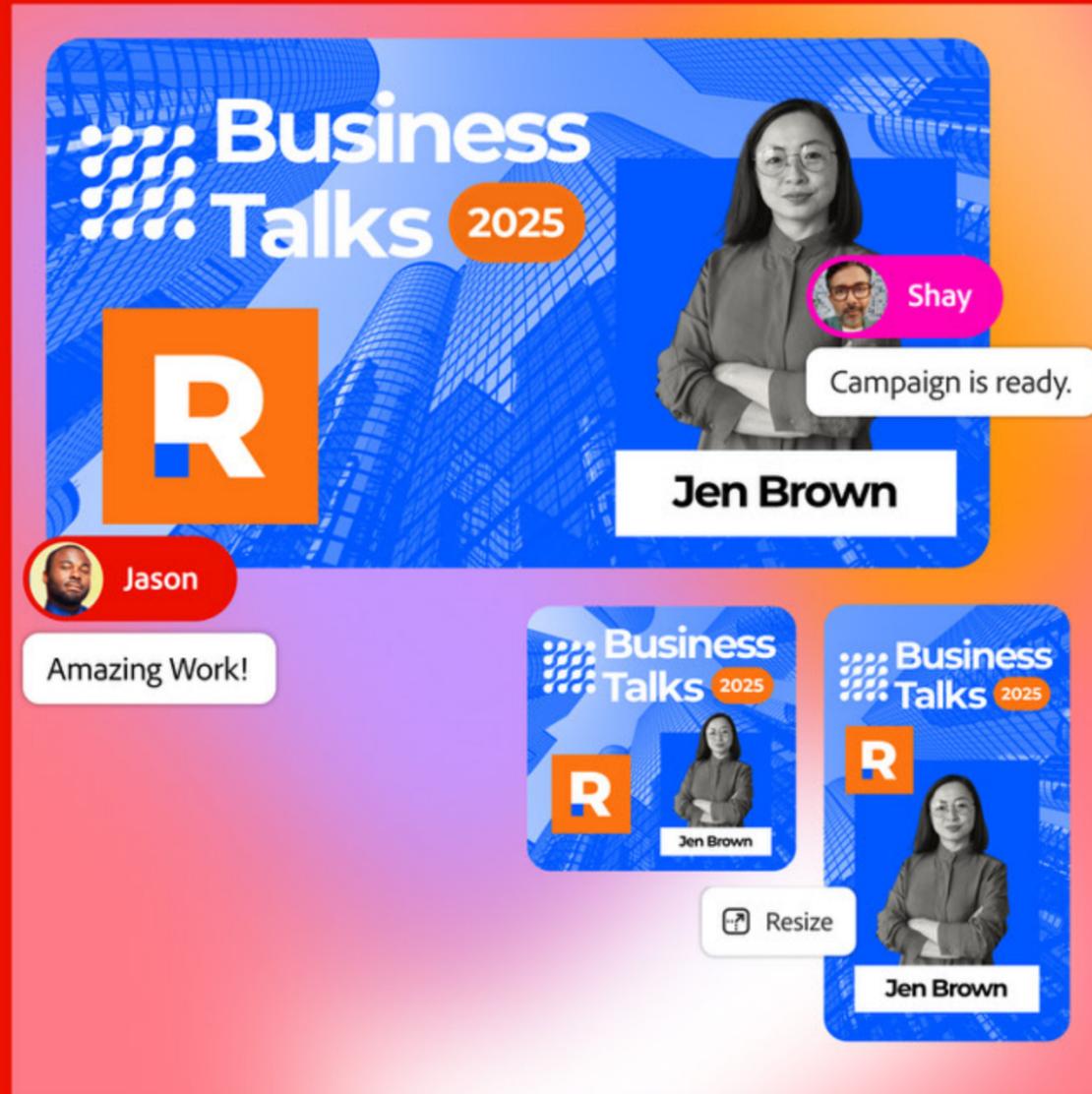
Can you import a PPT deck and add that video frame to the front?

Yes. You can import your PDF deck into Adobe Express and take advantage of your self-record functionality.

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Adobe Express

Adobe Express Fest





Phil Pallen
Brand Strategist
Phil Pallen Collective



Emanuele Breccia
Director of Social Media
Adobe

Create with Express.



Adobe Express

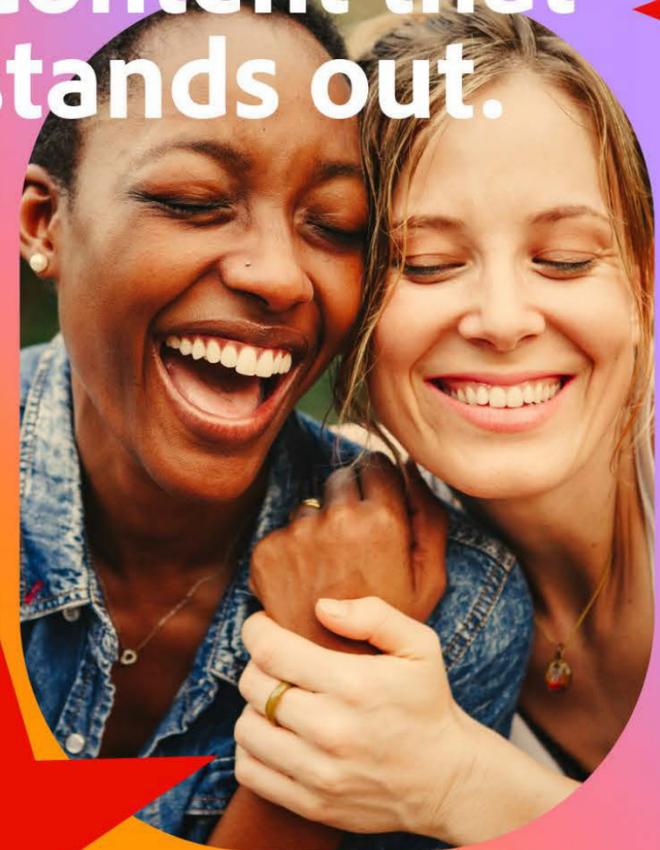


I learned a new way to
create content faster
with Adobe Express.

Express makes it easy to bring
ideas to life in minutes.

Adobe Express

Content that
stands out.



