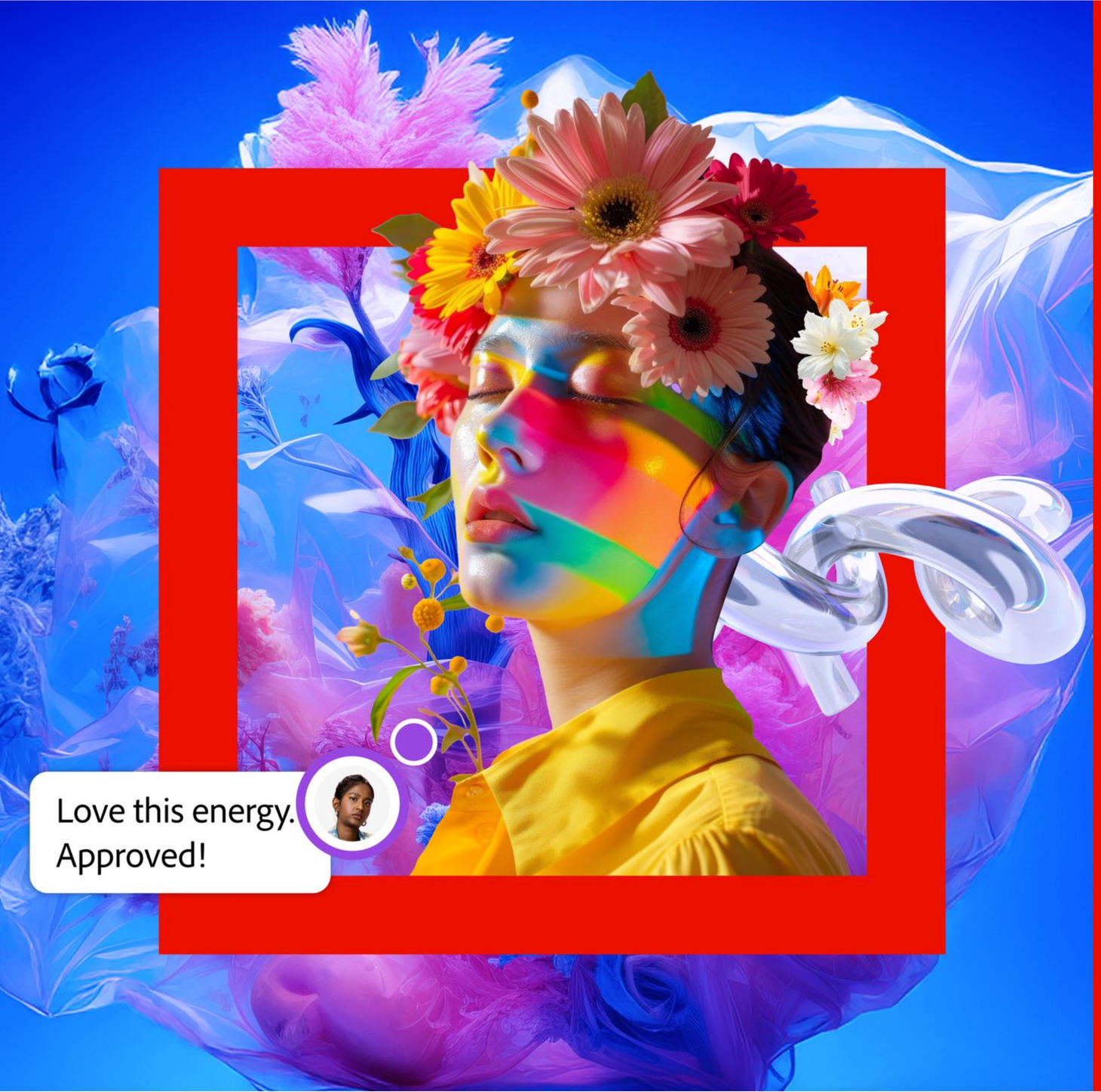

Adobe

Adobe's Creative Forecast: Trends Shaping 2026

Today's speakers

Lindsay Morris
Principal Content Strategist
Adobe

Brenda Milis
Principal, Consumer and Creative Insights
Adobe

Cassandra Napoli
Head of Consumer Forecasting
WGSN Insight

Per Levander
Co-owner and Creative Director
Maskot

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Agenda

- Deep dive into Adobe's 2026 Creative Trends Report

- Showcase with Maskot

- Audience questions and panel discussion

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2026 Creative Trends

Brenda Milis | Principal of Consumer and Creative Insights

Adobe

Adobe Creative Trends

We can now produce content faster than ever before, but in this crowded creative environment, understanding images are relevant, appealing, and engaging to your audience is just as important as content velocity.

Adobe's annual Creative Trends Report presents the year's rising and resonant aesthetics and creative techniques to support your creative strategy throughout the year.

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WGSN

