

Humans and Agents: Rethinking the Modern Content Supply Chain

Adobe

Create digital ads to promote new investment services.

Here's a preview of the digital ads.

→ Open GenStudio

Enterprise plan
View details --

Enterprise plan
View details --

Recommended
Enterprise plan
View details --

AI-driven impressions
+24%

Approved!

Today's speakers



Robert Haws

Product Marketing Lead,
Adobe GenStudio

Adobe



Susan McLaughlin

Head of Creative Technology,
AI and Operations

Vanguard



Ravi Duddukuru

Senior Director,
Product Marketing, Adobe GenStudio

Adobe

Agenda

Content supply chain for the AI world

Real-world transformation story with Vanguard

How Adobe is driving human and agent collaboration

Q&A

Content supply chain for the AI world



Content is the fuel for your business

It drives your **brand** and your **digital experiences**

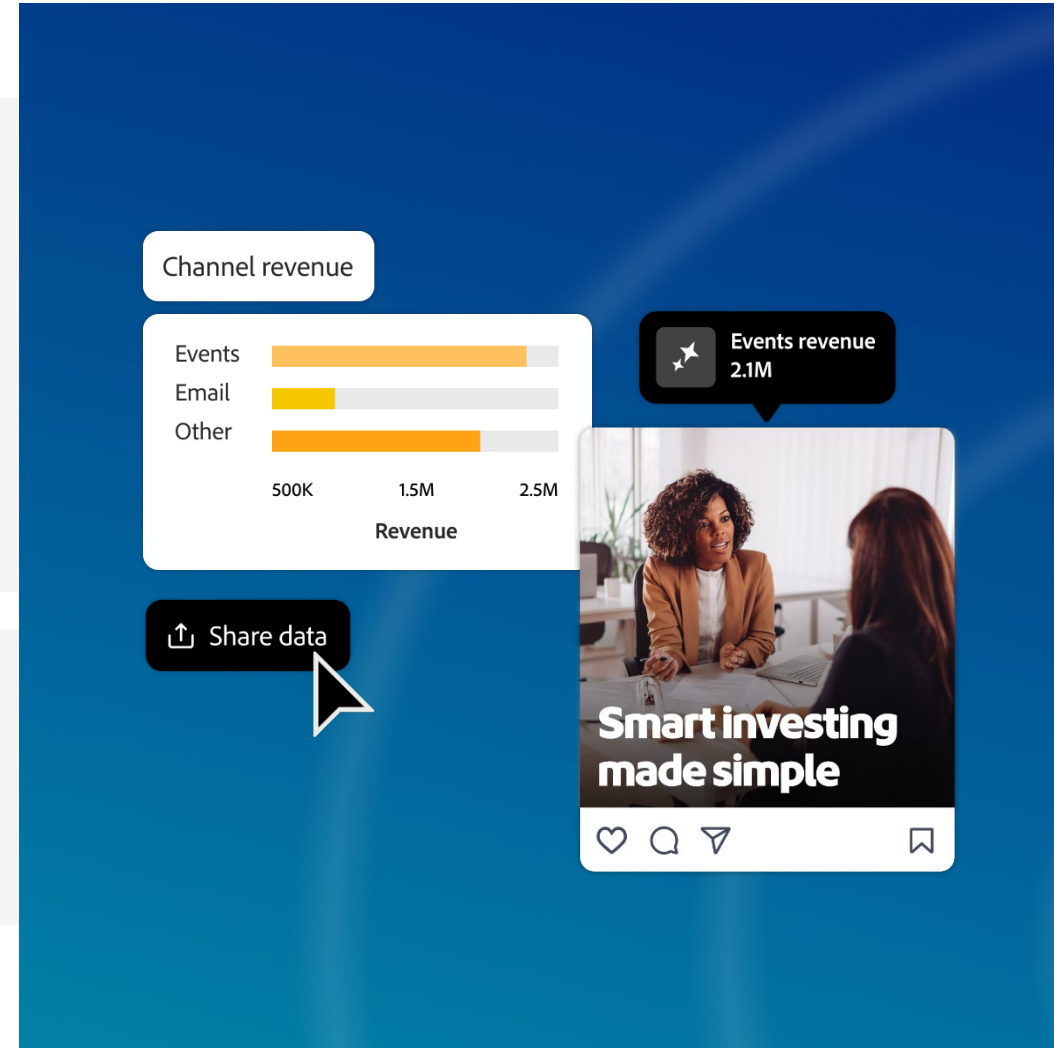
+

It's crucial for driving **growth**

83%

of marketers say content marketing is the most effective demand-gen driver

Source: Content Marketing Institute, 2023 Demand Generation Research



Are you ready for how next-generation AI will continue to accelerate transformation?



Hyper-personalization will become the new normal

In the new AI-driven world, 1:1 tailored content isn't just expected—it's required.



Shift to GEO & conversational AI interfaces

Content must be built for AI-native discovery paths and engagement patterns.



Work will be human-led, agent-accelerated

Winners won't just use AI—they'll integrate systems and workflows that enable humans and agents to collaborate seamlessly.



Systems of record + action + control

All three systems—systems of record, action, and control—will be required for success with AI-driven content.



Content at unprecedented scale

With 100x the content, you need to rethink discovery, management, delivery, measurement, and relevance.

Work will be human-led, agent-accelerated.

