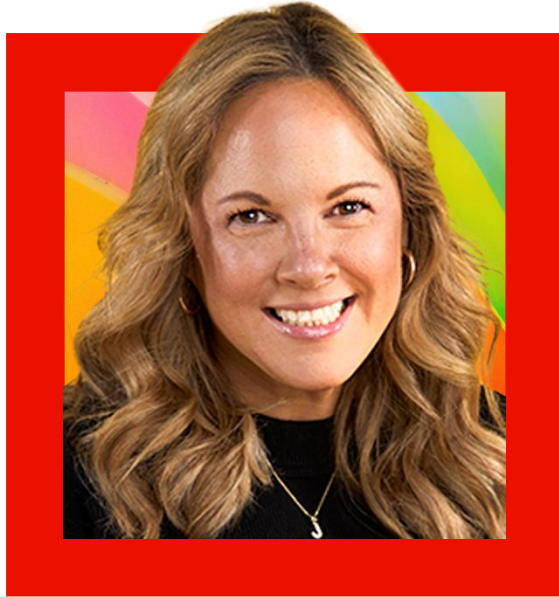


Smarter. Faster. More Creative. How Newell Brands Reimagined Their Content Supply Chain

Adobe



Today's Speakers



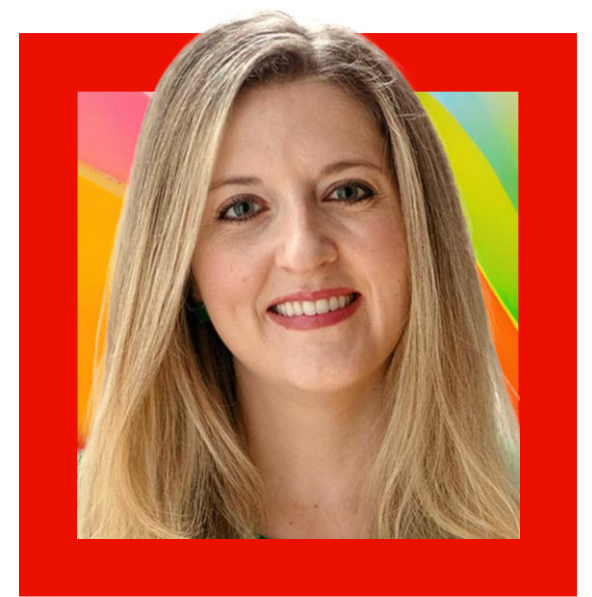
Jeanette Stull

Creative Director of Studio
and Design Operations,
Newell Brands



Sherrin Bull

Firefly Professional
Services Consultant,
Adobe



Lindsay Morris

Senior Content Strategist,
Adobe

Agenda

- Content Supply Chain Building Blocks

- Newell Brands: Content Supply Chain Reimagined

- Enterprise Blueprint for Content Supply Chain Transformation

- Adobe MAX Sneak Peek: *Adobe x Sharpie*

- Q&A and Resources



Content Supply Chain Building Blocks



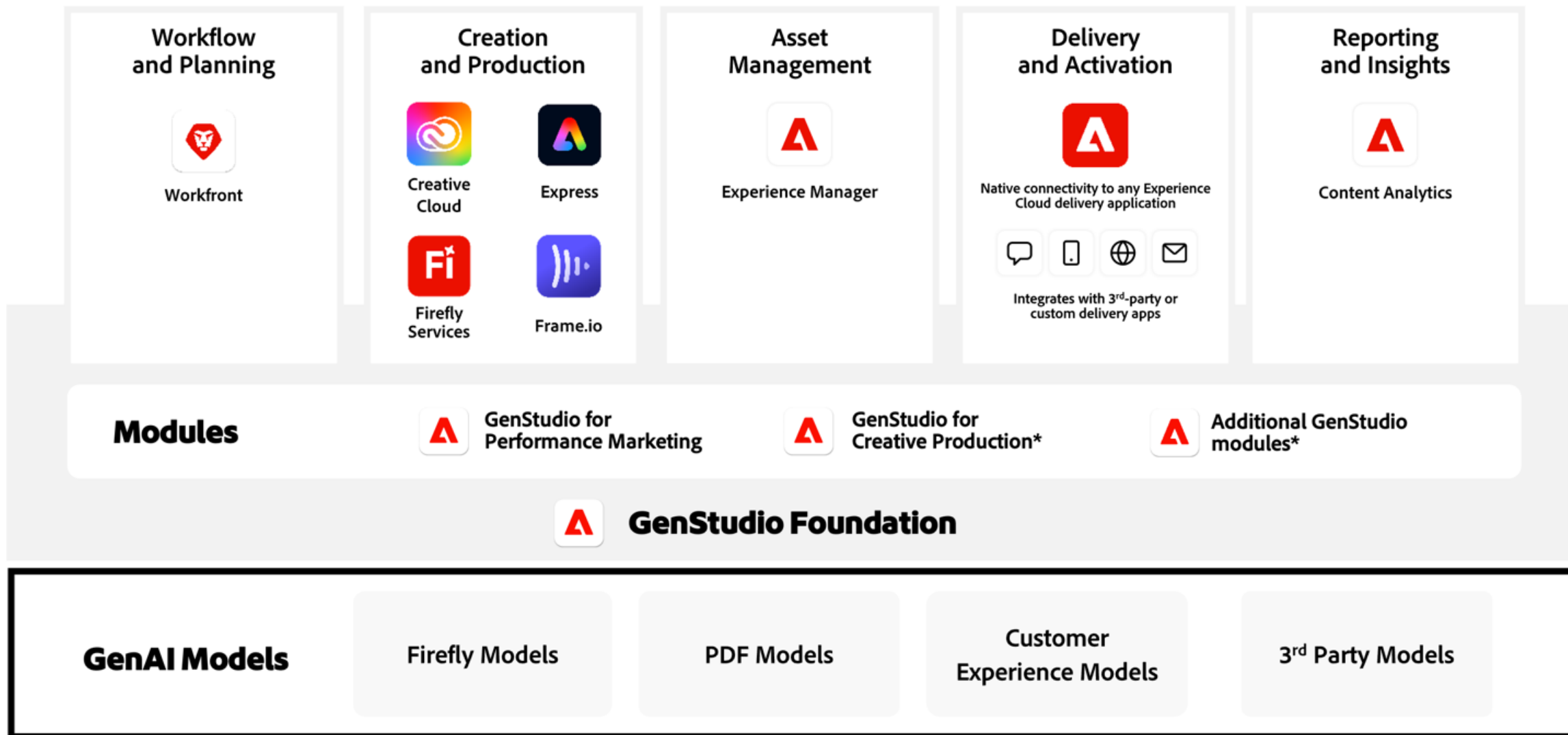
Sherrin Bull

Firefly Professional Services Consultant,
Adobe

Content Supply Chain

The end-to-end process for planning, creating, managing, and measuring all the content needed to power personalization at scale.

Adobe GenStudio **transforms** the content supply chain



* Coming soon

Enterprise Challenges

Workflow & Planning	> Creation & Production	> Asset Management	> Delivery & Activation	> Reporting & Insights
Centralize plan management Facilitate workflow execution Unify review and approvals Automate end-to-end processes Streamline and unify metadata management	Boost creative production from concept to production with GenAI Elevate video production with advanced AI and editing tools Reuse and localize content with approved assets and templates Scale the production of brand-specific content	Easily discover, share, and distribute quality content Manage and govern content to ensure brand and legal compliance Repurpose the right content to quickly assemble high-impact experiences	Connect with any Experience Cloud delivery app or third-party app for fast activation of your content	Get operational insights to help drive efficiency across the content supply chain Get insights into how content is being consumed with asset usage reporting

**GENSTUDIO
CORE**



Workfront



Creative Cloud



Frame.io



Express



Experience Manager

Newell Brands: Content Supply Chain Reimagined



Jeanette Stull

Creative Director of Studio and Design Operations,
Newell Brands



Photoshoots, reimagined.



