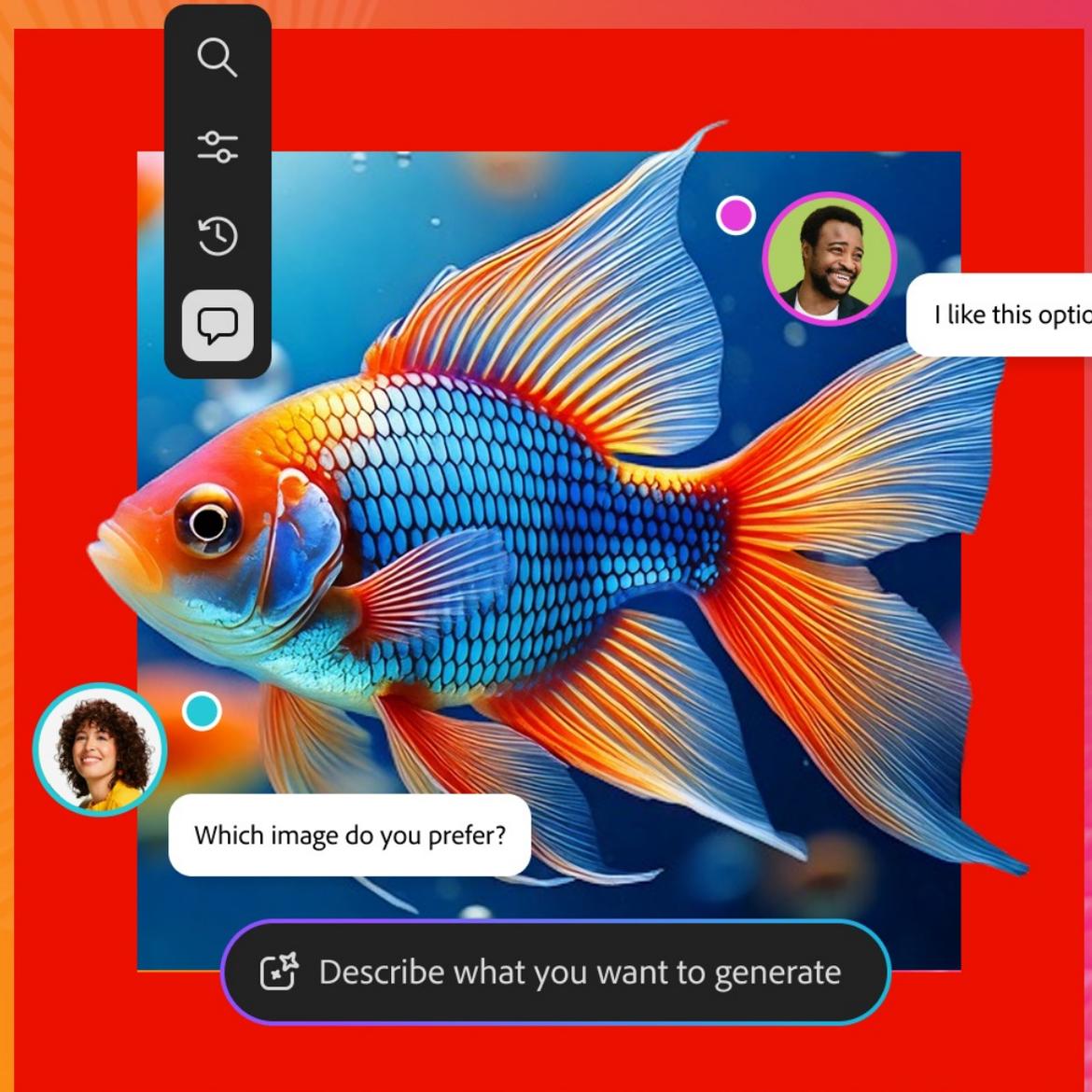


From Concept to Creation: Collaborative AI Storyboarding

Adobe



Today's speakers



Lindsay Morris

Principal Content Strategist
Adobe



Ross McKegney

Head of Firefly Boards
Adobe



Benny Lee

Sr. Manager of Technology
and Strategic Partnerships
The Coca-Cola Company



Logan Seamons

Content Specialist
Adobe

Agenda

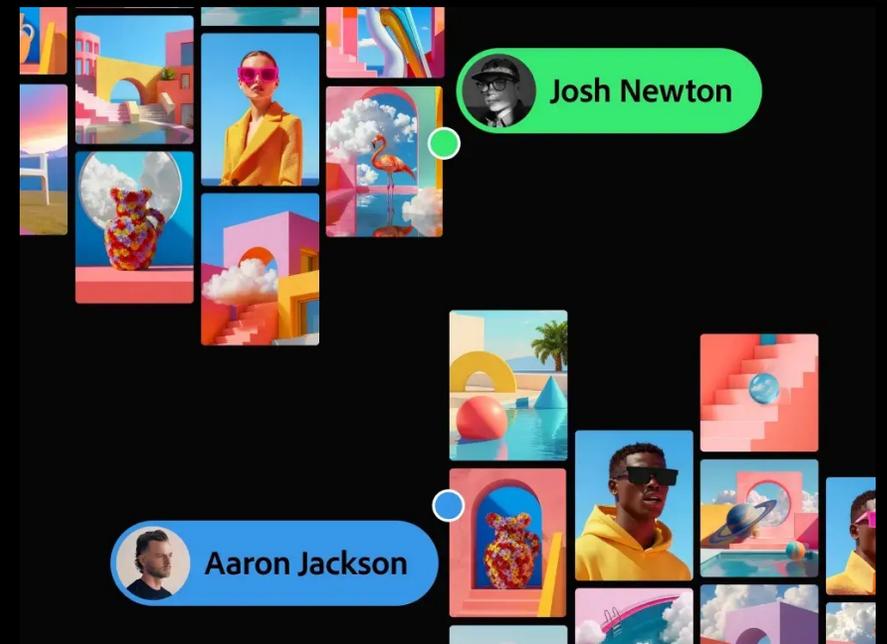
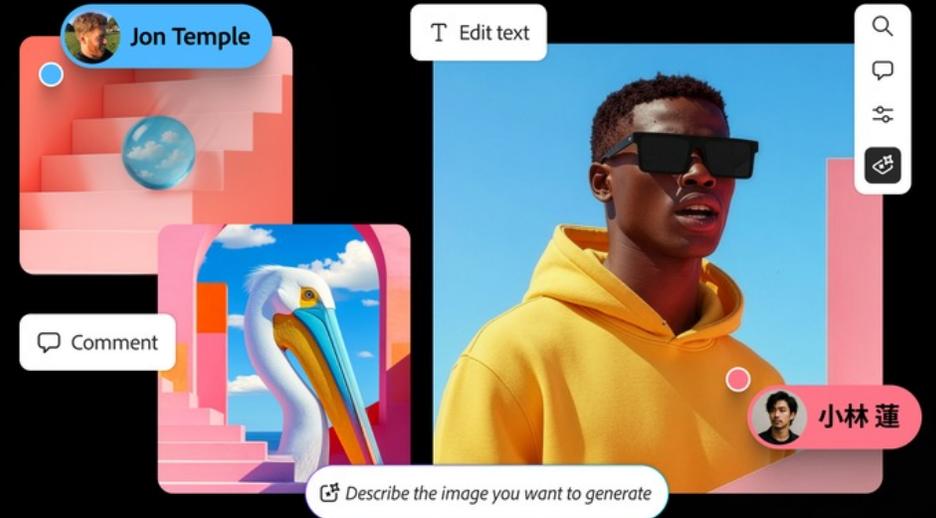
A tour of Firefly Boards

Topo Chico reimagined with generative AI

Adobe x Sharpie showcase with Firefly Boards

Q&A

A tour of Firefly Boards



Takeaways

1

GenAI models are getting really good, especially in the right hands.

2

There are many ways to bring AI into your practice; not only for generating final assets.

3

Boards is a visual communication tool; the best place to explore concepts and "sell" your ideas.



Topo Chico reimagined with generative AI



Topo Chico^{MR}

Takeaways

1

Unlock greater capacity by using AI to expedite the creative process.

2

Higher creative sophistication to produce higher quality of quick turn needs.

3

Scalable creative solutions to allow mass adaptation and increase content usability.