Adobe Creative Trends 2026

Cassandra Napoli, Head of Consumer Forecasting

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Adobe

Macro drivers

The large-scale societal shifts and change-drivers

Consumer trends

The industry-specific changes and trends

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The business value of **creativity** in the age of imagination

2018

Age of information
PEST Analysis

Politics

Economics

Society

Technology

2027

Age of imagination
STEPIC Analysis

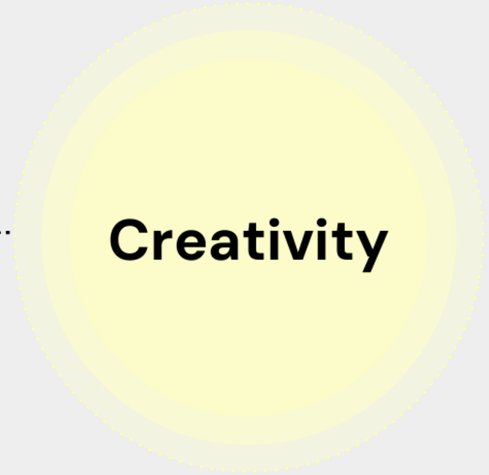
Society

Technology

Environment

Politics

Industry



WGSN data and methodology

Quantitative

AI & Analytics

Image tagging, data categorisation, contextualised recommendations, information mapping

Qualitative

250+

Industry specialists globally

25+

Data professionals

STEPIC

Forecasting framework interpreting qualitative signals

01
Observe

Our WGSN experts cover a broad range of specialisms and skills

02
Synthesise

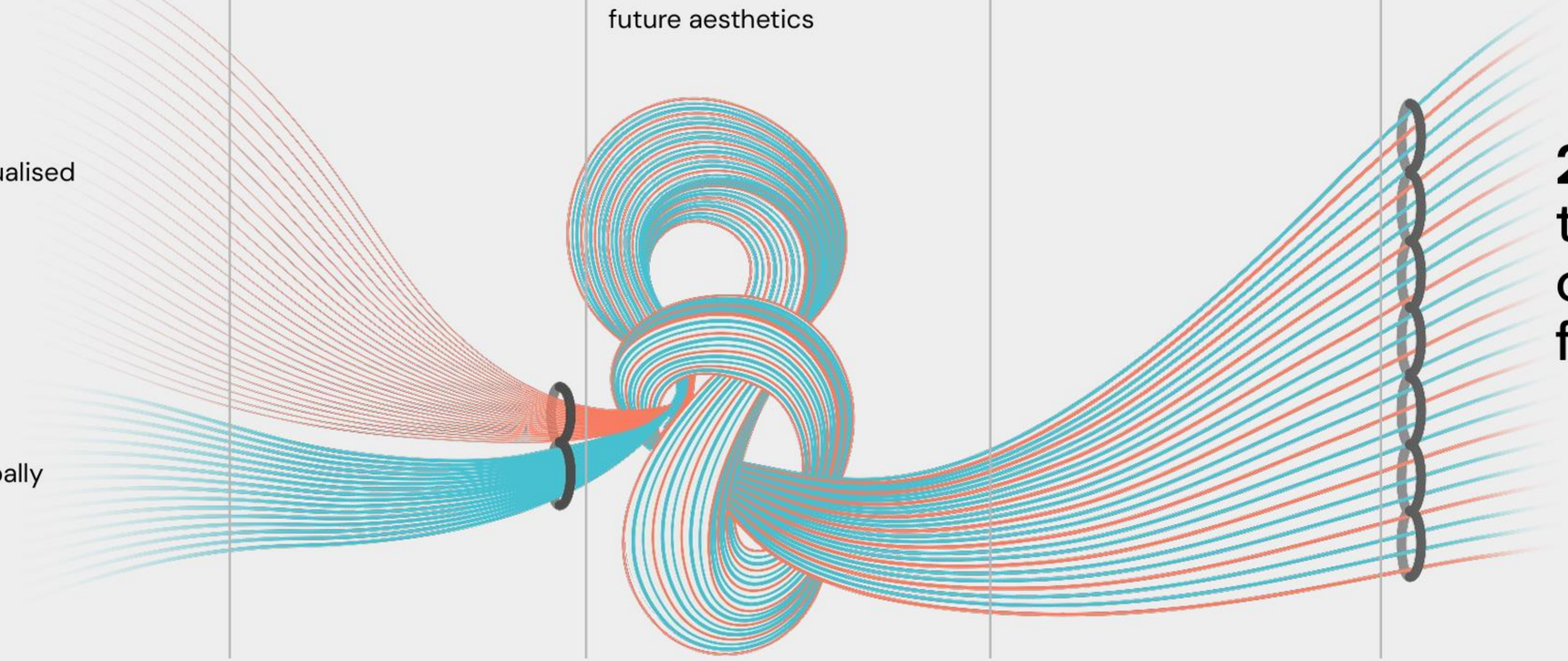
We synthesise the drivers of change and add a deep industry context to identify future aesthetics