Strategize

Build

Launch

Measure



**The winners won't just use AI.
They'll design workflows where
humans and agents collaborate seamlessly.**

Real-world transformation story with Vanguard



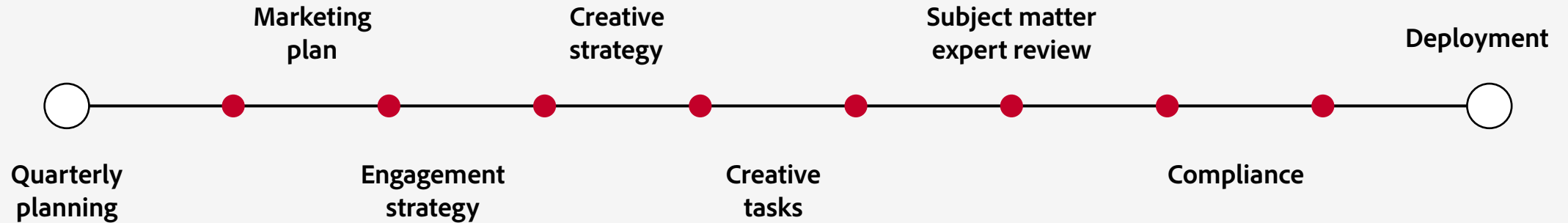


Susan McLaughlin

Head of Creative Technology,
AI and Operations

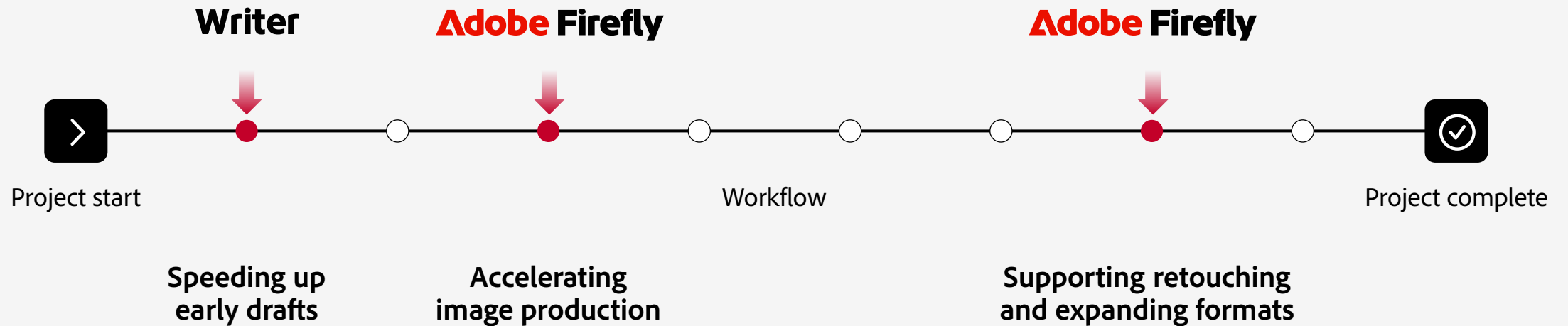
Vanguard

Reviews and feedback along the process

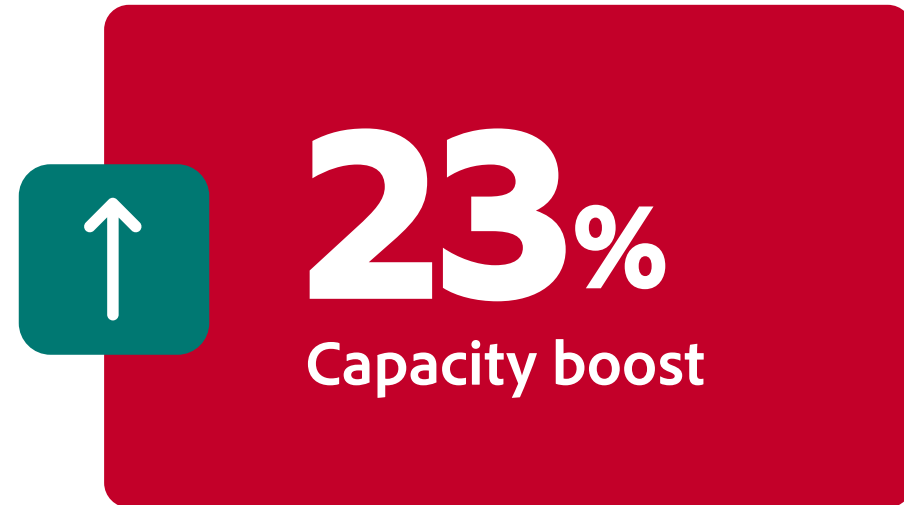


Efficiency wins with GenAI

We integrated GenAI into our team's tasks

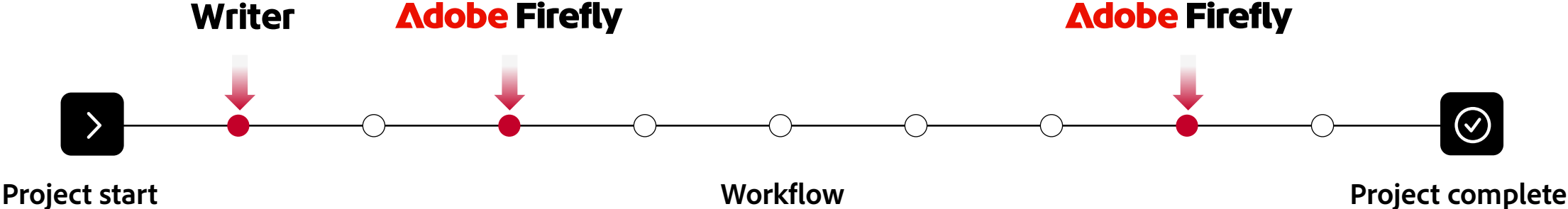


Results

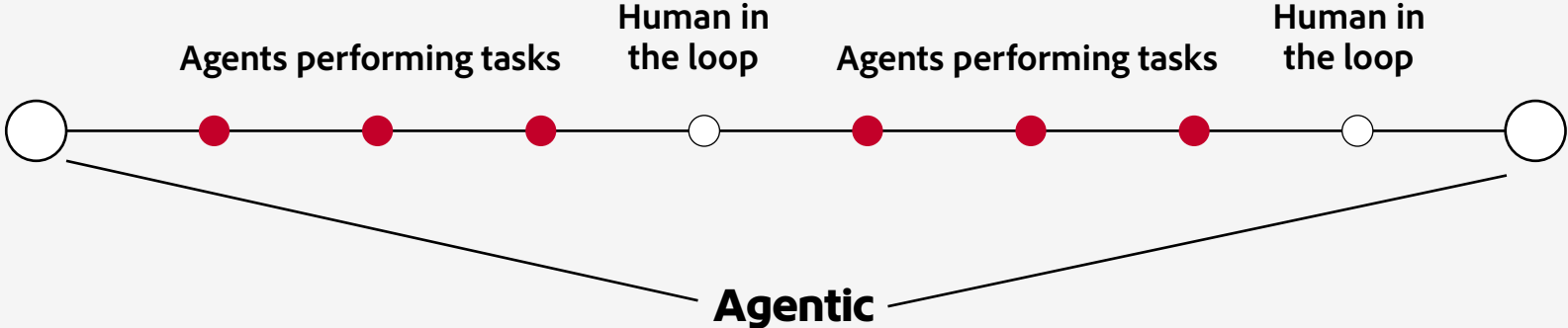


Delivered significant 2025 growth and business results across all Personal Wealth campaigns