Adobe Express

How to break out of LinkedIn sameness

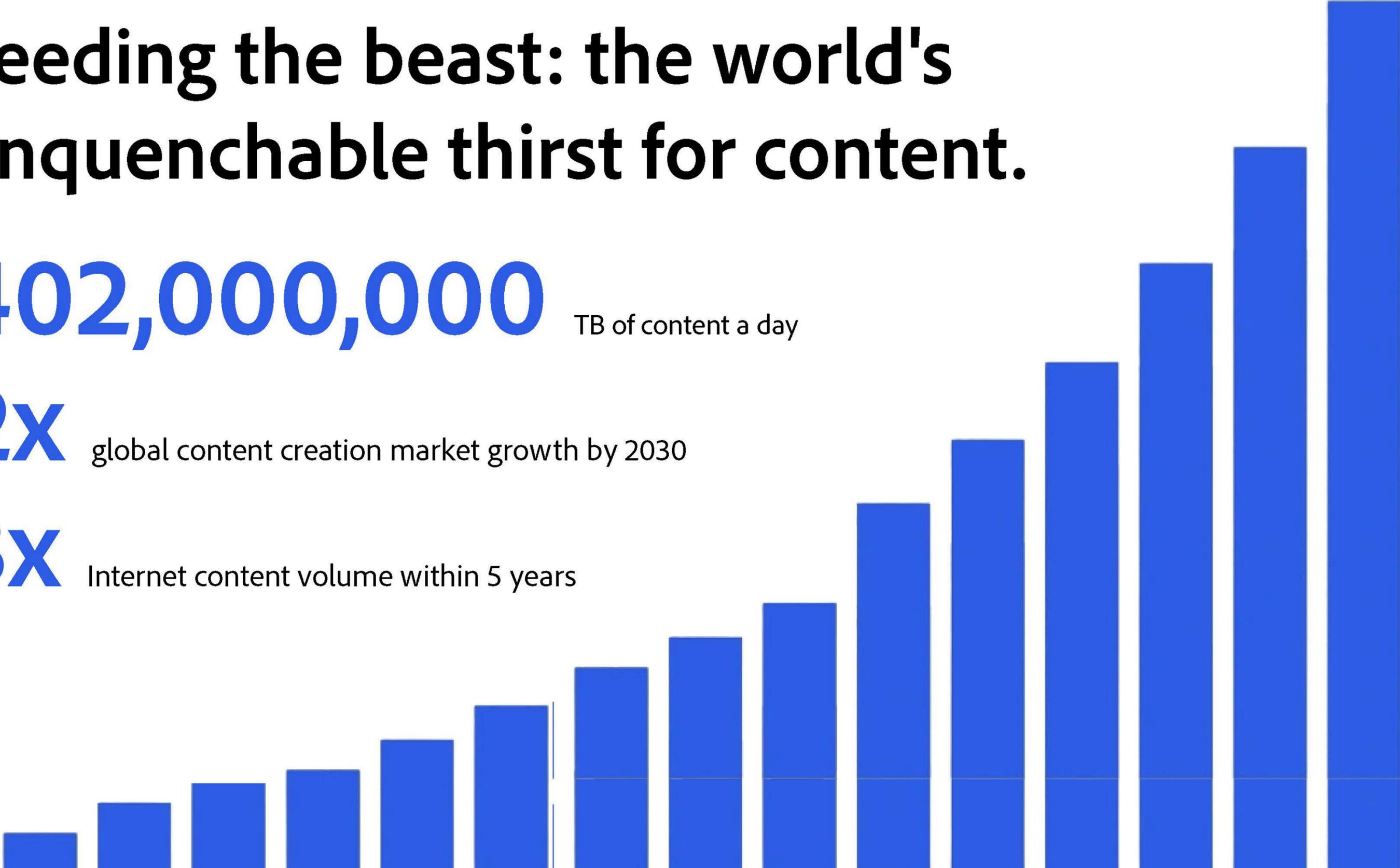
Express Fest - September 2025

Feeding the beast: the world's unquenchable thirst for content.

402,000,000 TB of content a day

2x global content creation market growth by 2030

3x Internet content volume within 5 years



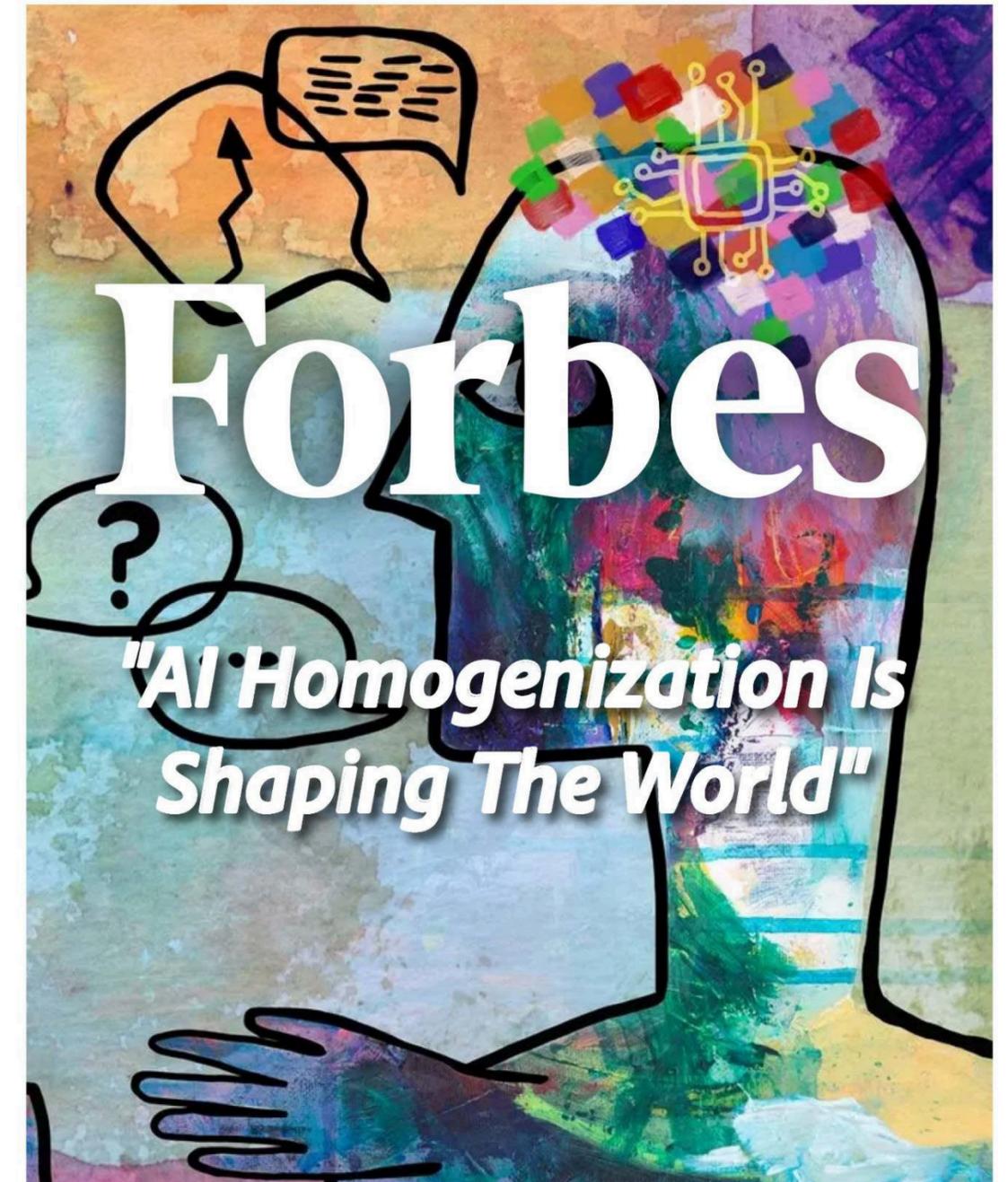
**Speed kills and creativity
is the first casualty.**