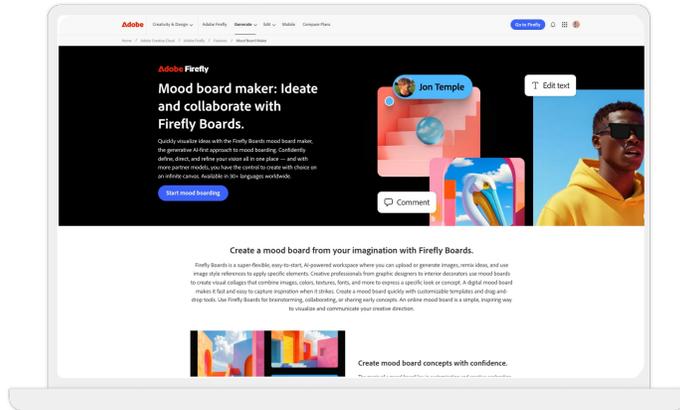
ADOBE X SHARPIE: FROM MARKER TO MOTION IN MINUTES



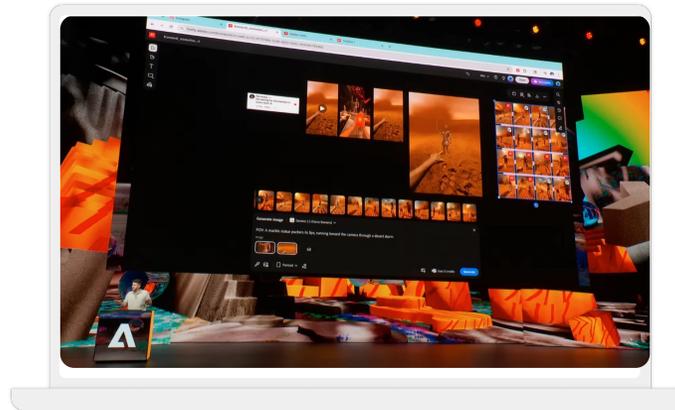
Adobe x Sharpie showcase with Firefly Boards



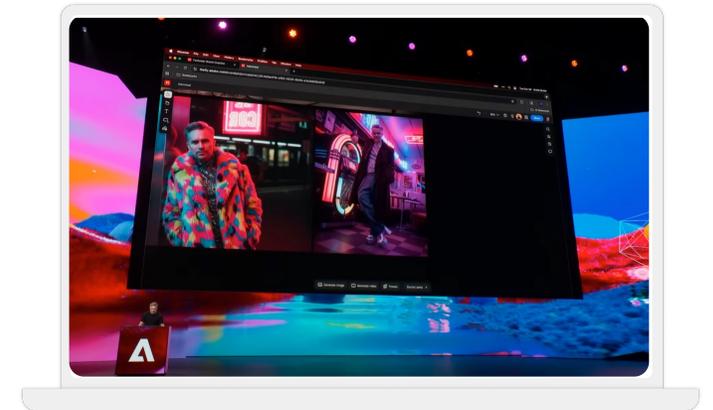
Related resources



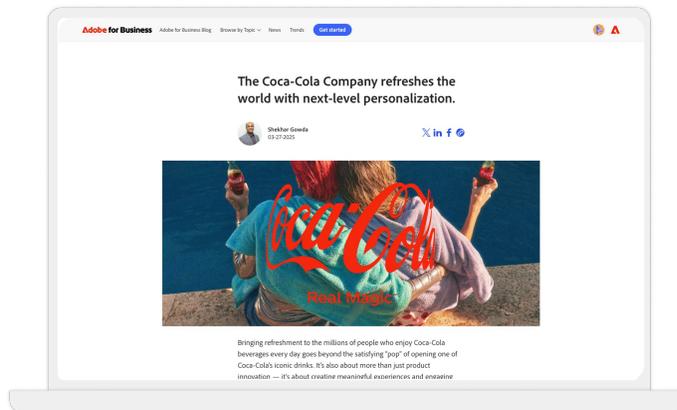
Adobe Firefly Mood board maker



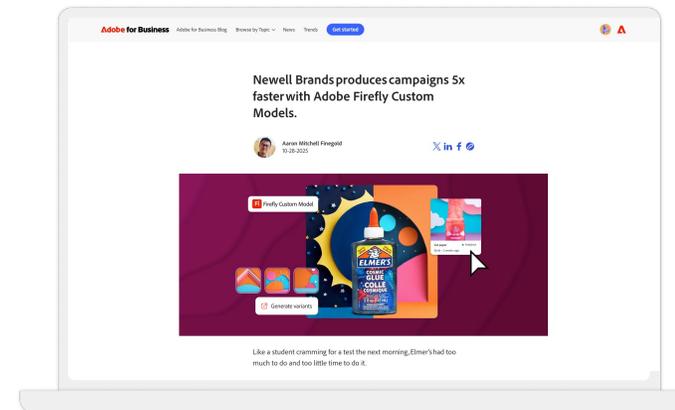
Adobe MAX: Inspiration Keynote— Brandon Baum demo



Adobe MAX: Opening Keynote— Paul Trani demo



The Coca-Cola Company refreshes the world with next-level personalization.



Newell Brands produces campaigns 5x faster with Adobe Firefly Custom Models

Thank you

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