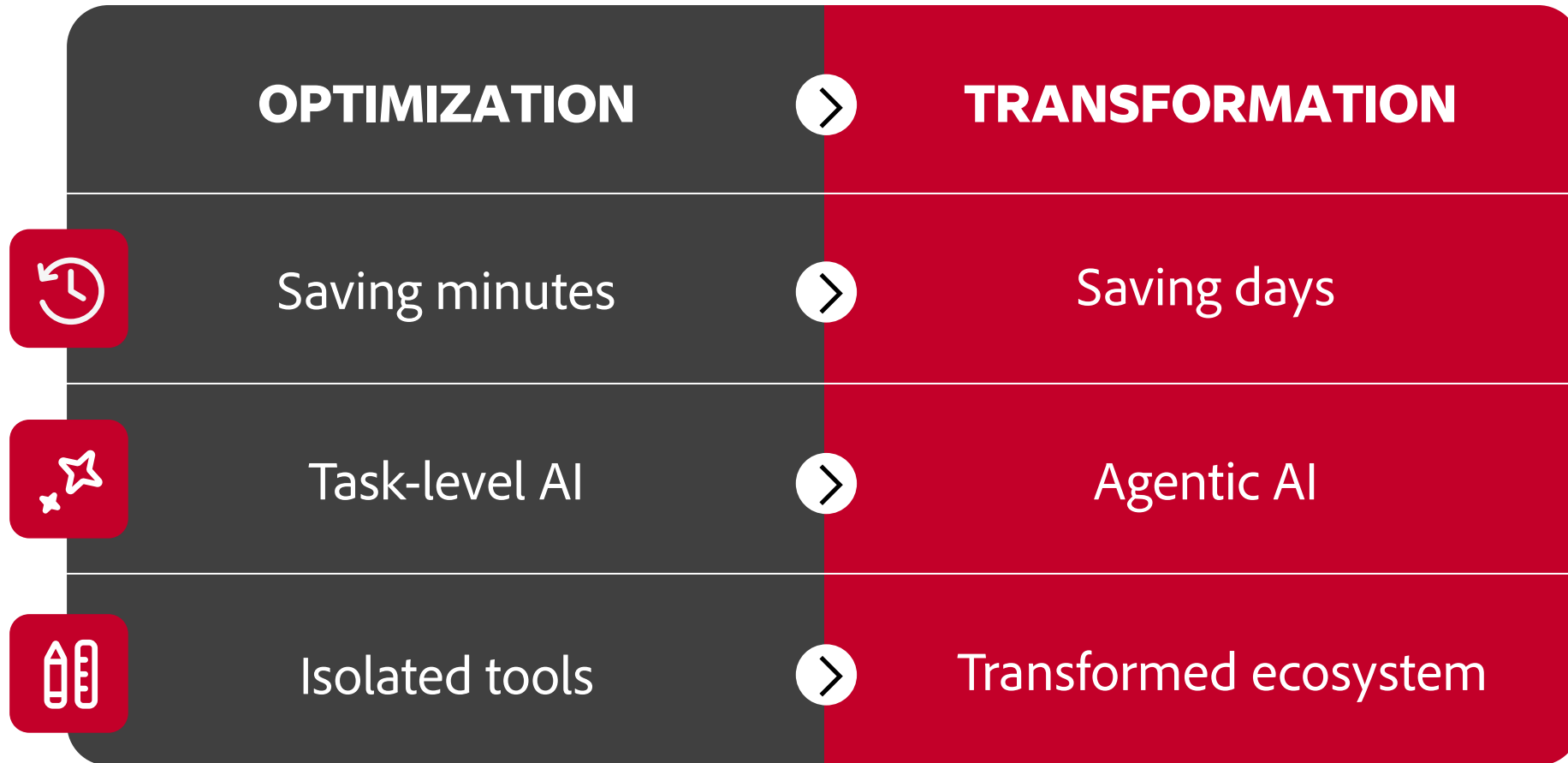
Efficiency wins with GenAI



Acceleration through Agentic AI



Pivot to transformation



Strategic content calendar in Adobe Workfront



The screenshot shows the Adobe Workfront interface for a shared calendar. The calendar is for October 2025 and displays several content items:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29 Educational Content Post 12	30 Thread of the Week Post 12	1 Oct	2 Engagement Prompt Post 6	3	4
5	6 Educational Content Post 13	7 Thread of the Week Post 13	8 AMA Monthly Post 3	9	10	11
12	13 Educational Content Post 14	14 Thread of the Week Post 14	15	16 Engagement Prompt Post 7	17	18
19	20 Educational Content Post 15	21 Thread of the Week Post 15	22	23 We heard you Post 4	24	25

Reddit post ideas ready in the morning

The screenshot displays the Adobe Workfront interface for a task titled "9/19 Engagement Prompt Post". The task is in the "Automation Stage 1 - Idea Creation" phase, which is marked as "successfully completed". The output shows three post ideas for a 9/19 Engagement Prompt Post, each with a reasoning statement. Red arrows point from the "Hours" and "Expenses" categories in the left sidebar to the first two ideas.

Automation Stage 1 - Idea Creation

Automation Stage 1 Status: Stage 1 successfully completed ✓

Idea Agent - Output

Here are three post ideas for a 9/19 Engagement Prompt Post:

- Comparing Cash Management Options**
+ Post idea: Create a post that compares Vanguard's Cash Plus account to other cash management options, such as high-yield savings accounts or money market funds.
+ Reasoning: According to the Strategic Content Themes document, "What is the Vanguard Cash Plus account, and how does it compare to a traditional checking account vs. a MMF vs. a HYSA?" is a key topic of interest. This post can leverage the popularity of r/personalfinance (3583 score in the last month) and r/Bogleheads.
- Understanding Vanguard Fees**
+ Post idea: Create a post that breaks down Vanguard's fees and service tiers, highlighting the benefits of their low-cost structure.
+ Reasoning: The Sidebar/Wiki Content document notes that there's "recurring frustration and misinformation about fees and support tiers." This post can address that frustration and attract engagement from Skeptical Comparers.
- Simplifying Retirement Planning**
+ Post idea: Create a post that discusses how Vanguard's Digital Advisor can simplify retirement planning, including its automated investment strategies and tax-efficient features.
+ Reasoning: The Digital Advisor content copy blocks highlight the benefits of automated advice, including "More power to retire with confidence." This post can tap into the popularity of r/personalfinance and r/Bogleheads, where users are seeking investment advice and retirement planning guidance.

Select Reddit Post Idea
[+Add](#)

Automation Stage 2 - Content Creation

Topic is selected

The screenshot shows the Adobe Workfront interface for a task titled "9/19 Engagement Prompt Post". The task is in the "Automation Stage 1 - Idea Creation" phase, which is marked as "Stage 1 successfully completed". The "Idea Agent - Output" section displays three generated post ideas for a 9/19 Engagement Prompt Post:

- 1. Comparing Cash Management Options
- 2. Understanding Vanguard Fees
- 3. Simplifying Retirement Planning

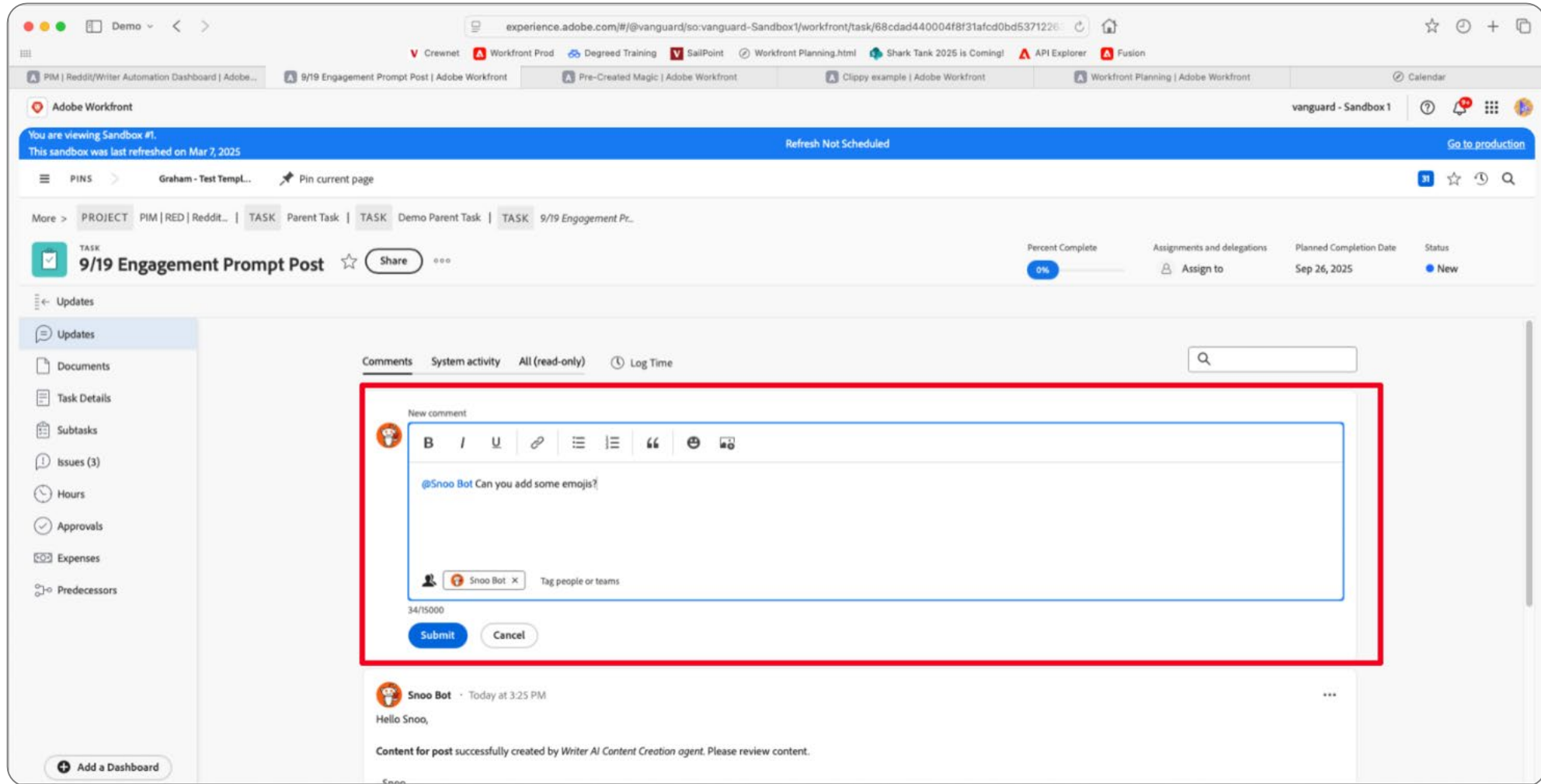
A dropdown menu titled "Select Reddit Post Idea" is open, showing the first option, "1. Comparing Cash Management Options", which is highlighted. The dropdown is enclosed in a red rectangular box. Below the dropdown, there is a "Post Analytics" section with a note: "After the post is posted, we could show post analytics here in the future." At the bottom of the task details, there are "Save Changes" and "Cancel" buttons.