71%

of social media images are now AI-generated

34M

AI-generated images are created daily, using over 2,000 tools, many trained on the same datasets and styles

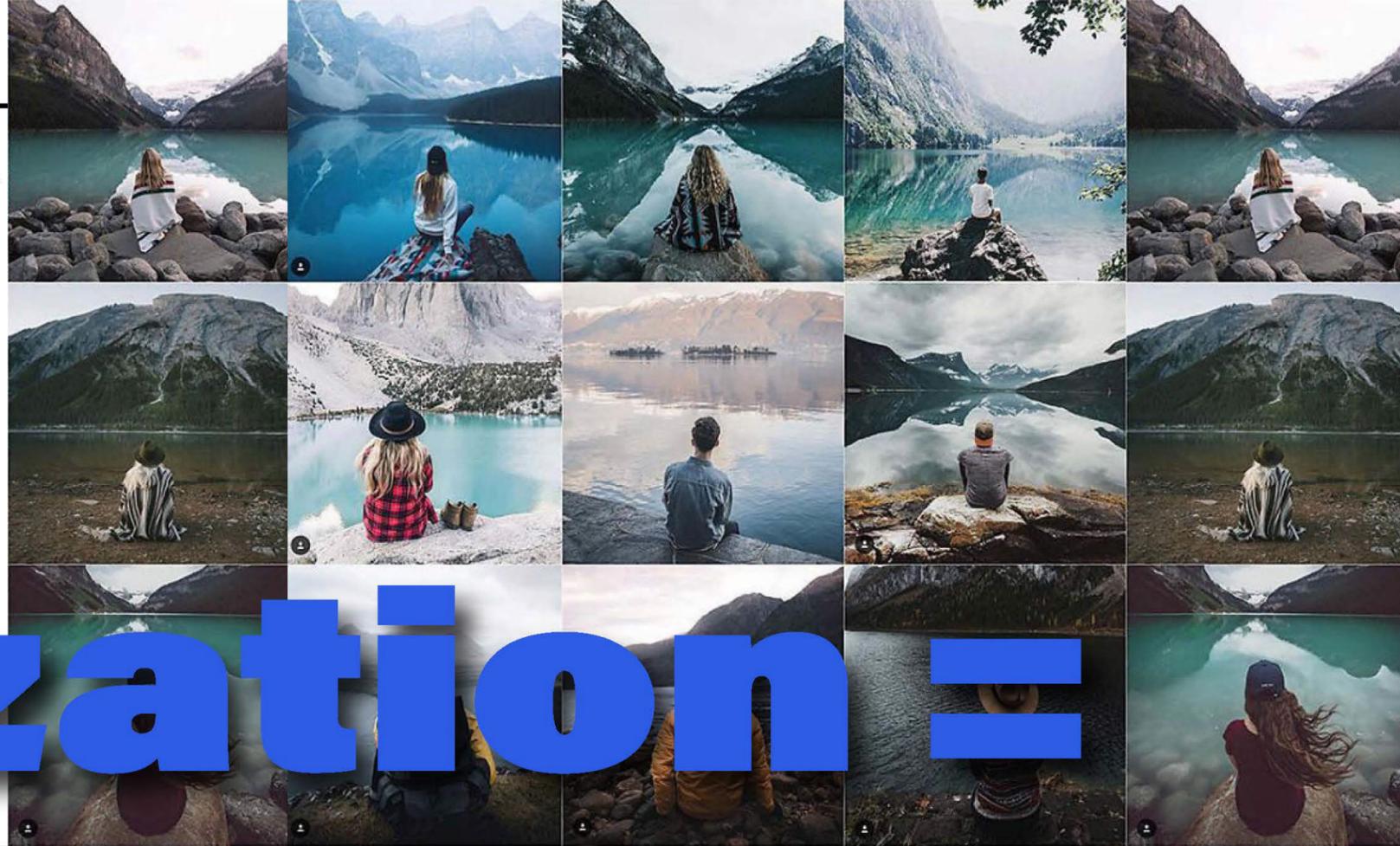


Tech

- Revolut » Revolut
- facebook » FACEBOOK
- Google » Google
- Microsoft » Microsoft
- airbnb » airbnb
- Spotify » Spotify
- Pinterest » Pinterest
- ebay » ebay