Drop training images here



Fi



Custom model



Dryp backgrounds



Style ● Published

Firefly Custom Models For Elmer's




Firefly custom models

Elmer's Cut Paper V2

Style

Published

Train

Preview and test

Unpublish

Style references

Include 10-30 images with substantial variation in context and subject matter, while maintaining a consistent aesthetic.













Model Properties

Cover



Name *

Elmer's Cut Paper V2

✓

Description

Training mode *

Style

▼

Sample prompt * ⓘ

[Remove and try your own prompt for FINAL output use]

✓

kids cute imagination environment made out of paper

IMAGE 3

Yankee Candle – Fall 2025

 NWL STUDIO / FIREFLY BKGD



Rubbermaid – Brilliance Glass

 **NWL STUDIO / FIREFLY BKGD**



Coleman – Shelter

 **NWL STUDIO / FIREFLY BKGD**



Storyboards

NWL STUDIO / FIREFLY BKGD

FODH0012 | Ball_2025 LTO

Storyboard Overview

© Newell Brands

FODH0012 | Ball_2025 LTO

STORYBOARD OVERVIEW / PDP video

Morning Kitchen Scene

SHOT: Wide pan Morning sun shining in kitchen window illuminating ball jars, kitchen prep

Sunshine Keepsake jars

SHOT: Close up slow pan by plants in window highlighted by morning sun

versatile use

SHOT: close up Talent cutting fruits, prepping for making jelly

SHOT: Close up Stirring pot of jelly- sun highlighted

SHOT: Medium shot Talent filling Jars with jelly

BPA free /canning safe

SHOT: medium Talent pulling can out of water bath

canning safe

SHOT: zoom in medium talent puts jar on counter with final group of jars

Everlight lids

SHOT: medium Hand putting jar in pantry with other ball jars - canned food

Trusted for generations

Morning Kitchen Scene

SHOT: Wide shot Talent ties on tag and walks behind. Sun streaming behind

Gifting

SHOT: wide zoom Pan in kitchen and zoom into to sun flare that fills screen to out door scene

Transition Sun burst

Park Scene

SHOT: Wide shot Sun burst fades in to outdoor park - talent setting up picnic - pulling out food -chatting

Transition sun burst

SHOT: medium pan Pan past picnic basket with fresh picker flowers and fruit

flowers call back -end scene

SHOT: medium shot slow pan on picnic blanket- talent hand sets down jar with salad - design highlight alt storage option

SHOT: close up of jars Zoom on jar detail

Salad jar - alt use

SHOT: wide Friends eating - chatting

Detail Direction

SHOT: Wide shot moves to sun burst Sun burst transition to evening

Transition

Evening outdoor party

SHOT: Wide Sun flare behind group gathering in backyard

SHOT: Medium Talent - picnic putting down bouquet among food

versatile use

SHOT: View Talent from kitchen sets down open jar with spoon on charcuterie board - highlighted by sun

call back from beginning

SHOT: wide overhead pan past over food on table with hand picking up food / serving food

SHOT: medium Talent offer drinks to guests on tray - hands grabbing drink

Drink use

SHOT: close up group cheers sunburst behind

SHOT: Wide zoom out Group enjoying food in patio furniture - laughing Sun burst behind

Detail Direction

SHOT: Wide zoom Fades / blurs dark ball claim comes up at end

Detail Direction

© Newell Brands

Adobe Firefly generative AI images to build out storyboards for video production

Key Takeaways

Adobe Firefly accelerates creative workflows at Newell Brands



**Faster
visualization**



**Cost & time
savings**



Agile approvals

Less back-and-forth, more moving forward.

**Freddie Coleman** 23m
03:26 Let's linger on this shot to capture her emotion.

**Ansha Khan** 8m
04:11 I've attached some VFX instructions for this outro.
 Lighting-Direction.png

 In progress ^

 Approved

 Pending



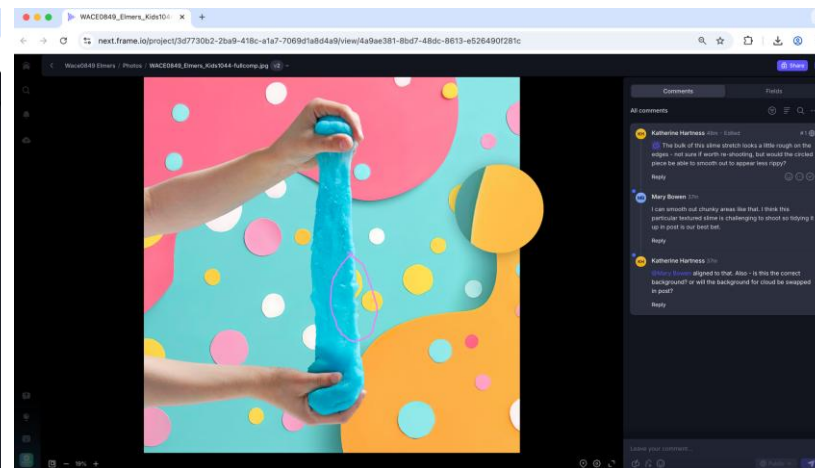
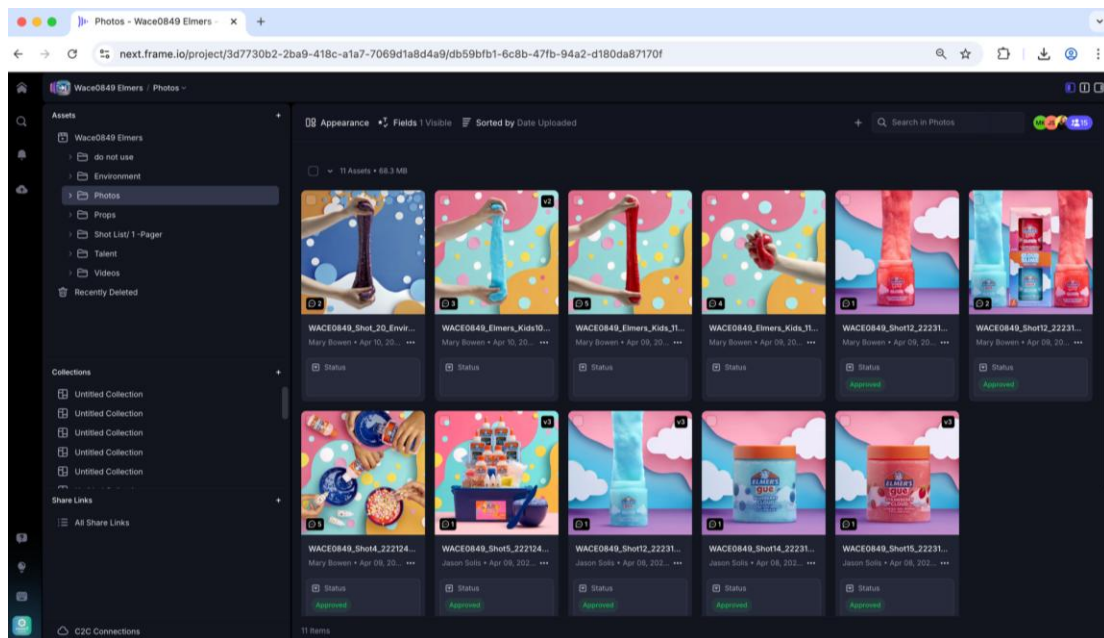






Reviews Are In

NWL STUDIO / FRAME FEEDBACK



It's helpful to be able to circle the specific spot we are providing feedback for. Previously, when reviewing over teams, would have to snip the shot and circle, then send back over to the team - so this makes it much easier!