Post is created

The screenshot shows the Adobe Workfront interface. At the top, there's a navigation bar with the Adobe Workfront logo and a notification that says "You are viewing Sandbox #1. This sandbox was last refreshed on Mar 7, 2025". Below this, there's a breadcrumb trail: "More > PROJECT PIM | RED | Reddit... | TASK Parent Task | TASK Demo Parent Task | TASK 9/19 Engagement Pr...". The main task card is titled "9/19 Engagement Prompt Post" and has a "Share" button. To the right of the task card, there are fields for "Percent Complete" (0%), "Assignments and delegations" (Assign to), "Planned Completion Date" (Sep 26, 2025), and "Status" (New). Below the task card, there's a "Task Details" section with a sidebar on the left containing options like "Updates", "Documents", "Task Details", "Subtasks", "Issues (3)", "Hours", "Approvals", "Expenses", and "Predecessors". The main content area of the task details shows a green checkmark indicating "Stage 2 successfully completed". The content includes a heading "Content Agent - Output", a sub-heading "## Comparing Cash Management Options: Vanguard Cash Plus vs. Other Choices", and a paragraph: "When it comes to managing your cash, you have several options. **Vanguard's Cash Plus account** is one choice, but how does it stack up against high-yield savings accounts or money market funds?". Below this, there's a section "### Key Considerations" with bullet points: "Yield", "Liquidity", "Fees", and "Protection". Another section "### Vanguard Cash Plus Features" lists: "Earn competitive interest rates", "Enjoy easy access to your money", and "Use for everyday expenses or emergency funds". A "### Comparison Time" section lists: "Vanguard Cash Plus", "High-Yield Savings Accounts", and "Money Market Funds". The task ends with the text: "By weighing these factors, you can make an informed decision about the best cash management strategy for your needs."



Prompt a change



Change is made

The screenshot shows the Adobe Workfront interface. At the top, there's a navigation bar with the Adobe Workfront logo and a user profile for 'vanguard - Sandbox 1'. Below this is a blue banner indicating the user is viewing 'Sandbox #1' and that the sandbox was last refreshed on Mar 7, 2025. The main content area displays a task titled '9/19 Engagement Prompt Post' with a 'Share' button and a '0%' progress indicator. The task details include a 'Planned Completion Date' of Sep 26, 2025, and a status of 'New'. A sidebar on the left lists various task management options like 'Updates', 'Documents', 'Task Details', 'Subtasks', 'Issues (3)', 'Hours', 'Approvals', 'Expenses', and 'Predecessors'. The main content area shows an update from 'Snoo Bot' dated 'Today at 3:26 PM'. The update text reads: 'Hello Snoo, Thanks for the feedback! I have updated the post content per your notes("Bot Can you add some emojis?"). Please feel free to review and let me know if you have any more changes I should make: Choosing the Right Cash Management Option 🌟 When managing your cash, you have several options to consider. Vanguard's Cash Plus account 📄 is one choice, but how does it compare to high-yield savings accounts or money market funds? 🤔 Key Considerations • Yield: Compare interest rates offered by each option 📊 • Liquidity: Consider how easily you can access your money 🕒 • Fees: Look at fees associated with each account type 🌟 • Protection: Understand insurance or protection backing each option 🛡️ Vanguard Cash Plus Features • Earn competitive interest rates 💰 • Enjoy easy access to your money 📄 • Use for everyday expenses or emergency funds 📊'.



Results pulled in and used to train AI for future content



The screenshot shows the Adobe Workfront interface. At the top, there's a navigation bar with the Adobe Workfront logo and a status bar indicating 'You are viewing Sandbox #1. This sandbox was last refreshed on Mar 7, 2025'. Below this, there's a report header for 'PIM | Reddit Automation - Previous Posts Chosen'. The report is displayed in a table with the following columns: 'Task Name', 'PIM | Idea Agent - Output', 'Select Idea', 'PIM | Content Agent - Output', and 'PIM | Reddit Post Analytics'. A task is listed with the name 'We heard you Post 1'. The 'PIM | Idea Agent - Output' column contains text about '3 post ideas for "We heard you" campaign' and lists several points. The 'PIM | Content Agent - Output' column contains text about 'Vanguard's Commitment to Sustainable Investing' and lists key initiatives. The 'PIM | Reddit Post Analytics' column shows 'Upvotes: 146', which is circled in red. The bottom right corner of the report area says 'Showing 26 tasks'.

Two operating models



Speed 1

**Custom, strategic,
net-new creative**



Speed 2

**Business-as-usual,
repeatable, campaign-
based content**

New work request

- Create Campaign Ads
- Stakeholder Review

Generate a digital campaign for new investors.

Here's a preview of the digital ads.
→ Open GenStudio

Total portfolio governance.
AI-driven impressions
+24%

Approved!