03
Forecast

The drivers of change and future aesthetics form the basis of our forecasts

04
Focus

Our forecasts are refocused as we apply them to different industries and categories



25-year track record of accurate forecasts

05
Re-evaluate

Forecasting never stops and we are continuously processing new signals of change

All the Feels

All the Feels

We’re witnessing a surge in content, presenting in-your-face, larger than life visuals with a focus on multisensory experiences. Big, bold, and nearly overwhelming, this approach makes brand messaging impossible to ignore and a whole lot of fun.

Brands are turning up the volume on other sensations to create work that feels, sounds, and almost smells alive.

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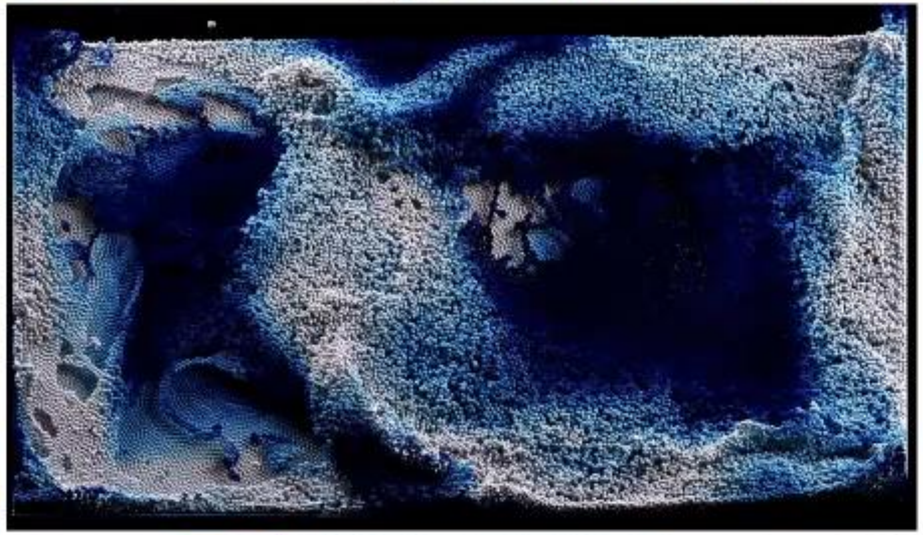
All the Feels



All the Feels

billie
SCRATCH
and SNIFF
the PITS
MEET OUR BEST
SELLING DEODORANT
PEARL

Billie

Koyia

Scentbird

Connectioneering

Connectioneering

Connectioneering sparks profound and shared emotions. This trend's power lies in orchestrating moments that bridge regions and industries because the takeaway is universal.