~ Katherine Hartness, Associate Brand Manager, Elmer's

Poe, Lynnette 10:51 AM



Everyone Have to share: Quote today from Megan Green (post prod) "Frameio is the best thing we've done!"
The SD studio team is appreciating the benefits of frameio and the new naming convention.



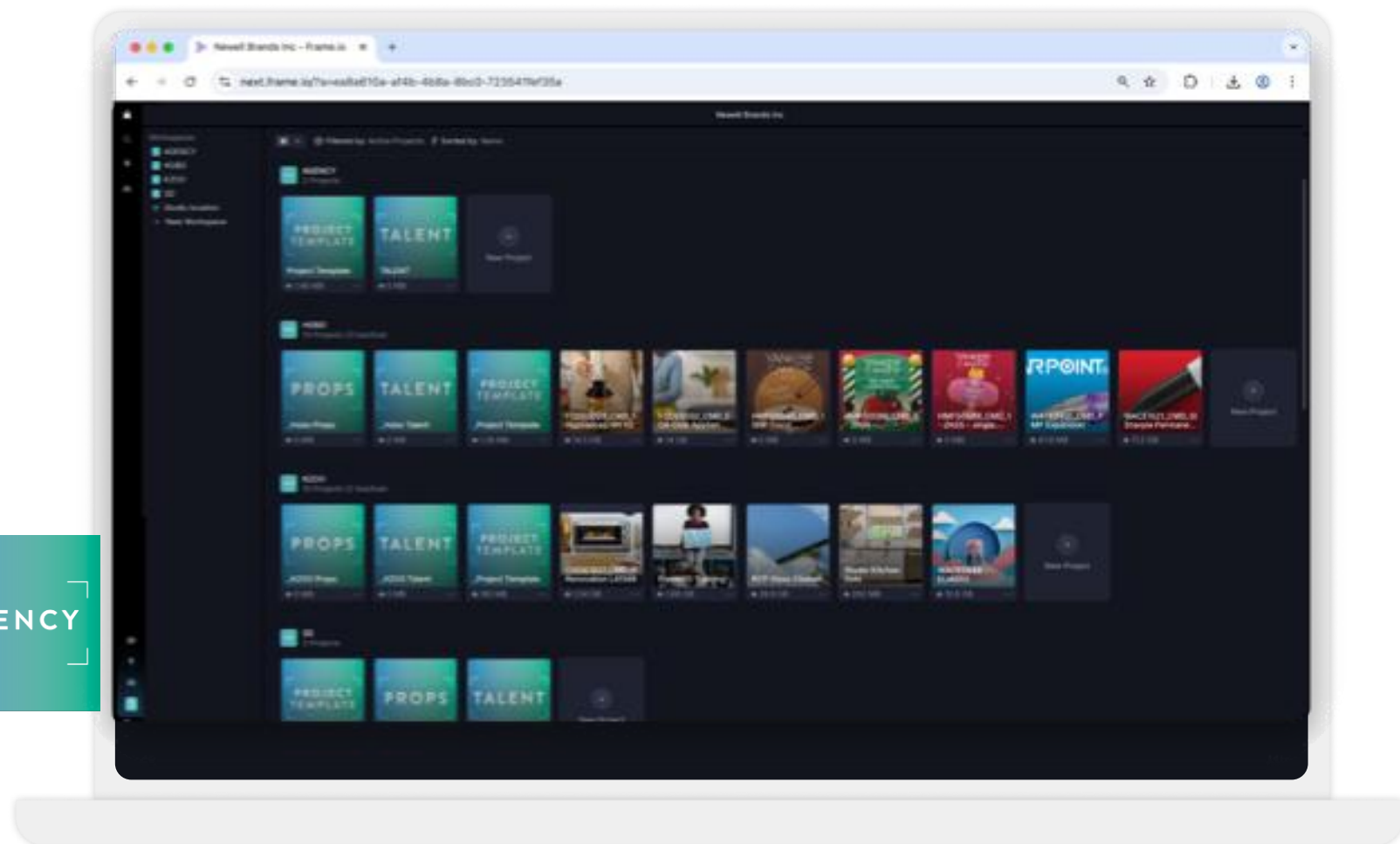
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Set Up For Success

 NWL STUDIO / FRAME IO

Five Hubs

- Hoboken
- Kalamazoo
- South Deerfield
- Global
- Agency



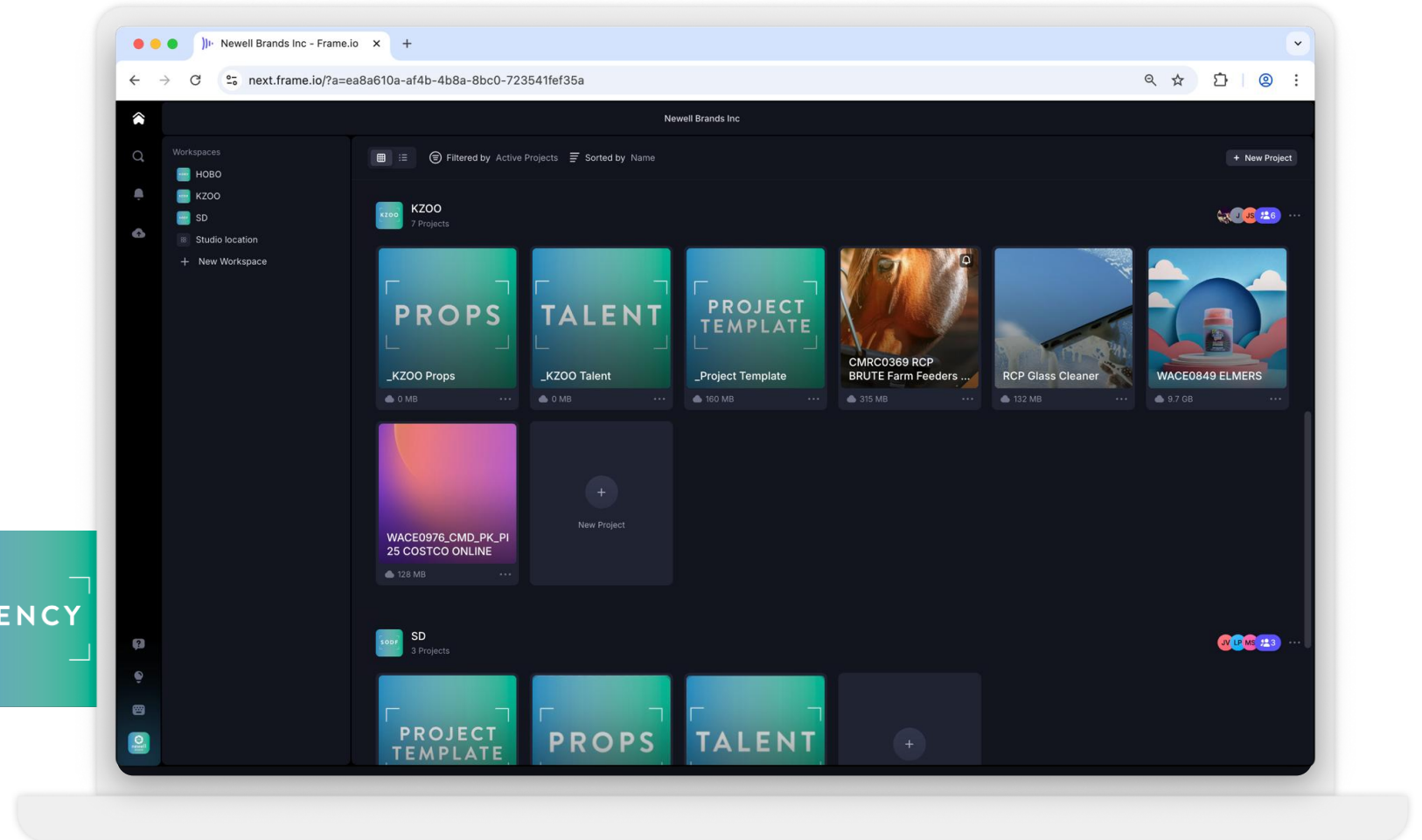
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Set Up For Success