Speed 2: Pre-created content at scale

Powered by a centralized library of pre-created content components

Enhanced in 2026: Agentic AI inside Adobe Workfront



Faster
assembly

+



Shorter review
cycles

+



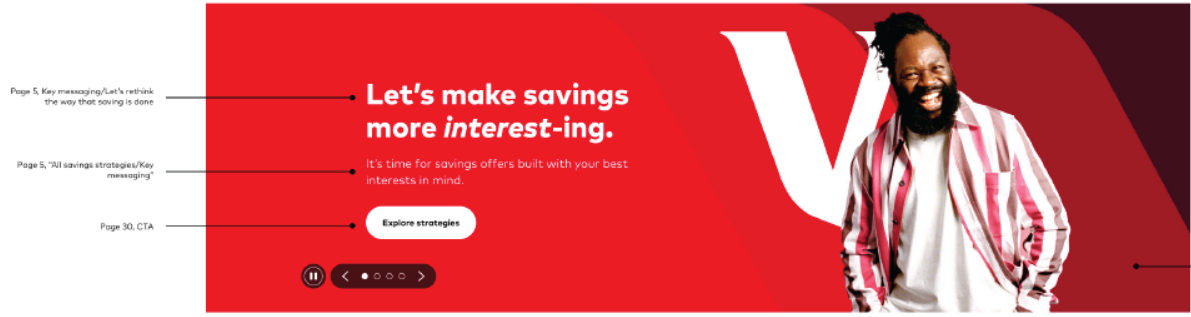
Oversight
and trust

=



Scaling
responsibly

Pre-created content library



Page 5, Key messaging/Let's rethink the way that saving is done

Page 5, "All savings strategies/Key messaging"

Page 30, CTA

Savings platform photography



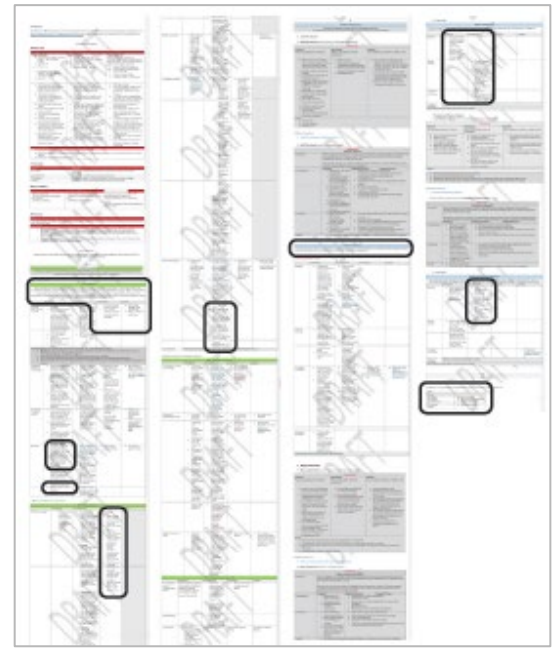
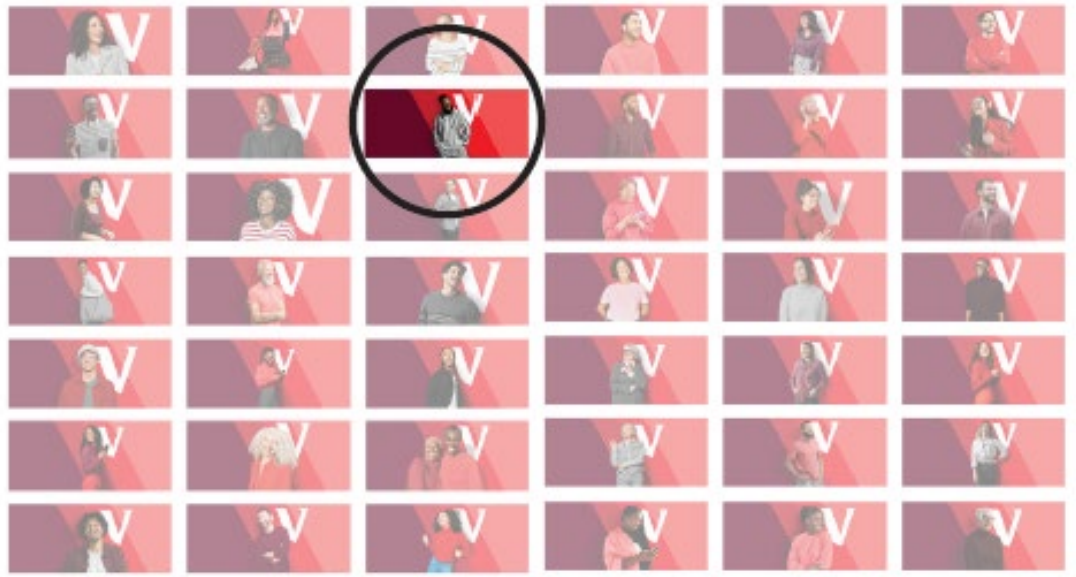
Subject: [FirstName], your money could go further

Preheader: Give it a saving strategy

Page 5, Key messaging

Page 5, Key messaging

Savings platform photography



There's a smarter way to save

When Vanguard was founded, it shook up the investment world by designing investments for everyday people. Fast-forward five decades, and we've helped millions of people achieve their version of investment success.

When we heard that most people aren't getting what they could from their savings, we knew we had to do something.

Saving is just as important as investing, so we developed product and account options that can help you save for the life you want.

It's time for savings offers built with your best interests in mind.

Explore savings options

Page 5, Key messaging

Page 5, "All savings strategies/Key messaging"

Page 30, CTA

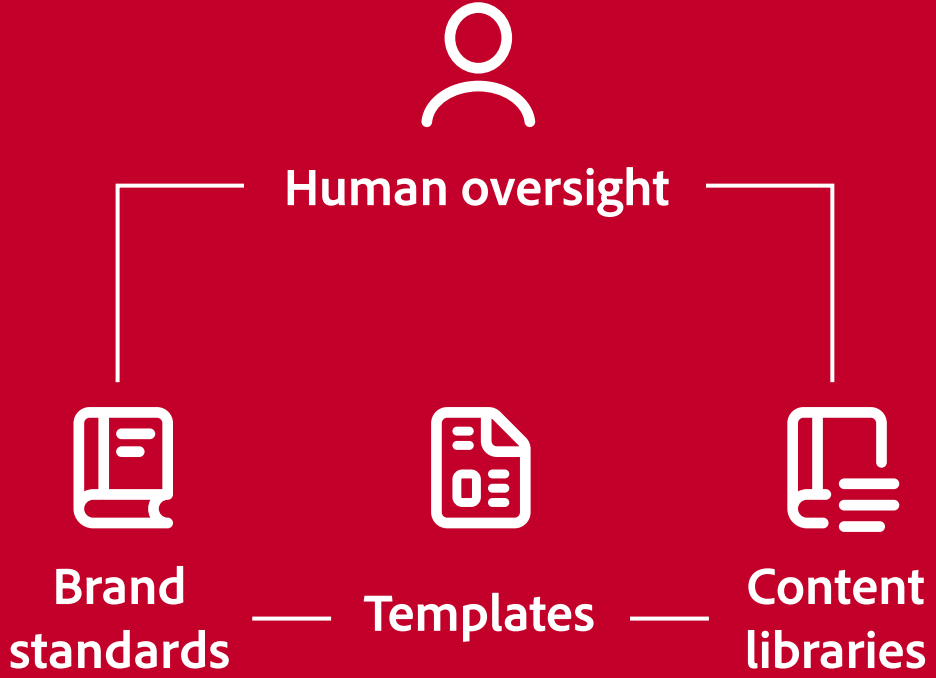
Saving versus investing

- When saving, your money is safe and easy to access when you need it.
- When you invest, you buy assets that might increase in value with the aim to grow your money. However, investing also comes with the risk of losing money.
- When you use a savings strategy, you can grow interest on the money you're saving while having it securely stashed away. Talk about a win-win scenario.

Page 9, "What is savings"

Speed 1

Transforming custom work with GenStudio for Performance Marketing



GenStudio for Performance Marketing: Brief to asset review

Social post: from kick off to creative review

From 5.5 to .25 days

Email: from kick off to creative review

From 6 to .5 days

This isn't about replacing creativity—

It's about a fundamentally new way of working.