Focusing on shared joy, inspiration, or affection immediately creates a connection to some of the most profound and meaningful experiences.

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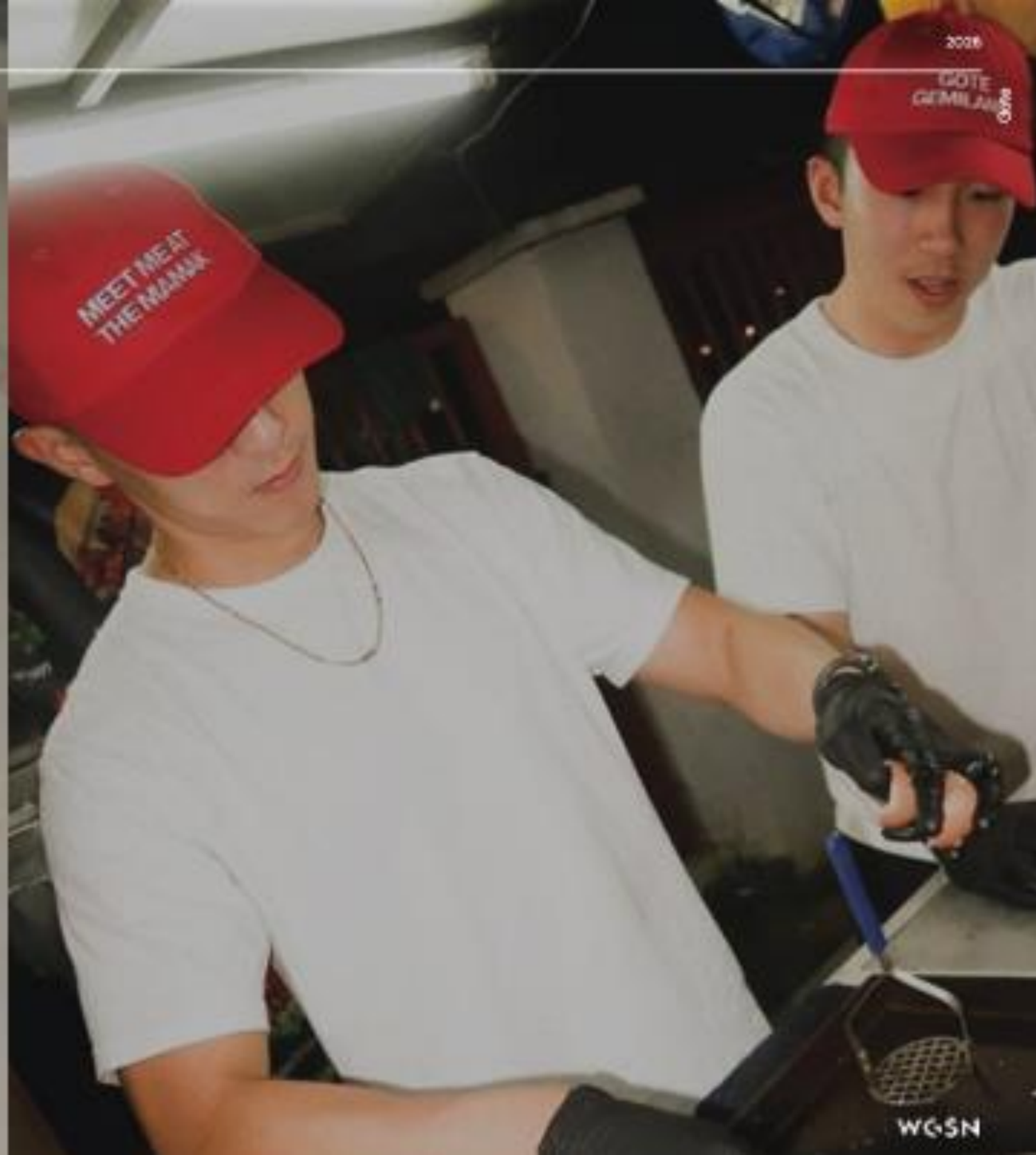
Connectioneering