 **NWL STUDIO / FRAME IO**

Five Hubs

- Hoboken
- Kalamazoo
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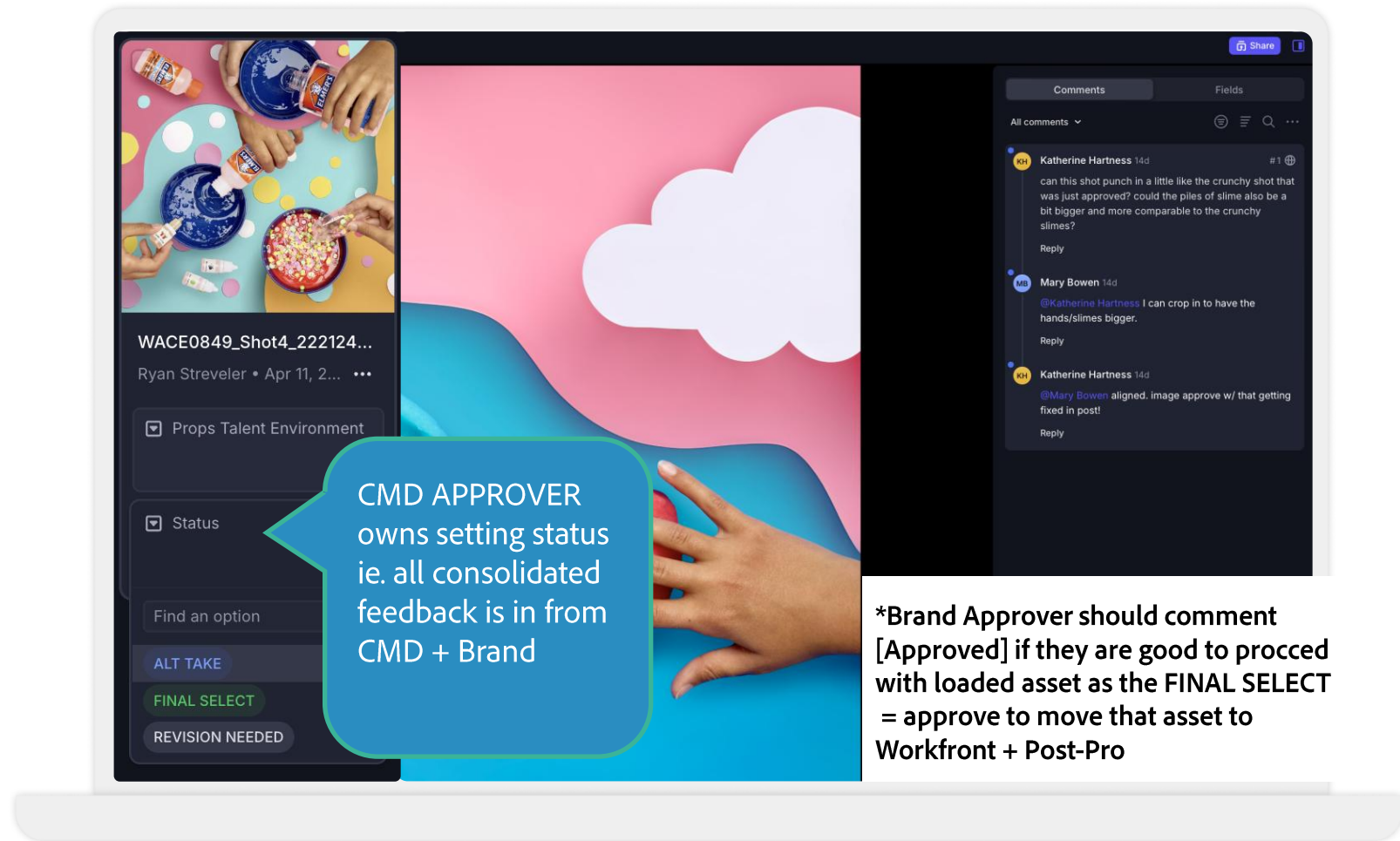


© Newell Brands

Frame.io Status

NWL STUDIO / FRAME IO

- We have (3) Status Labels for Photo/Video Assets during live shoots. Setting the status of an asset trigger action.
- Alt take
- Final select
- Revision needed



WACE0849_Shot4_222124...
Ryan Strevler • Apr 11, 2... ⋮

☒ Props Talent Environment

☒ Status

Find an option

ALT TAKE

FINAL SELECT

REVISION NEEDED

CMD APPROVER owns setting status ie. all consolidated feedback is in from CMD + Brand

Comments

Fields

All comments ▾

Katherine Hartness 14d #1

can this shot punch in a little like the crunchy shot that was just approved? could the piles of slime also be a bit bigger and more comparable to the crunchy slimes?

Reply

Mary Bowen 14d

@Katherine Hartness I can crop in to have the hands/slimes bigger.

Reply

Katherine Hartness 14d

@Mary Bowen aligned, image approve w/ that getting fixed in post!

Reply

*Brand Approver should comment [Approved] if they are good to proceed with loaded asset as the FINAL SELECT = approve to move that asset to Workfront + Post-Pro

Key Takeaways

**What once took 2 days now takes only 2 hours.
Faster delivery, more efficient studio sets, happier partners.**



**Centralized
feedback**

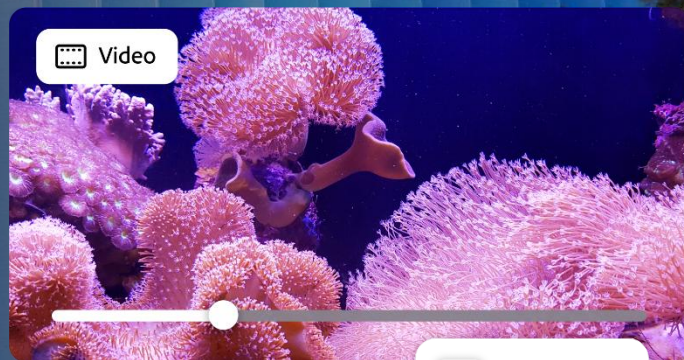


**Real-time
editing**



**Organization
across Hubs**

AI handles the tedious, we handle the creative.



Progress

✓ Resize campaign assets

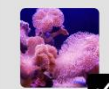


100%

Resize video

Resize for

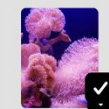
Instagram



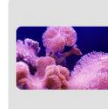
Square
1080 x 1080



Story/Reels
1080 x 1920



Portrait
1080 x 1350



Landscape
1920 x 1080

Accelerate Digital Merchandising

Objective: Streamline creation of assets for digital merchandising in eCommerce

What does this mean for the CMD team?

Remove numerous manual steps in the digital deliverable production process (ATF & BTF deliverables) that will benefit from automation.