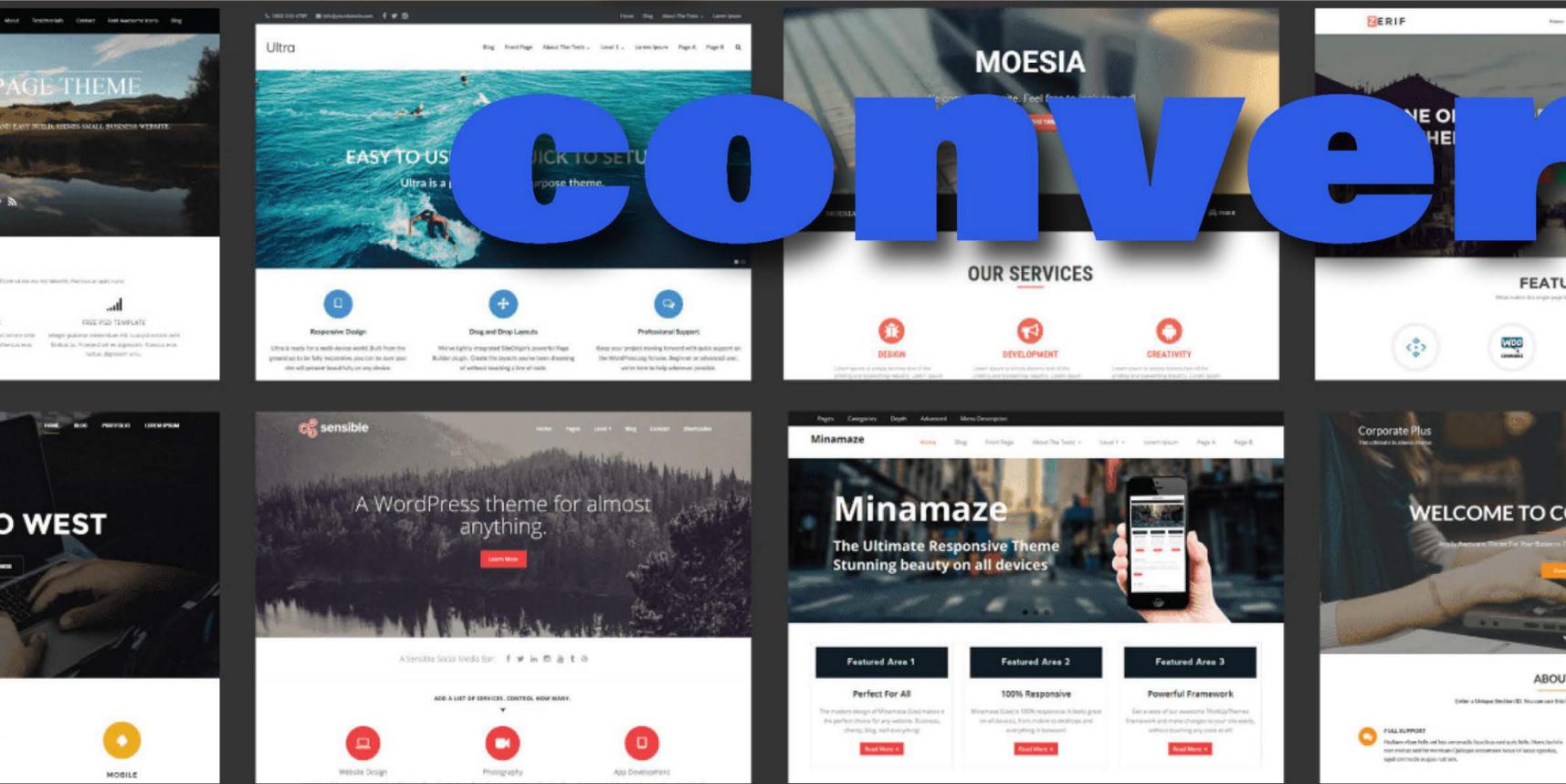
Fashion

- BALENCIAGA » BALENCIAGA
- BURBERRY LONDON ENGLAND » BURBERRY
- YVES SAINT LAURENT » SAINT LAURENT
- Berluti » BERLUTI
- BALMAIN PARIS » BALMAIN
- DIANE VON FURSTENBERG » DIANE VON FURSTENBERG



Optimization =

convergence



Elin Nozewski • 1st
Marketing Communications Leader at Kin
1w · 🌐

Sharing for reach. Join our team!

Lauren Wolde • 2nd
Growth Marketing @ Kin Insurance
1w · 🌐

I'm **#hiring!** Kin is looking for a growth marketer whose background is focused on Linear/CTV, with the potential to unlock additional channels such as Satellite and Local Radio at scale. This is an exciting opportunity ...more

kin. Growth Marketing Manager, Offline & CTV
jobs.ashbyhq.com

Ruth Kim and 23 others

Like Comment Repost Send

Ivan Fernandes • 2nd
Advisory | Planning | Execution | Capital → Helping Founders Grow ...
1w · 🌐

The Future of the Creative Industry

Yesterday, I joined **Superson's** webinar with **Samit Malkani**, **Alison Scorg** ...more

AdAge

Small Agency Awards Creativity Top 5 Leading Women 2025 CMO Job Moves Agency Review Tracker

T-Mobile shifts most of lead creative agency Dentsu's remit in-house

Latest News

Why risk-taking will set agencies apart in 2030 marketing

AI ad of the week: blockchain meets AI meets Dallas Cowboys

Bill Power and 58 others

4 comments · 4 reposts

Like Comment Repost Send

Ad Age reposted this

Sabrina Sanchez • 2nd
Editor and Journalist, Community @ Ad Age
View my portfolio
2w · 🌐

To my friends at agencies and brands:

We all know the job market has been especially tough for recent grads ...more

DeShone Kizer • 2nd
Former NFL QB | Founder & CEO at One of None
5d · 🌐

The secondary market isn't the future of fashion - it's already the foundation. **The RealReal's** latest resale report dropped last week, and the headline says all: "The Secondary Market Is the New Starting Point." ...more



26

1 comment · 2 reposts

Emily W • 2nd
Chief Executive Officer at Day
1w · 🌐

Product strategy and execution. I've worked at several startups and helped them grow through disruptive ways - ditching the typical script and having creativity (and the ...more

Nissan's New Campaign Says Quality Isn't Claimed, It's Proven
news.designr

Apple Contingent Workforce Talent Portal - Contract

Victoria Rosa-Garcia (VRG) • 1st
Trusted by brands to connect strategy, execution, and optimization...
1d · 🌐

B ALERT 📢 | It's an exciting time at **Boehringer Ingelheim**, with tremendous opportunity ahead! ...more

AI Impact Insights Lead (20116)
boehringer-ingelheim.talentry.com

Maribel Lara • 1st
Supporting founders and executives in modernizing their marketin...
3d · 🌐

Katie Dunn always has such wisdom to share and today her post hit close to home for me. I meet too many founders with amazing business missions and the strong personal experience but they're not telling their own story. ...more

Katie Dunn • 2nd
Angel Investor | Board Director | Finance & Due Diligence Expert
3d · 🌐

Founders say:

Brian Phifer • 1st
Global Executive Search & Recruitment | Recruiter for Marketing, C...
Visit my website
5d · Edited · 🌐