Advice creative platform

How might we build a true creative platform for all of advice that creates a holistic and consistent experience that connects, engages, and drives action from our audiences?

To answer this question and others, BNC created a cohesive platform based in research and born from Vanguard's own Value of Community messaging. This framework will inform all future advice-branded work.

More power, more possibility with Vanguard Advice.

More power for your money

For internal use only. Not for public distribution.

Wealth Management creative platform

Guiding this work is our bold idea "Further, together" which gives us the opportunity to lean into why we are different.

The "Further" piece highlights our client outcomes. How we regularly focused on our clients and their goals and how to help them reach greater outcomes with us.

The "together" piece is a nod to our team approach. Whatever your goal, we'll help guide you through the best way to get there—and show you how much more is possible with our team of experts on your side. And this goes beyond the individual—it benefits their loved ones, communities, and legacy.

As your financial advisor grows, we show our support.

Wealth, legacy & your planning

Connect with your team

A financial team that's built for you

For internal use only. Not for public distribution.

Self-directed

Vanguard developed a new cost basis method, MetaTax, which allows the vast majority of clients to become more tax-efficient when they sell shares. At this time, we are unable to change the account details on MetaTax.

This is how BNC came in. We developed a MetaTax phased campaign to educate clients and promote this new feature to a targeted audience. The campaign included using engaging client agents to deliver the message to the right clients at the right time.

Through a series of emails and ads, we increased the MetaTax adoption/eligibility coverage rate by 50%.

For internal use only. Not for public distribution.

Vanguard 529 Plan

529 Day Campaign 2023

This campaign drove new account opens, an increase in content engagement—resulting in traditional video that generated 1.6 billion leading edge views—and raised visibility of the Vanguard 529.

With over 40 unique in-market deliverables across paid and organic channels, the 529 Day Campaign empowered prospects to learn about 529 options at Vanguard while being their busy lives.

Awards

- 2023 Awwards 2023 Motion Graphics, Video Animation
- MacCam Platform Award Integrated Marketing, 2023

Making the 529 decision

For internal use only. Not for public distribution.

Personal Investor Marketing creative platform

The focus of our campaign 2023 was to differentiate Vanguard and demonstrate the advantages of investing with us. We challenged ourselves to create new messaging and experiences that built on VIOC in a meaningful way. We clearly articulate what it means to the person who's accounting that message—whether for the first time, at the awareness level, or well into their Vanguard journey.

Welcome to Vanguard Digital Advice

For internal use only. Not for public distribution.

Savings creative platform

When Vanguard was founded, it shook up the investment world by bringing investments for everyday people. Fast forward five decades and we've helped millions of people achieve their version of investment success. When we heard that most people aren't getting what they could from their savings, we wanted to help. Saving is just as important as investing, so we developed product and account options that can help people save for the life they want.

This creative platform brings in bright, energetic, branded photography, as well as bold and playful copy to stand out in the sea of sometimes overpriced competitor marketing.

It's time to rethink savings

3 ways to help you save

For internal use only. Not for public distribution.

Adobe | Vanguard[®]

Connect campaign plan

Connect CRM

Add new agent



What do you want to build today?

+ Customize agent

How Adobe is driving human and agent collaboration





Ravi Duddukuru

Senior Director,
Product Marketing, Adobe GenStudio

Adobe

Enterprise agentic ambition is real

86%

**of enterprise marketers
use AI daily**

74% have AI integrated — not experimenting, integrated. The question is no longer whether. It's what the model looks like.

71%

**are piloting or deploying
AI agents**

Despite limited budgets and small teams, most enterprises have already committed to agentic AI — not just exploring it.

Enterprises have committed. Agentic is not a future story — it is the current reality.

Sources: Gartner Generative and Agentic AI in Enterprise Applications Survey (2025) | 451 Research / S&P Global Future of Work Survey, March 2026

But adoption is stuck at the assistant layer

AI Assistant

- Helps **individuals** work faster
- Operates **outside the workflow**
- No coordination across the **team**
- No **governance** or brand guardrails
- User explicitly passes **context**

Most "true agent" adopters remain in early pilot phases

True Agentic Workflow

- Operates autonomously inside the workflow
- Coordinated across the full team
- Defined human-agent handoffs
- Brand governance built in
- Rich implicit context
- Not just 2x productivity for one person — 10x throughput for the operation

Sources: Gartner Generative and Agentic AI in Enterprise Applications Survey (2025) | Gartner, Current State of Agentic AI Adoption in Enterprise Application Portfolios, March 2026

Why is there an agentic adoption gap?

1 New systems required

Most agentic platforms require rearchitecting the stack. For marketing teams already managing tool sprawl, a rip-and-replace is a 12-month organizational trauma — not a capability upgrade.

The result: pilots never graduate to production.

Gartner, 2026

52% of enterprises plan to use multiple vendors for AI agents — adding even more complexity

2 Governance gaps

Agents operating without guardrails don't produce brand content at scale — they produce brand liability at scale.

Governance and cost are the top barriers enterprises cite. Lack of control is the biggest barrier.

Gartner, 2026

#1 barrier to agentic AI adoption is governance — not technology readiness

3 Change management

Even when the technology is ready, restructuring how a marketing team works — who directs, where handoffs happen, how approvals flow — is the hardest part.

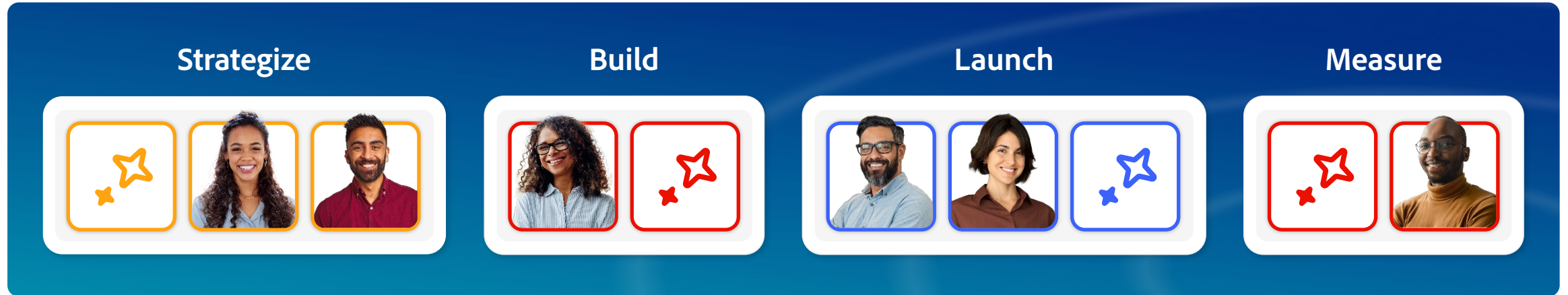
The technology arrives before the organization is ready.

Gartner, 2026

65% of enterprises see only moderate value from their implemented GenAI tools today

Sources: Gartner Generative and Agentic AI in Enterprise Applications Survey (2025) | Gartner, Current State of Agentic AI Adoption in Enterprise Application Portfolios, March 2026

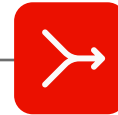
Agentic content supply chain with Adobe GenStudio



Invoke agents in your existing workflow



Automatic context for agent invocation



Human-agent collaboration built in



Governance and control included

No change management. Start where you are. Mature at your own pace.

What if adoption is as simple as 'assigning a task to an agent'?

An AI Collaborator invokes an existing agent to execute tasks within your marketing workflows.