Connectioneering

Adobe Stock: 1160566288

Cafe Curious

Gote



Riot Games

Connectioneering Showcase

Deep dive with Maskot Images

Adobe

Maskot showcase

Per Levander

Co-owner and Creative Director,

Maskot

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What Connectioneering means for us as visual creators

Designing images that trigger real emotions

- Comfort
- Curiosity
- Recognition
- Hope
- Belonging

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As visual creators, we’re creating emotional connection between people and brands.

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Images must be felt — not just be beautiful.

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People-centric imagery

Our focus is people — lifestyle, business, everyday interactions — because relationships are where emotion lives.

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We build images around genuine interactions and moments of real communication.

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We like viewers to think, “That’s me. That’s my team. That’s my life.”

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How we shoot for connection

Casting for authenticity means showing diverse ages, bodies, backgrounds, identities, and people who can act with emotion — not just pose.

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Directing for real moments invokes scenarios instead of poses, encouraging talent to move, talk, react, and forget the camera.

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Visual language must support emotions — light, color, composition, and small “imperfections” that make scenes feel real.

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Local stories with global resonance

We shoot with a strong sense of place. Real streets, homes, cafés, and landscapes that clearly belong somewhere.

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Visually it feels local — real people, real spaces, real cultures — and emotionally global with feelings anyone, anywhere can recognize.

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The images help brands speak to specific communities without losing universal relevance.

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The impact we can have in a Connectioneering world

Premium imagery gives campaigns a recognizable emotional tone that can be reused and built upon

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We like to be a creative partner, not just a supplier.

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We deliver ready-to-use visuals that already carry emotional stories and help brands connect faster.

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Thank You

Per Levander

Co-owner and Creative Director

Maskot

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Surreal Silliness

Surreal Silliness

The Surreal Silliness trend goes far beyond strange visuals — its optics intrigue and entertain, magnetizing consumer attention and mirroring these chaotic times in a truly lighthearted manner.

Vice reports that 68% of global youth search for humorous content that's entertaining while providing an escape from reality. Research by Kantar shows that brands which are described as fun and playful have a stronger ability to build future demand, *+24 points* above average.

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Surreal Silliness

Surreal
Silliness

Go clean
Pine-Sol
Pine-Sol
*use as directed.

Get your
WHOLE LIFE TOGETHER
Pine-Sol
with
OMG DA PINE!
Time to clean!
WGSN

Go far with a big financial friend
Experian
Experian
WGSN

In 2014, we stopped retouching.

Today we commit: No AI-generated bodies or people.

Real people only.

We believe transparency isn't a trend. It's our promise to you.

No retouching. No AI. 100% Aerie Real.

Created by real people.

Aerie

Lavazza

Local Flavor

Local Flavor

Content that presents localized experiences, communities, and cultures resonates in our screen-filled digitized lives. Many Gen Zers are moving toward “appstinence” — a conscious break from constant connectivity.

Yet a growing number of people across all age groups are striving to be more present in a world of deepfakes, driving increased interest in discovering new countries, local cultures, and communities.

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Local Flavor

Local Flavor

Adobe Stock: 95767 2057

Nike

Aldi

Burberry

Adobe

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Which 2026 creative trend are you most excited to explore?