Streamlined Production Processes:

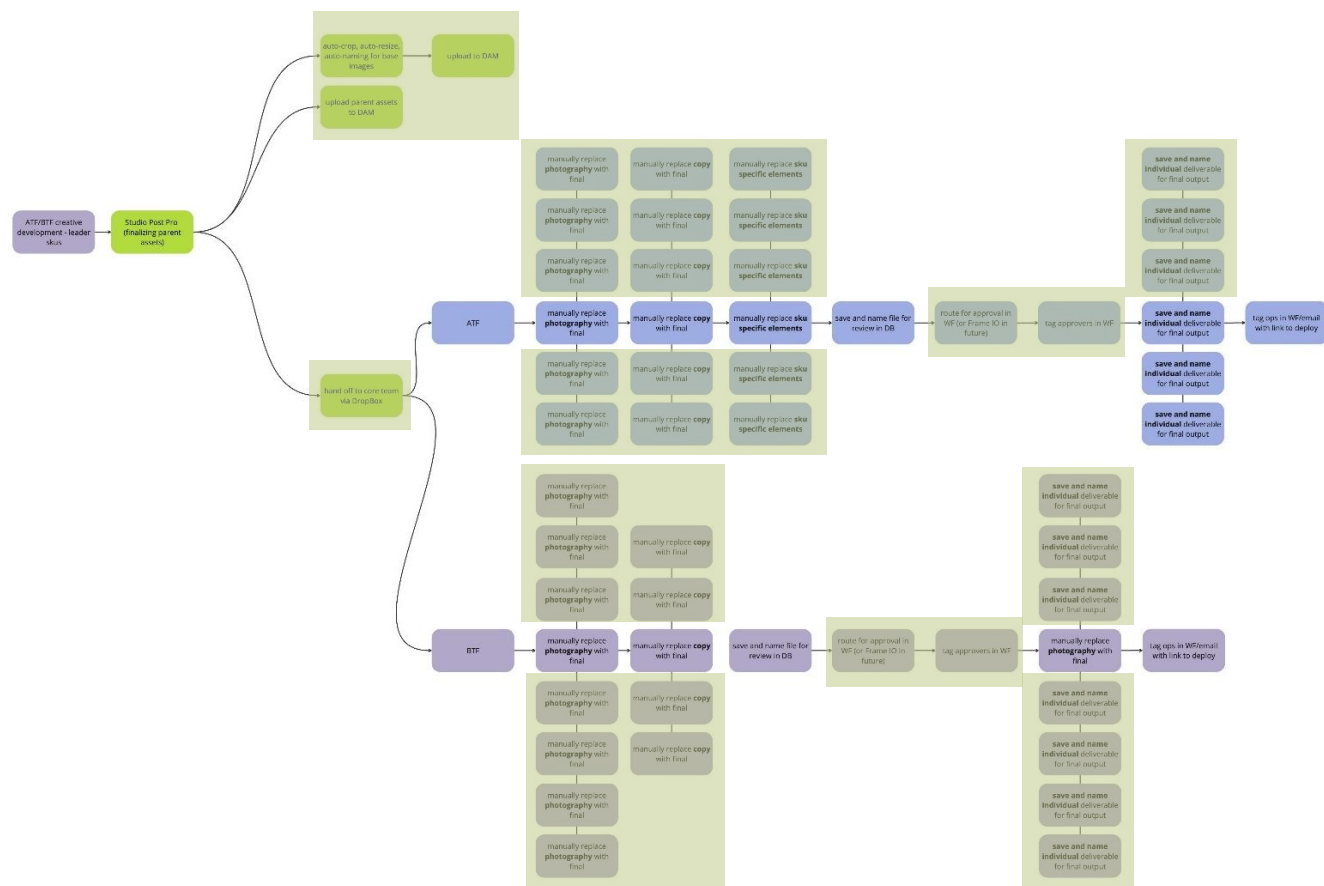
Reduce tedious and repetitive work, let creatives be innovative and creative while AI handles the monotonous tasks.



Reduced Production Time and Costs:

Automate redundant tasks that take time and prevent creatives from being creative.

By eliminating manual, redundant tasks, we will move faster to create digital deliverables for every SKU



Proposed tasks to be automated by way of AEM, Firefly APIs or Workfront Fusion

Key Takeaways

Automating deliverables to scale every SKU faster



**Streamlined
production**



**Faster,
cost-efficient
output**



**Future-ready
workflow**

Find it fast. Use it faster.

✓ Mime type

- ☐ MOV
- ☒ USDZ
- ☐ PSD
- ☐ DOCX

⇅ Advanced filtering

puffer jacket.USDZ

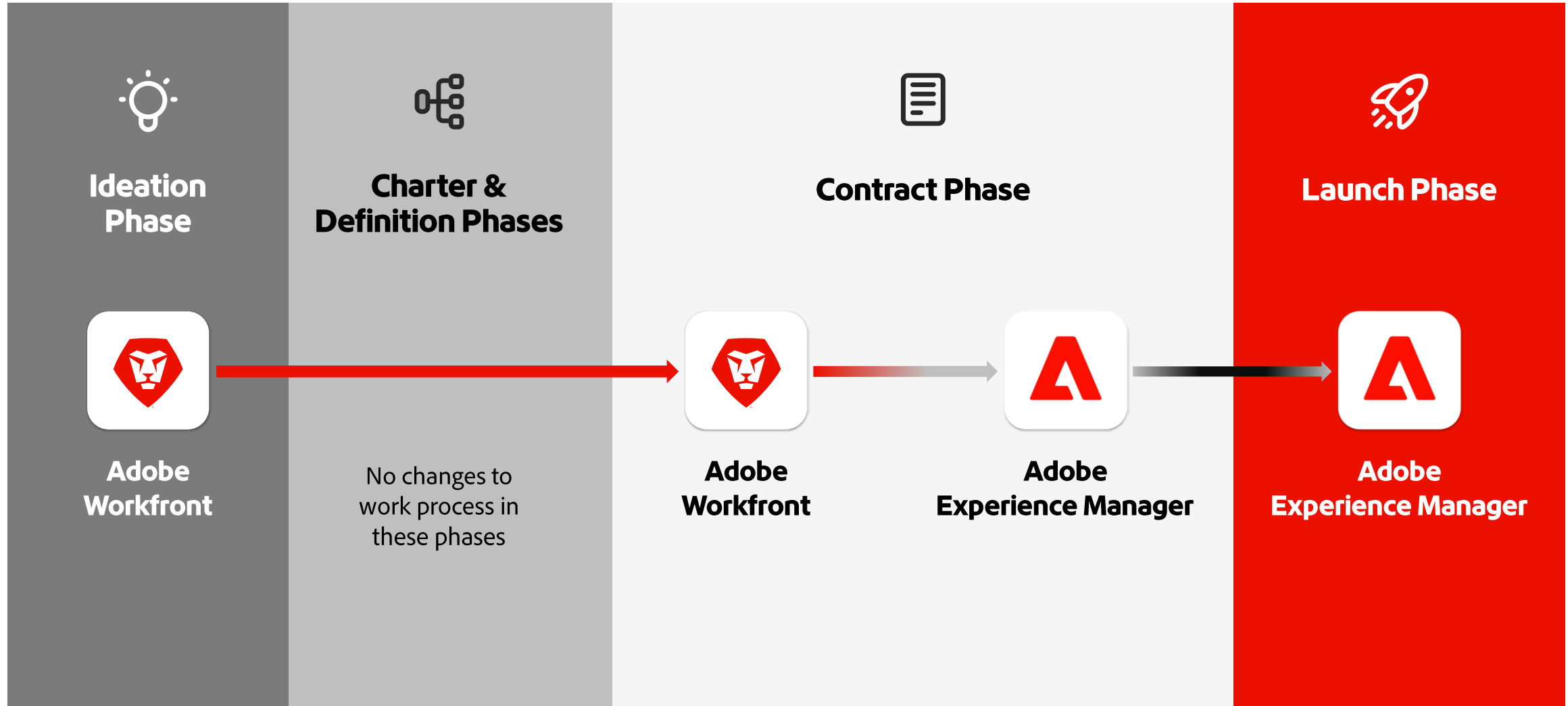
WKND

Unveil the
wilderness.

Stay warm, stay dry. Your
perfect adventure jacket.