It leverages context and operates as a permissioned user in Workfront –it can be assigned to execute a task, resolve an issue, or perform a review.

The screenshot shows a project dashboard for 'Tropical Surge Flavor Launch'. The breadcrumb trail is 'Portfolio: Frescopa > Program: Frescopa campaigns > Tropical Surge Flavor Launch'. The project is 17% complete, owned by 'Project Conductor', and has a due date of 'May 29, 2026'. The status is 'In progress'. The dashboard includes a table of tasks with columns for Task name, Assignees, Duration, Start date, Status, and Progress. A dropdown menu is open for the 'Create promo page in AEM' task, showing a list of assignees: Sandro Lopez, Scoping Agent, Story Agent, and Site Optimization Agent (which is selected with a checkmark).

Task name	Assignees	Duration	Start date	Status	Progress
Deliver Hero assets	Desi Smith	4 hours	Mar 12, 2025	Started	<div style="width: 50%;"></div>
Prepare messaging blocks	Writer Content Repurposing	10 minutes	Mar 30, 2025	Started	<div style="width: 25%;"></div>
Assets final review	Petra Johnson	10 minutes	May 29, 2025	Started	<div style="width: 10%;"></div>
Create promo page in AEM	S	2 days	Jun 04, 2025	Not started	<div style="width: 0%;"></div>
Upload web banner	Sandro Lopez	minutes	Jul 30, 2025	Not started	<div style="width: 0%;"></div>
Upload page copy		minutes	Aug 18, 2025	Not started	<div style="width: 0%;"></div>
Review & publish page		minutes	Sep 01, 2025	Not started	<div style="width: 0%;"></div>
Find or build target audience segment in AEP	Story Agent	minutes	Oct 10, 2025	Not started	<div style="width: 0%;"></div>
Create email campaign in AJO	Site Optimization Agent	minutes	Nov 14, 2025	Not started	<div style="width: 0%;"></div>
Build email from assets		10 minutes	Dec 25, 2025	Not started	<div style="width: 0%;"></div>

Sample: Build a landing page with human-agent collaboration

The screenshot displays the Adobe Workfront interface for a project named "WKND Open Trail Campaign". The interface includes a search bar at the top, navigation icons on the left, and a table of tasks. The table columns are Task name, Assignees, Duration, Start date, Status, and Progress. The tasks listed are: Audience definition (assigned to AEP Data Insights Agent, 0.5 hrs, Mar 12, 2026, Not started), Landing Page & Social Ad Copy (assigned to Copilot Copywriter, 1 hrs, Mar 12, 2026, Not started), Copy Review (assigned to James Powell, 1 day, Mar 12, 2026, Not started), Create Hero Assets (assigned to Lindsey Lopez, 1 day, Mar 13, 2026, Not started), Create Variations (assigned to Firefly Creative Production, 20 mins, Mar 14, 2026, Not started), Validate Brand Compliance (assigned to Content Reviewer, 10 mins, Mar 14, 2026, Not started), and Stakeholder Final Review (assigned to Claire Snow, 4 hrs, Mar 15, 2026, Not started). The interface also shows a "Percent Complete" of 100% and a "Project Owner" of WKND Project Manager.

Task name	Assignees	Duration	Start date	Status	Progress
Audience definition	AEP Data Insights Agent	0.5 hrs	Mar 12, 2026	Not started	
Landing Page & Social Ad Copy	Copilot Copywriter	1 hrs	Mar 12, 2026	Not started	
Copy Review	James Powell	1 day	Mar 12, 2026	Not started	
Create Hero Assets	Lindsey Lopez	1 day	Mar 13, 2026	Not started	
Create Variations	Firefly Creative Production	20 mins	Mar 14, 2026	Not started	
Validate Brand Compliance	Content Reviewer	10 mins	Mar 14, 2026	Not started	
Stakeholder Final Review	Claire Snow	4 hrs	Mar 15, 2026	Not started	

From 100% human collaboration to human + agent workflows

Sample continued: Build a landing page with human-agent collaboration

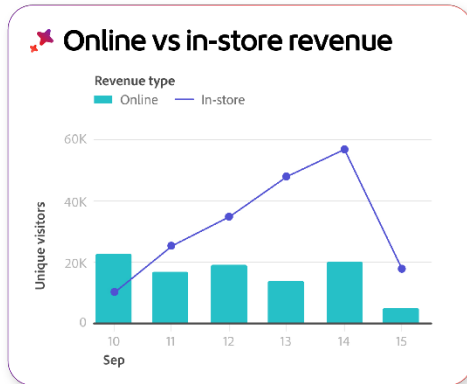
The screenshot displays the Adobe Workfront interface for a project named "WKND Open Trail Campaign". The project is 100% complete and is managed by "WKND Project Manager". The current status is "Current". The task list includes:

Task name	Assignees	Duration	Start date	Status	Progress
Audience definition	AEP Data Insights Agent	0.5 hrs	Mar 12, 2026	Not started	
Landing Page & Social Ad Copy	Copilot Copywriter	1 hrs	Mar 12, 2026	Not started	
Copy Review	James Powell	1 day	Mar 12, 2026	Not started	
Create Hero Assets	Lindsey Lopez	1 day	Mar 13, 2026	Not started	
Create Variations	Firefly Creative Production	20 mins	Mar 14, 2026	Not started	
Validate Brand Compliance	Content Reviewer	10 mins	Mar 14, 2026	Not started	
Stakeholder Final Review	Claire Snow	4 hrs	Mar 15, 2026	Not started	

The "Audience definition" task is highlighted with a red border. The interface also shows a search bar, navigation icons, and a "New task" button at the bottom.

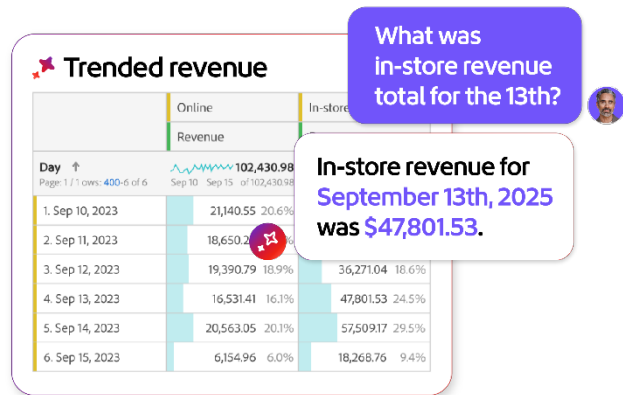
Data Insights Agent helps you unlock insights and action. Fast.

Faster time to insight



Ask questions in natural language, make changes to the visualizations and build analysis iteratively.

Responsible AI



Data is clearly visualized in the workspace, making it easy to understand verify and take decisions with confidence.

Never miss a beat

Purchased by in-store customers reached nearly **300%** of purchases through the website, and **revenue was double** (\$194,811.26 vs. \$102,430.98) for September 10-15th, 2025. There was also a steady trend increase of in-store customers by **75%**, day over day.



Able to analyse cross-channel customer data to reveal intricate patterns and insights that human analysts might overlook.