A

All the Feels

B

Connectioneering

C

Surreal Silliness

D

Local Flavor

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Panel discussion

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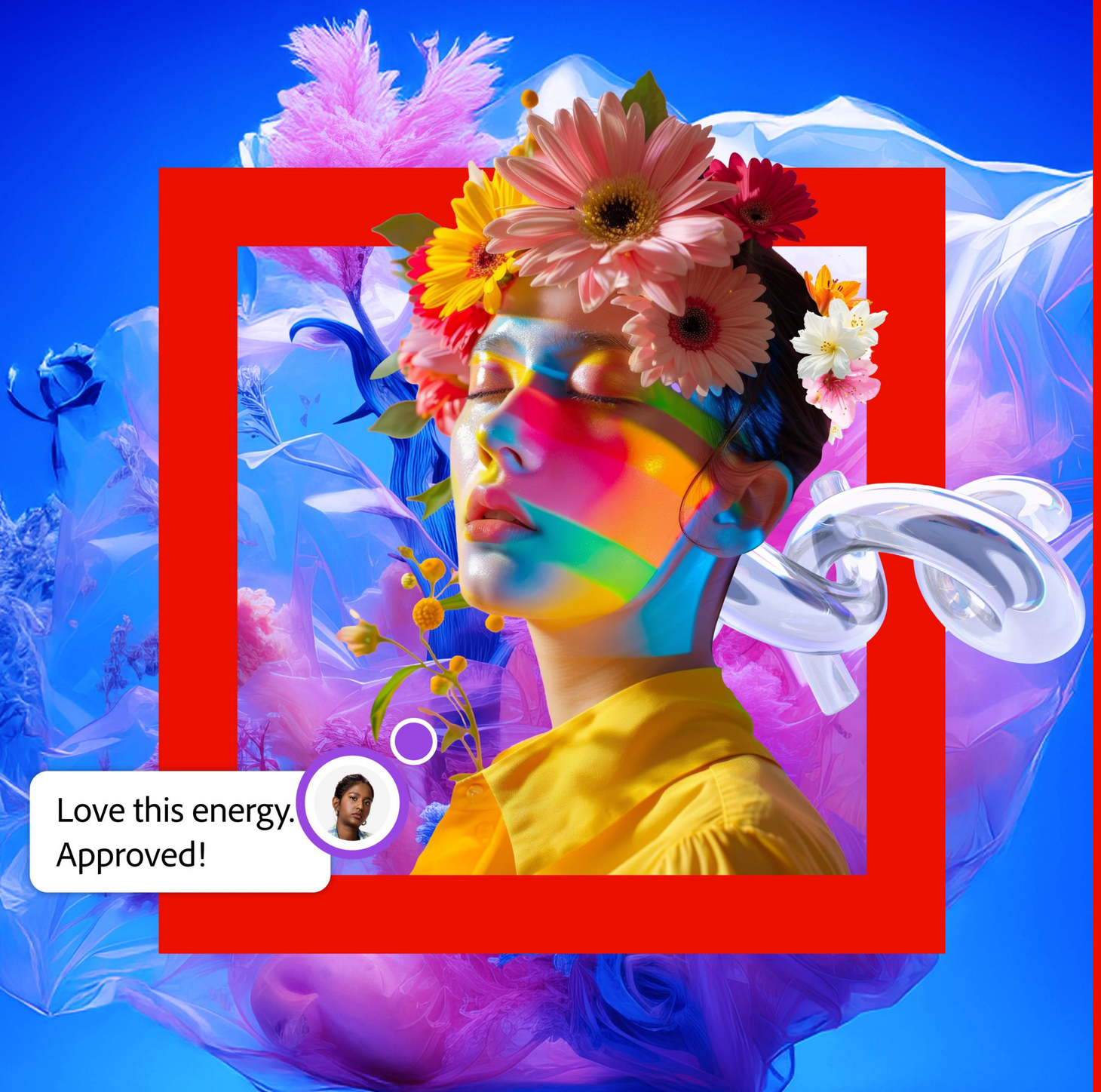
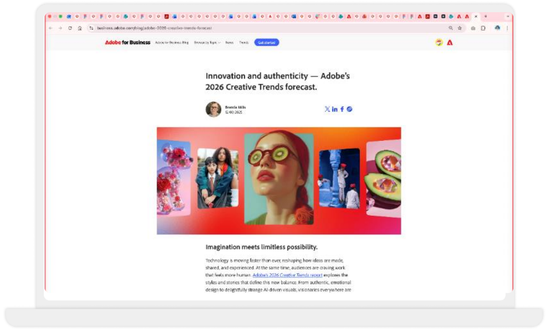