How AEM Fits Into the Process



Digital Asset Coordinators: Guardians of Creative Integrity in Adobe AEM

NWL STUDIO / QUESTION



H
O
B
O

**Bernard Digital
Asset Coordinator**



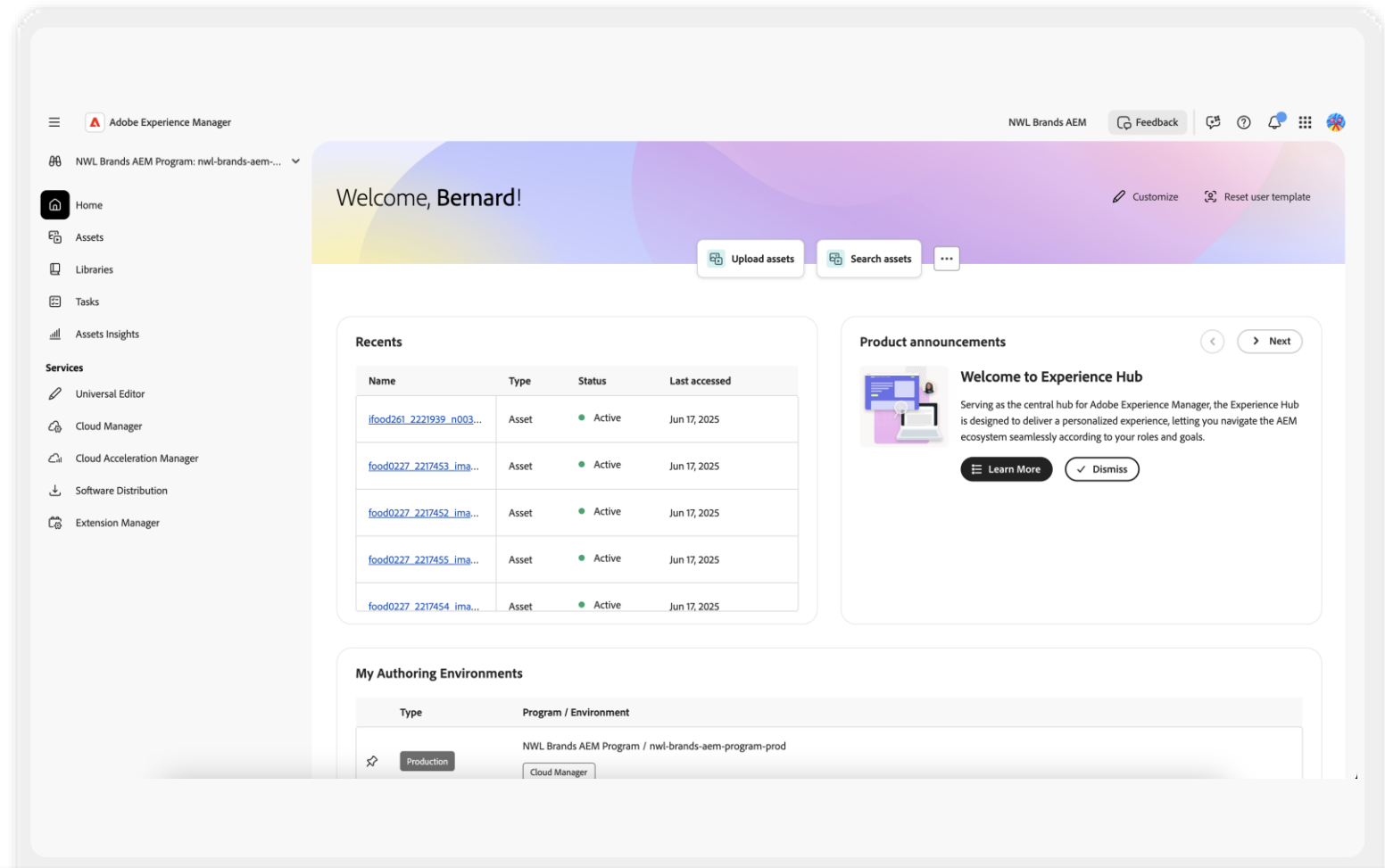
K
Z
O
O

**Keelynn Digital
Asset Coordinator**



S
D

**Rachael Digital
Asset Coordinator**



Workfront AEM Integration: Metadata Tagging



NWL Design Ops / PROCESS

- Data points captured at the request/project level carry down to individual deliverables
- Deliverables can be tagged with additional requirements directly in Workfront (in bulk)
- Workfront confirms metadata tagging and pushes assets to AEM

[illegible][illegible]

Accessability Scan to ASIN

Details

Summary

Download all

Report Default

Report Default

Report List

ASIN	Spec Status	Name	ASIN Link	Last Update Date	Asset Category	Asset Type	Asset Subtype	SKU	GS1 Code	Language	Brand	ASIN Asset Status
Last Update Date: 1/16/2023 10:00												
Spec Complete		overhead 15 foot net		1/16/2023 10:40 AM	Product	Icons & Graphics (Image)	Iconography Icons (Icons & Graphics)	234523245	23452314	English	BulbMasterd, MCP	Active
Last Update Date: 1/16/2023 10:00												
Spec Complete		Sevens Street 200A 0.24 40 0 10 0 10 0 ASIN		1/16/2023 5:00 PM	E-commerce	Digital Shelf (E-commerce)	ESP (Review Via Field Creation) Digital Shelf (Digital Shelf)	Angesuper	1214	English	BulbMasterd, MCP	
Spec Complete		Sevens Street 200A 0.24 40 0 10 0 10 0 ASIN		1/16/2023 5:00 PM	E-commerce	Digital Shelf (E-commerce)	ESP (Review Via Field Creation) Digital Shelf (Digital Shelf)	Angesuper	1214	English	BulbMasterd, MCP	
Spec Complete		overhead 15 foot net		1/16/2023 5:00 PM	E-commerce	Digital Shelf (E-commerce)	ESP (Review Via Field Creation) Digital Shelf (Digital Shelf)	Angesuper	1214	English	BulbMasterd, MCP	
Spec Complete		HMF720R_PinkCn02022_Prgmr020		1/16/2023 5:00 PM	E-commerce	Digital Shelf (E-commerce)	ESP (Review Via Field Creation) Digital Shelf (Digital Shelf)	Angesuper	1214	English	BulbMasterd, MCP	
Spec Complete		160776_Angesuper_1214_40_image_0003		1/16/2023 5:00 PM	E-commerce	Digital Shelf (E-commerce)	ESP (Review Via Field Creation) Digital Shelf (Digital Shelf)	Angesuper	1214	English	BulbMasterd, MCP	
Spec Complete		HMF720R1472022_121405_ShowRackCase-02		1/16/2023 5:00 PM	E-commerce	Digital Shelf (E-commerce)	ESP (Review Via Field Creation) Digital Shelf (Digital Shelf)	Angesuper	1214	English	BulbMasterd, MCP	