PROJECT WKND Open Trail Campaign

Percent Complete 100%

Project Owner WKND Project Manager

Status Current

Overview Filter Columns Group

Search



Task name	Assignees	Duration	Start date	Status	Progress
Audience definition	AEP Data Insights Agent	0.5 hrs	Mar 12, 2026	Completed	<div style="width: 100%;"></div>
Landing Page & Social Ad Copy	Copilot Copywriter	1 hrs	Mar 12, 2026	Not started	
Copy Review	James Powell	1 day	Mar 12, 2026	Not started	
Create Hero Assets	Lindsey Lopez	1 day	Mar 13, 2026	Not started	
Create Variations	Firefly Creative Production	20 mins	Mar 14, 2026	Not started	
Validate Brand Compliance	Content Reviewer	10 mins	Mar 14, 2026	Not started	
Stakeholder Final Review	Claire Snow	4 hrs	Mar 15, 2026	Not started	
+ New task					Showing 6 "records"

Create agents on any platform and bring those to your agentic CSC

Agent Builder > Copilot Copywriter Copilot

Describe **Configure**

Details

Name

Description ⓘ

Instructions ⓘ

You are a senior copywriter with deep knowledge of this organization's brand, products, and customers. When asked to write a landing page, you will:

1. Pull from organizational context — reference relevant internal documents, past campaign materials, product briefs, or meeting notes available to you via SharePoint, Teams, and email to ground your copy in real positioning.
2. Identify the audience — if not provided, ask for the target segment, their key pain points, and the desired action (sign-up, download, request demo, etc.).

Adobe Workfront

Search Experience Cloud (⌘+/)

PROJECT WKND Open Trail Campaign

Percent Complete: 100%

Project Owner: WKND Project Manager

Status: Current

Overview Filter Columns Group

Task name	Assignees	Duration	Start date	Status	Progress
Audience definition	AEP Data Insights Agent	0.5 hrs	Mar 12, 2026	Completed	<div style="width: 100%;"></div>
Landing Page & Social Ad Copy	Copilot Copywriter	1 hrs	Mar 12, 2026	Completed	<div style="width: 100%;"></div>
Copy Review	James Powell	1 day	Mar 12, 2026	Not started	
Create Hero Assets	Lindsey Lopez	1 day	Mar 13, 2026	Not started	
Create Variations	Firefly Creative Production	20 mins	Mar 14, 2026	Not started	
Validate Brand Compliance	Content Reviewer	10 mins	Mar 14, 2026	Not started	
Stakeholder Final Review	Claire Snow	4 hrs	Mar 15, 2026	Not started	
+ New task					

Human in the loop

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+ New task

Showing 6 "records"

Agent execution = AI Collaborator output in Workfront

The screenshot displays the Adobe Workfront interface for a project named "WKND Open Trail Campaign". The project is 100% complete and is managed by "WKND Project Manager". The interface includes a search bar, navigation icons, and a table of tasks.

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To the right of the table is a "History Panel" showing "25 channel renditions". It features a grid of preview cards for various content pieces, including "Arctic Surfing in Lofoten", "City Construction", "Austin TX", "Lady Bird Lake", "Washinton DC", and "ND Adventures". Each card includes a "READ MORE" or "VIEW TRIPS" button.

PROJECT WKND Open Trail Campaign

Percent Complete 100%

Project Owner WKND Project Manager

Status Current

Overview Filter Columns Group

Search

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+ New task					

Showing 6 "records"

Content reviewer for on-brand assets

Imagine That: Frankenstein / Hero 1.psd

Download

Approvals

Awaiting response 1

Comments Fields

All comments

Content Reviewer now #1

#COLOR

The asset includes visual effects that reduce text-safe contrast zones, which is not permitted for accessibility compliance. Apply a contrast-safe overlay in designated text areas.

Color guidelines (p. 6)

Reply

Content Reviewer now #2

#COLOR

The asset uses a blue-dominant color treatment that exceeds the approved brand saturation range. Reduce overall blue saturation to align with the core palette.

Gradient Guideline (p. 2)

Reply

Content Reviewer now #3

#LAYOUT

The asset positions the human subject too close to the bottom edge of the frame, which is against safe-area guidelines. Increase top margin spacing to meet layout requirements.

Visual identity.pdf (p. 42)

Reply

Leave your comment here...

Public

WKND Adventures

Browse our list of curated experiences and sign up for one when you're ready to explore.

VIEW TRIPS

PROJECT WKND Open Trail Campaign

Percent Complete 100%

Project Owner WKND Project Manager

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+ New task					Showing 6 "records"

Adobe | Vanguard[®]

Connect campaign plan

Connect CRM

Add new agent

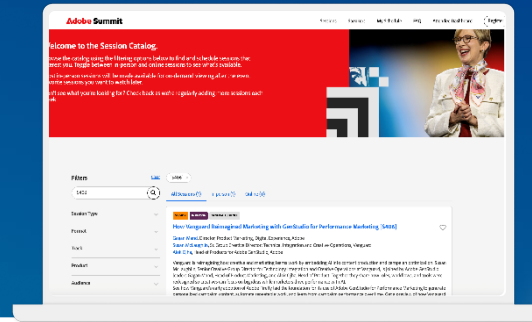


What do you want to build today?

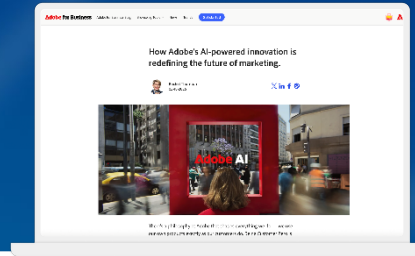
+ Customize agent

Related resources

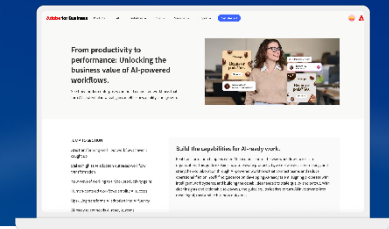
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[How Vanguard Reimagined Marketing with GenStudio for Performance Marketing](#)



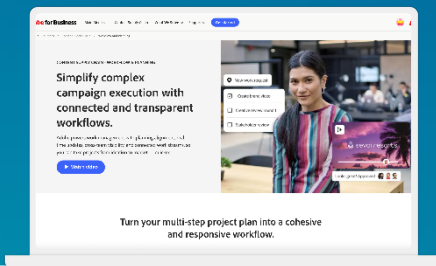
[How Adobe's AI-Powered Innovation is Redefining the Future of Marketing](#)



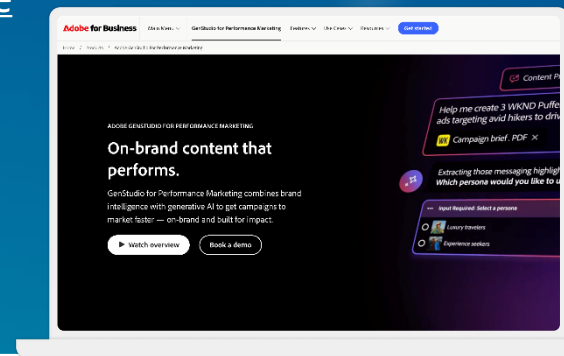
[Unlocking the Business Value of AI-Powered Workflows](#)



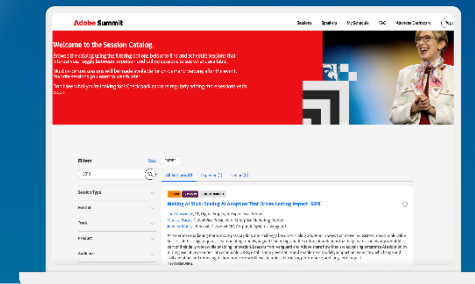
[Content Supply Chain: Workflow and Planning](#)



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