Vice President, Global Brand Communications - AI - 400k + 40% bonus + incentives. All in (700k-900k+) NYC. ...more

111

1 comment · 17 reposts

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Chris Baldwin • 1st
Senior Video Editor | Video Editing | Visual Designer | Post Producti...
1w · 🌐

Wishing you success, Chris

I strongly recommend Chris

Sharing

Julia Walter • 2nd
Social & Community @ DoorDash
1w · Edited · 🌐

ily are we ready for you to pay attention, but don't have a choice 🤔 🤔 ...more

DoorDash is ready for you
fastcompany.com

Ryan Hogg and 158 others

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3d · 🌐

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Katie Dunn • 2nd
Angel Investor | Board Director | Finance & Due Diligence Expert
3d · 🌐

Founders say:

Brian Phifer • 1st
Global Executive Search & Recruitment | Rec...
Visit my website
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Vice President, Global Brand Communications - / incentives. All in (700k-900k+) NYC. ...more

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Peter Barsoom • 2nd
Co-Founder & CEO, 1906 | Architecting the
23h · 🌐

Today marks a major milestone for us at **1906**

After years of building fast-acting, plant-powered

Introducing 1906 Spirit Cannabis Spirit for Mo
prnewswire.com

Robert Dowling and 116 others

Like Comment

Bill Power • 1st
Marketer, Investor, Advisor
Super duper gift idea. Just ordered.

Julia Walter • 2nd
Social & Community @ DoorDash
1w · Edited · 🌐

ily are we ready for you to pay attention, but don't have a choice 🤔 🤔 ...more

DoorDash is ready for you
fastcompany.com

Ryan Hogg and 158 others

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Katie Dunn • 2nd
Angel Investor | Board Director | Finance & Due Diligence Expert
3d · 🌐

Founders say:

Brian Phifer • 1st
Global Executive Search & Recruitment | Rec...
Visit my website
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Vice President, Global Brand Communications - / incentives. All in (700k-900k+) NYC. ...more

111

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Content on LinkedIn is boring

Only **19%**
of brands were
recognized and
attributed*

LinkedIn *B2B institute study**



The root cause to all of this...



**We forget that...
Business people
are people. First.**

100% of employees
are people.
100% of customers
are people.
100% of investors
are people.

If you don't
understand people,
you don't understand
business.

@simonsinek



BLOW UP BORING

boredom kills, reject sameness, kill the corporate monotone.

MAKE THEM LOOK TWICE

make people stop scrolling. visually arrest them.

MAKE IT MOVE

static is stale. motion is magic.

how we **stand out**

SPEAK HUMAN

kill jargon. talk like a person.

INJECT PERSONALITY

be a human, not a logo, not an avatar. Show voice, humor and opinion.

EMOTIONS vs ROI

emotions drive attention. ROI earns trust. blend the two to be truly resonant.



Every team is a content team



HR

- Job posts
- Culture spotlights
- DEI stories
- Onboarding moments
- Milestone celebrations



Sales

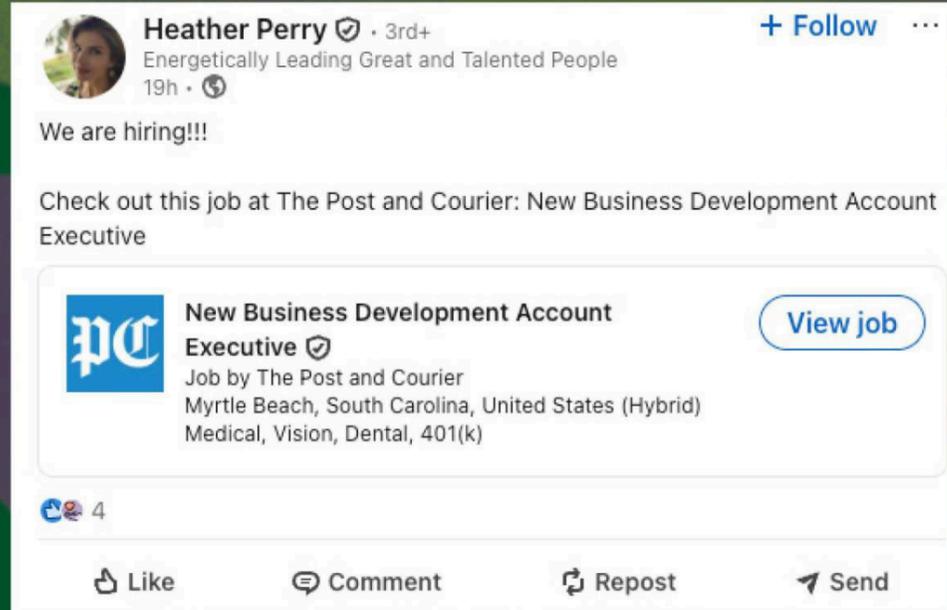
- Product explainers
- Client wins
- Outreach visuals
- Pitch recaps
- Event follow ups



Marketing

- Visual content
- Thought leadership
- Event promotions
- Product demos
- Brand moments

HR



< FROM
must post job posts
TO >
must click on posts



HR

**WE ARE
HIRING
NOW!**

OPEN POSITIONS :
(311) 555-2368

CONTENT
MANAGER

GRAPHIC
DESIGNER

COPYWRITER

info@kinsleylyons.site.com

salsa soiree

Graphic Designer

content Manager

Join our Team!

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Are
Hiring**

More info: salsasoiree.site.com
info@salsasoiree.site.com

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Oakland, CA
(555) 555-0155

WE ARE
HIRING

OPEN POSITION

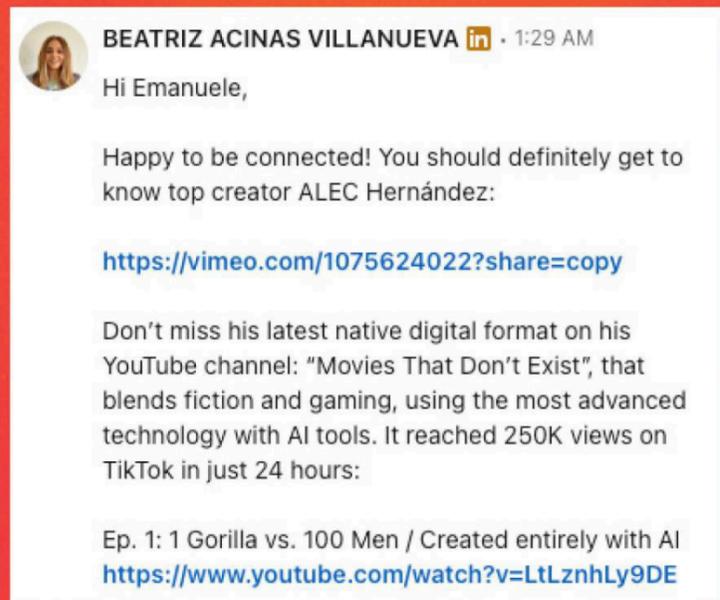
Graphic Designer

APPLY NOW!