Adobe

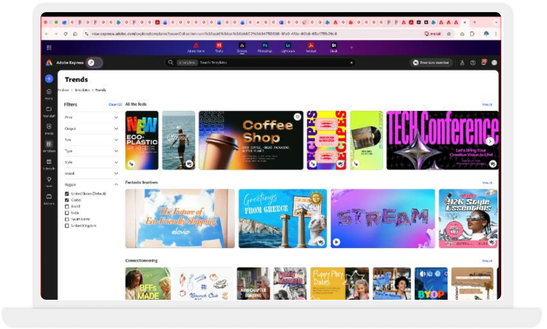
Adobe's Creative Forecast: Trends Shaping 2026

Thank you.

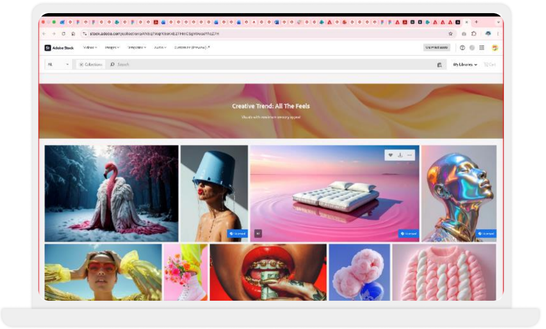
Related resources



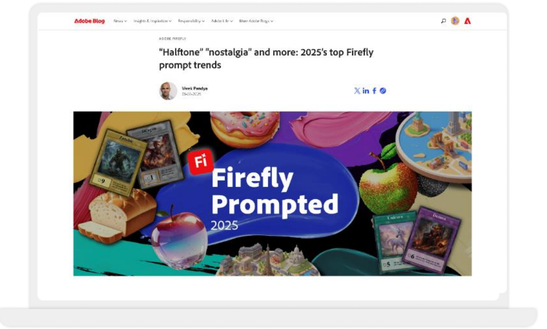
Innovation and authenticity — Adobe's 2026 Creative Trends forecast.



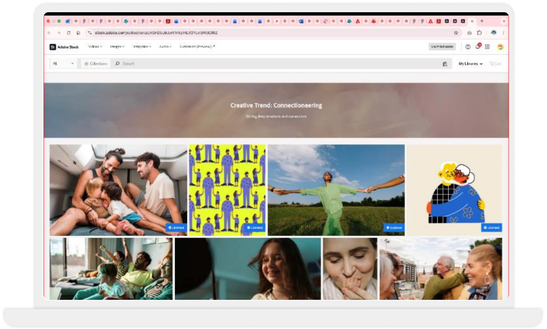
Creative Trends Adobe Express templates



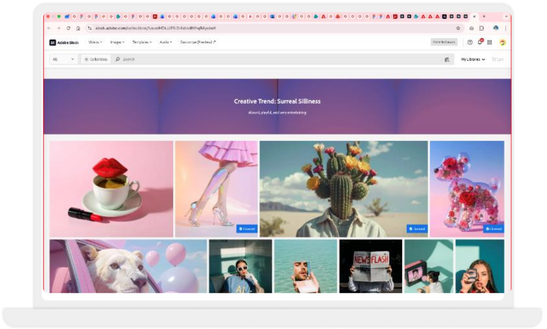
Stock Collection: All the Feels



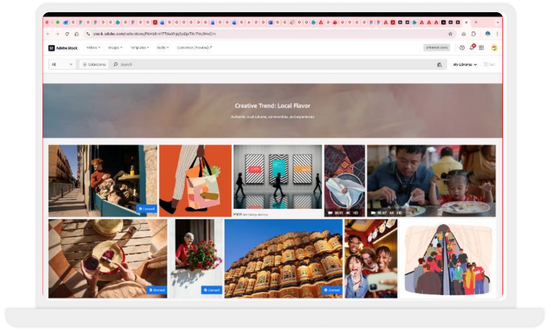
"Halftone" "nostalgia" and more: 2025's top Firefly prompt trends



Stock Collection: Connectioneering



Stock Collection: Surreal Silliness



Stock Collection: Local Flavor

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