Adobe Workfront

NPD Project Template

DAC task items

NWL STUDIO / QUESTION

Task Name	Assignments	Studio Execution	Digital Execution_PDP Content
Charter Phase		Photo Shoot	SEO
ID DR1		Photographer Studio Operations	SEO Manager
ID DR2		Video Shoot	Base Copy / Enhanced Copy
ID DR3 & Stylemaster Handoff	Stylemaster	Studio Operations Videographer	Copywriter
TR2 & Stylemaster XF Kickoff	Stylemaster	Photo/Video Post-Production Handoff Meeting	Design Operations - Deploy
Definition Phase		Retouching & Approval	Designer
Intake Readiness Checkpoint	Design Operations - Intake	Designer Manager, Creative Post Production Artist	ATF/BTF/Enhanced Assets (includes packaging renders)
Trigger Creation of AEM Folders	Design Operations - Intake	Video Editing & Asset QA approval	Designer
Communication Design Kick Off (Tier 1 include Studio)	Design Operations	Designer Manager, Creative Post Production Artist	Prepare Final Files for Handoff
CMD Design Review 1		Metadata Template / DASH Upload 1 (non-Rubbermaid/RCP only)	Digital Asset Coordinator
		Update metadata of Retouched Photos & Videos <10GB in WF	Designer Digital Asset Coordinator
		Upload Retouched Photo and Videos >10GB directly into AEM	Digital Asset Coordinator
		In AEM, review/update Retouched Photos/Videos asset Metadata & Renditions	Digital Asset Coordinator
		Print Execution	
		Print Deliverable Execution & Approval	Designer
		Windchill Release	Design Operations - Deploy
		Vendor Release	Design Operations - Deploy
		Digital Proof	Design Operations - Deploy
		Hard Proof	Design Operations - Deploy
			Digital Execution_Additional Deliverables
			Additional Deliverables Copy
			Additional Deliverables Execution & Approval
			Designer
			Prepare Additional Deliverables' Final Files for Handoff
			Designer Digital Asset Coordinator
			Metadata Template / DASH Upload 3 (all brands except Rubbermaid/RCP)
			Digital Asset Coordinator
			Validate & Update Deliverable Metadata and Send to AEM
			Designer Digital Asset Coordinator
			In AEM, review/update AEM Asset (Creative Deliverables) Metadata & Renditions
			Designer Digital Asset Coordinator
			Additional Deliverables - Build or Handoff
			Design Operations - Deploy
			Additional Deliverables - QA
			Design Operations - Deploy



Adobe Workfront

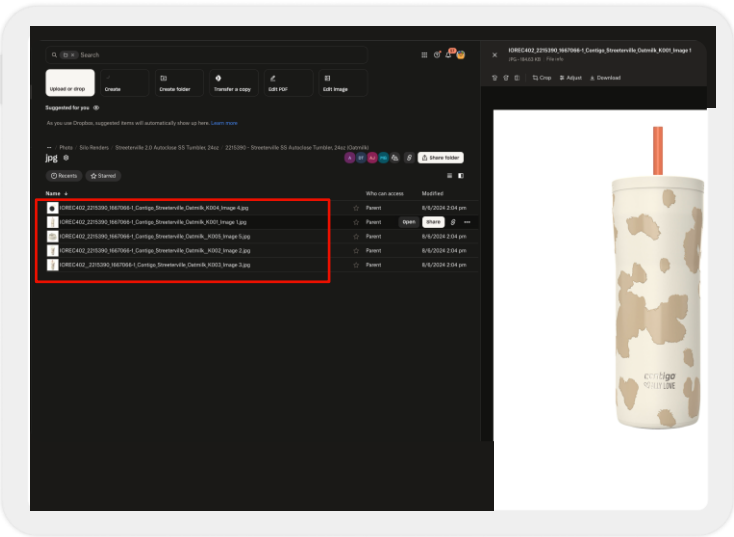


DAC Tasks

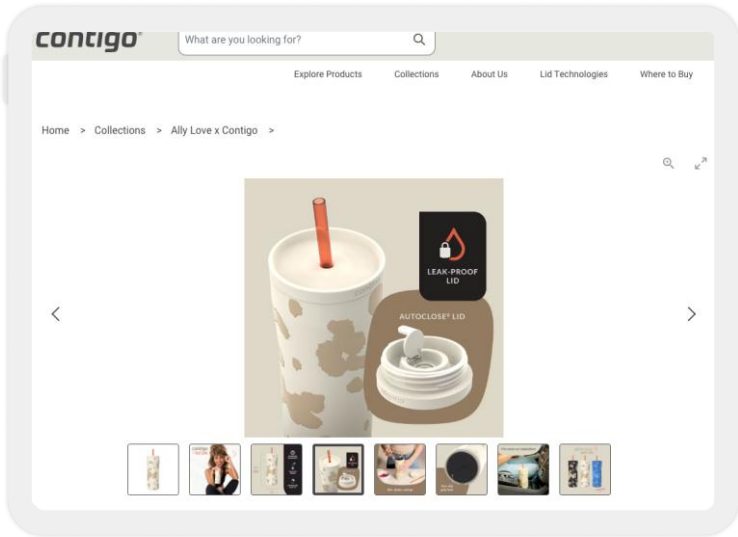
- Studio Execution
- Digital Execution PDP Content
- Digital Execution Additional Deliverables

Pulse Check

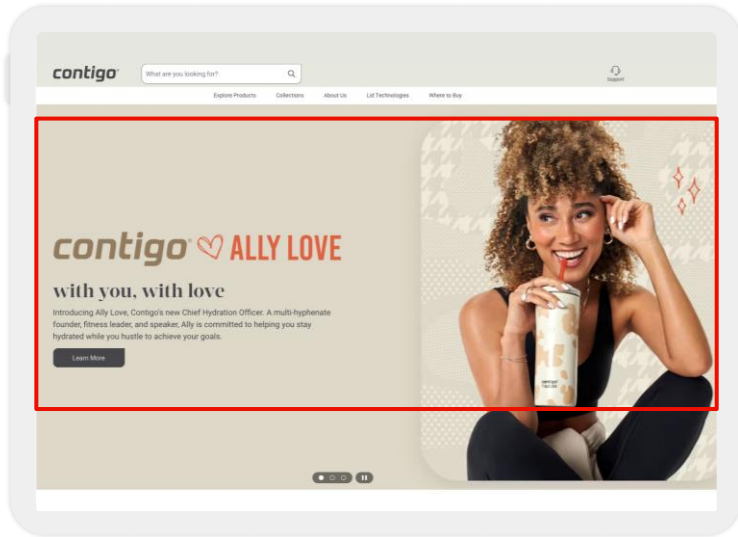
Why are there 3 different Metadata uploads?



**1.
Upload One:
Studio Final Selects**



**2.
Upload Two:
PDP Content**



**3.
Upload Three:
Additional Digital Content**

Key Takeaways

Adobe AEM and Workfront: Powering faster, smarter, and safer asset management at Newell Brands