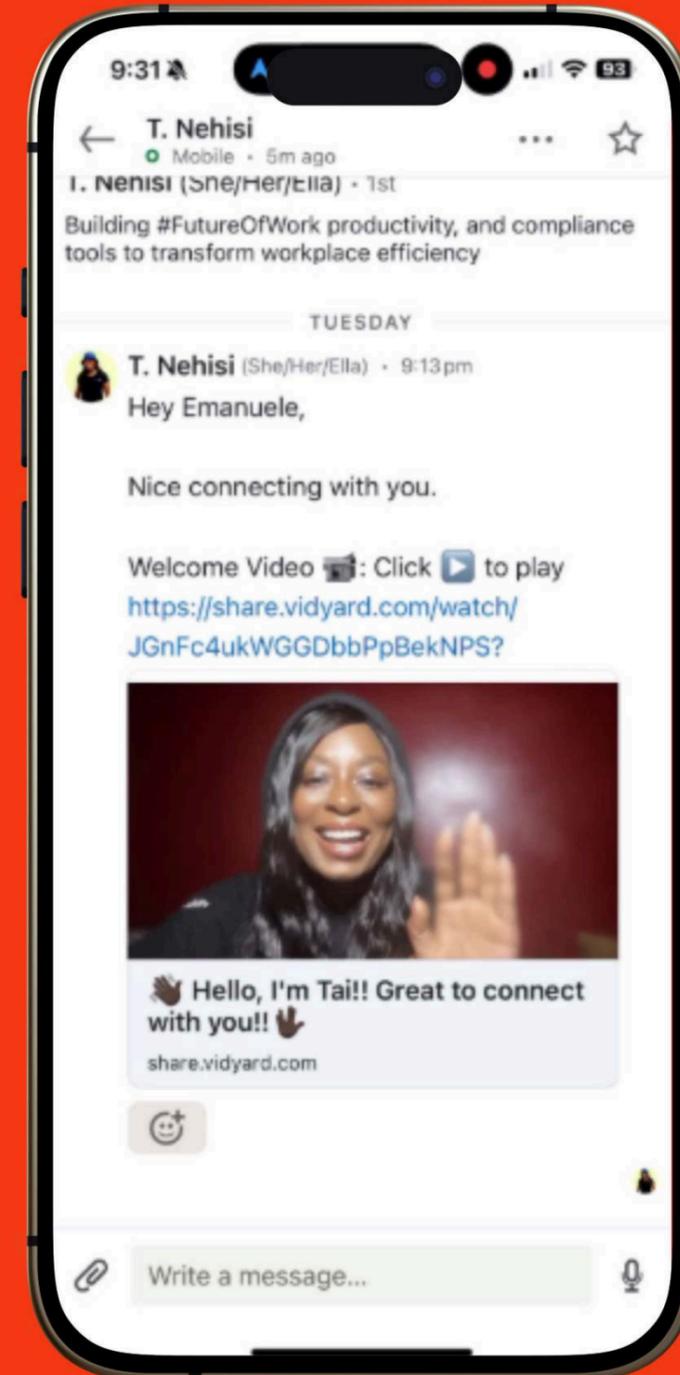
info@kinsleylyons.site.com

Templates

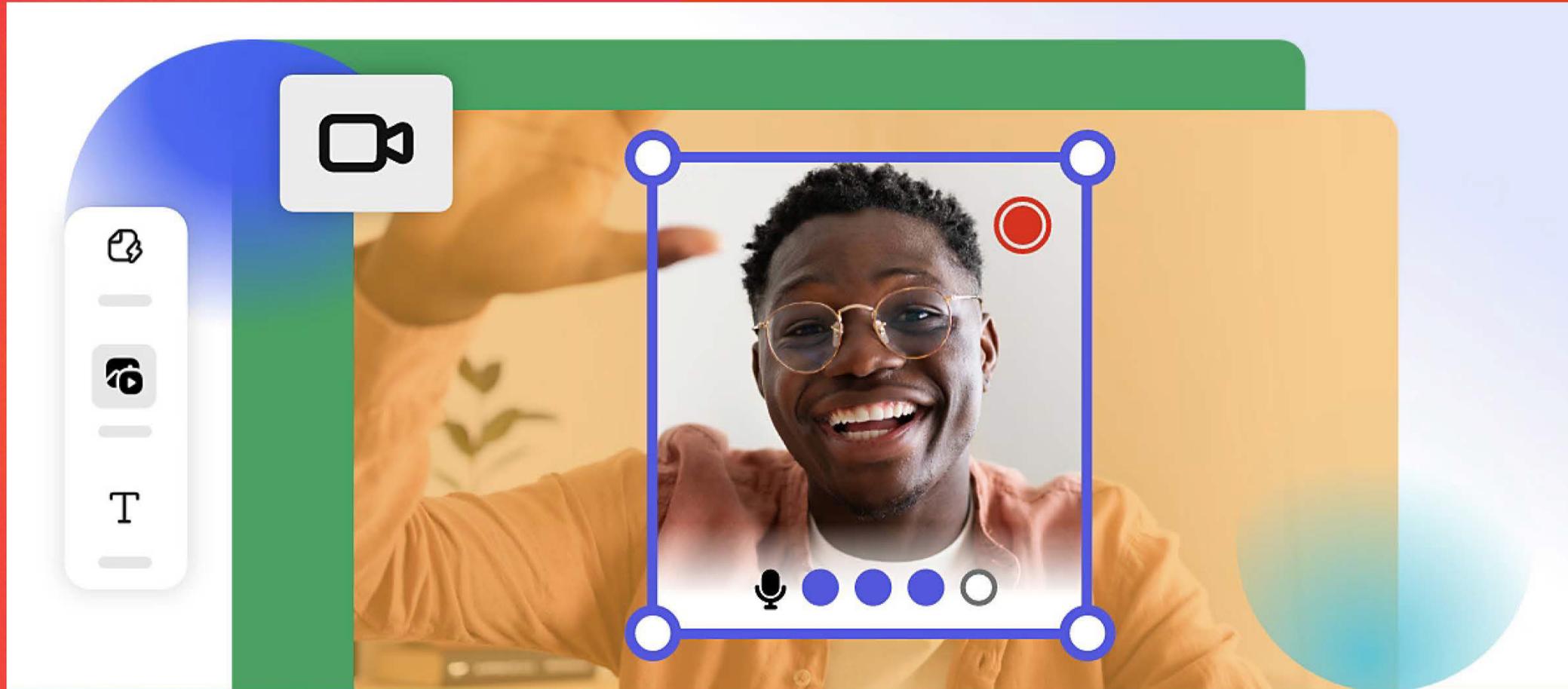
Sales



< FROM
AI-generated sales pitch
TO >
personalized,
attention grabber



Sales



Self Record

Marketing

 **Convertr**
6,609 followers
Promoted

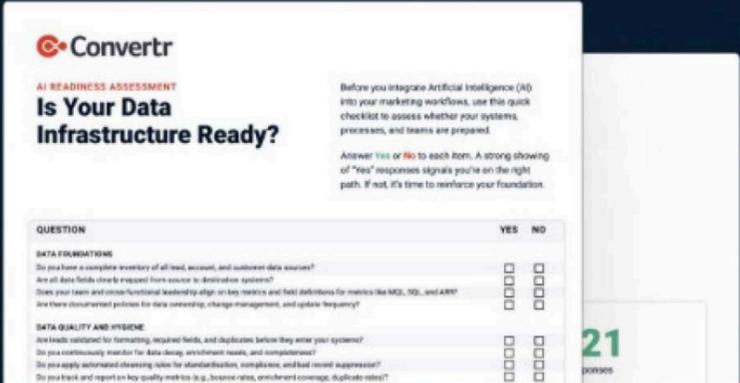
Don't let your AI strategy fail before it starts. Download the interactive assessment to help pinpoint the gaps in your data infrastructure and ...more

 **Convertr** The data integrity layer for enterprise marketing

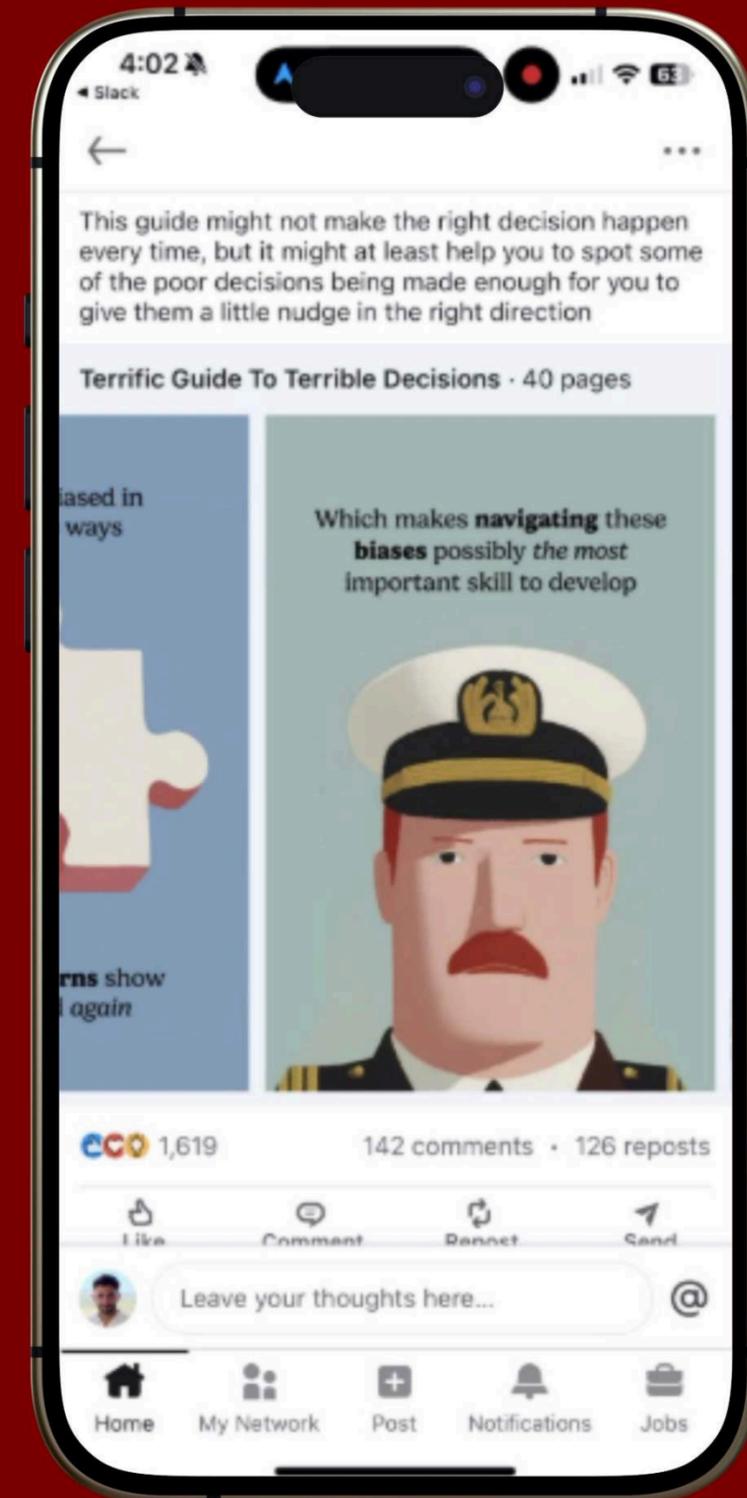
WORKSHEET

AI Readiness Assessment

Determine if your systems, people, and processes are ready for AI-powered marketing.



< **FROM**
cluttered white papers
TO >
entertaining, enriching POVs



Spotify

A song for every CMO

Spotify Advertising presents

A Song for Every CMO

Spotify Advertising presents

A Song for Every CMO

Original lyrics written leveraging Spotify's data-collecting capabilities.

Spotify Advertising presents

A Song for Every CMO

Lyrics written leveraging data-collecting capabilities.

Rachel Ferdinando, CMO of Frito-Lay

Rachel Ferdinando
Crisp like Doritos
CMO of Frito-Lay
Flexin' in the DTC zone
Winning Grand Prix in Concept!