Acceleration



**Smart metadata &
rights management**



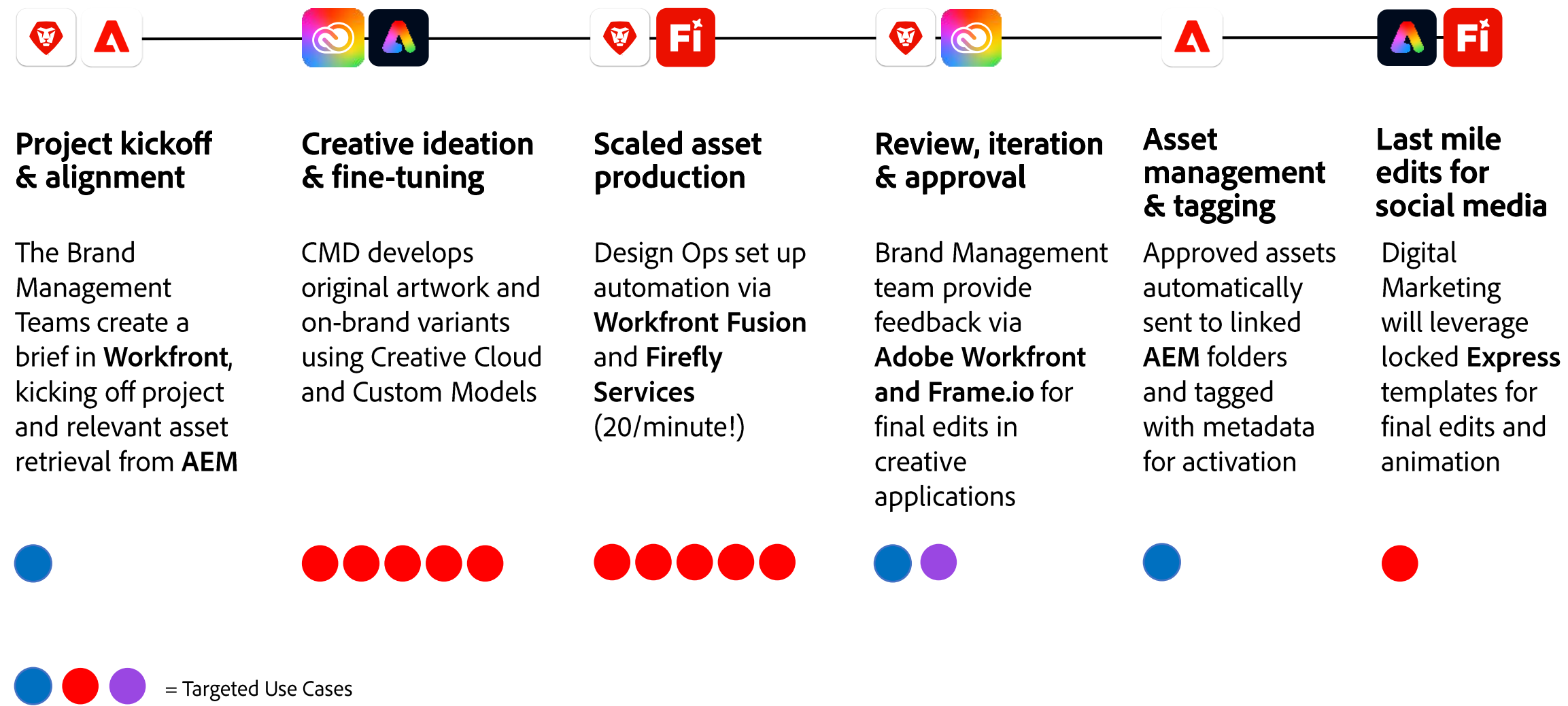
Deduplication



Adobe × newell

BRANDS

Newell's Reimagined Content Supply Chain



Enterprise Blueprint for AI Content Supply Chain Success



Gather Leaders & Map Quick Wins

- Unite the right teams
- Dive into discovery



Pilot a Targeted AI Use Case

- Uncover high-impact, achievable “quick wins”
- Launch a fast pilot project to prove value
- Line up project & resources



Connect Your Workflows

- Integrate AI pilots with your tools & workflows
- Automate handoffs & asset reuse



Set Brand & Governance Rules

- Establish clear brand standards & approval processes
- Train your teams on best practices, legal compliance



Track Results & Scale Up

- Know your pilot goals, KPIs & baseline metrics
- Measure pilot outcomes
- Use learnings to refine processes

Adobe MAX 2025: ***The Creativity*** ***Conference***

Oct 26–27
Preconference

Oct 28–30
Los Angeles and online

Register @ max.adobe.com

Adobe



Adobe MAX

Oct. 28-30 • Los Angeles

Adobe x Sharpie: Where Ideas Take Shape

Bring your sketch to life with Adobe and Sharpie. Start with a Sharpie Creative Marker, then use Adobe's AI-powered tools to take your sketch from paper to screen.

Here's what you'll do:

- Sketch with a Sharpie Creative Marker
- Transform your sketch through Frame.io, Firefly Boards, Photoshop Web, Workfront, and Express
- Turn it into a video and see it showcased on the big screen
- Take home a pack of Sharpie's Creative Markers to keep creating beyond MAX



S6208

Paper Mate, Sharpie, and more: Crafting an AI-Powered Content Supply Chain

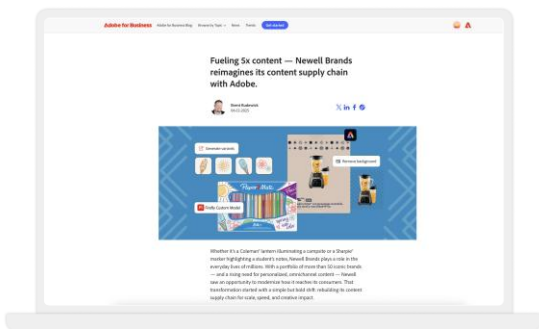
Join Newell Brands' Samantha Tuttle and Julie Sheeran for a masterclass on creative-led AI transformation.

Join this session and learn about:

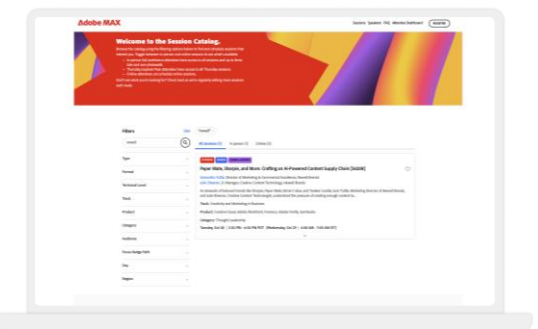
- Building a connected, scalable content ecosystem
- AI workflows that unlock creative capacity and future-proof workflows
- Change management strategies that empower teams and fuel growth



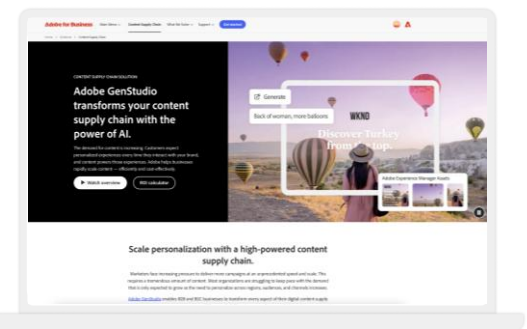
Related resources



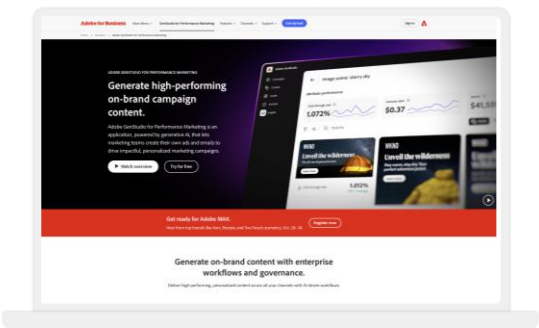
Fueling 5x content — Newell Brands reimagines its content supply chain with Adobe.



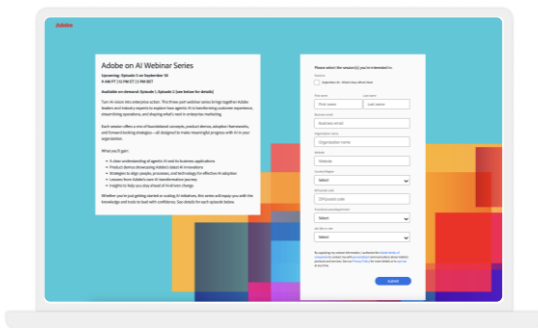
Paper Mate, Sharpie, and More: Crafting an AI-Powered Content Supply Chain [S6208]



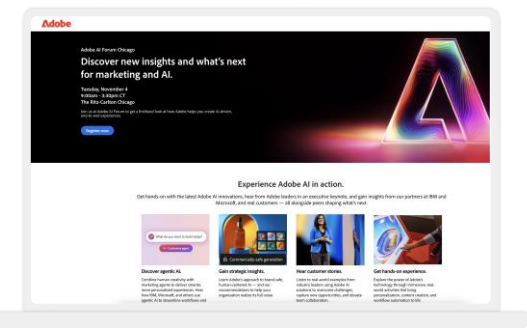
Adobe GenStudio transforms your content supply chain with the power of AI.



Generate high-performing on-brand campaign content.



Upcoming 9/30: Adobe on AI Webinar Series



Upcoming 11/4: Adobe on AI Forum Chicago



Adobe