Queen of the cool ranch
Yeah she just don't stop
Popping jalapeños on a
3D Crunchin' yacht

Brad Hiranaga, CMO of General Mills

Brad Brad, Bad Brad
Good for business good for brands, Brad
Brad Brad (Hiranaga!)

THE WORLD WILL HEAR YOU
Takin' aim to reduce hunger
THE WORLD WILL HEAR YOU
Environmental responsibility
THE WORLD WILL HEAR YOU
When you bring your brands to Spotify
BRAD HIRANAGA

Bringing joy serve the world their food
He's a corporate leader standup dude
Puffin' with Yachty
Eats his Wheaties every day
He brings to market cutting edge technology
(Brad Hiranaga)

Joy Bringer!
He's reaching out to the community
(Not bad)

Brad Brad, Bad Brad
Good for business good for brands, Brad
Brad Brad (Hiranaga!)

Don't wanna face him in a standoff
He'll Kid 'n Play you in a dance off
He's got lofty goals
He had Tim & Eric serve us
Psychedelic pizza rolls
Tostitos pizza rolls
That's how business grows
(Business grows!)

When you bring your brands to Spotify
You're a Force For Good, force for good indeed
As you're serving the world the food they love
And the food that people need

Brad Brad, Rad Brad
Seahawkin' TikTokin'
Brand Dad, Brad Brad

Just another day in the life
Of Brad Hiranaga and General Mills

Lil' Yachty, Serena Williams, Spotify.
It's all comin' together

Not bad, Brad.

Pinterest

"P" is for performance

Pinterest

HIGH ACTION! LOWER FUNNEL!

Pinterest

HIGH ACTION! LOWER FUNNEL!

9:41

All My aesthetic Homecoming ideas Ro

Pinterest Presents

THE GLOBAL MARKETING EVENT OF THE YEAR

OPERATION: IT'S POSSIBLE

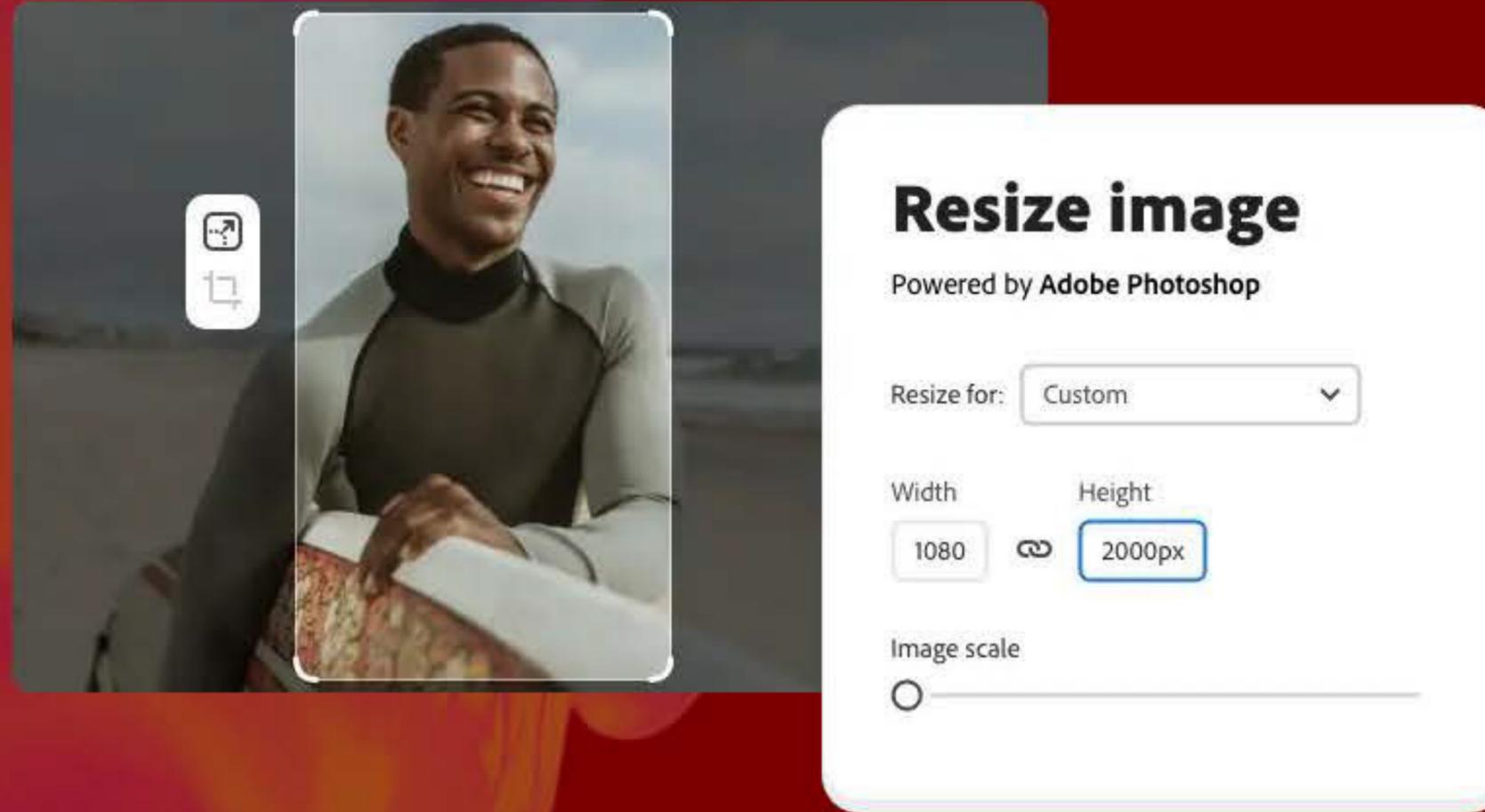
Busy being brilliant?

Take a break from the Pinterest app—we'll be here to inspire you after class.

Show me how

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Marketing



Quick Actions

Create with Express.



Adobe Express



I learned a new way to
create content faster
with Adobe Express.

Express makes it easy to bring
ideas to life in minutes.

Adobe Express

Content that
stands out.



Adobe Express

Helpful resources

- [Get Started with Adobe Express](#)
- [Learn Adobe Express](#)
- [Adobe Express for Business](#)
- [Follow Adobe Express on LinkedIn](#)
- [Phil Pallen's Adobe Express
Remixable Template](#)
- [Adobe Digital Events](#)

Adobe Express

Thank you