Imagination to Impact: Brand-Led Creative Precision at Scale

Adobe

Today's speakers

Lindsay Morris

Principal Content Strategist

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Aaron Finegold

Head of Product Marketing, Firefly Enterprise

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Matthew Gyves

Field CTO, Media and Entertainment

Adobe

Hannah Elsakr

Vice President, New GenAI Business Ventures

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Stacie Santana

Senior Director, Marketing Operations

The Home Depot

Adobe

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Agenda

Driving faster, better content at scale

Firefly Foundry: Powering brand-led creative precision

New creative possibilities: In conversation with Adobe and The Home Depot

Audience Q&A

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Aaron Finegold

Head of Product Marketing,
Firefly Enterprise

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Content demand

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Exposure[1]

Content demand

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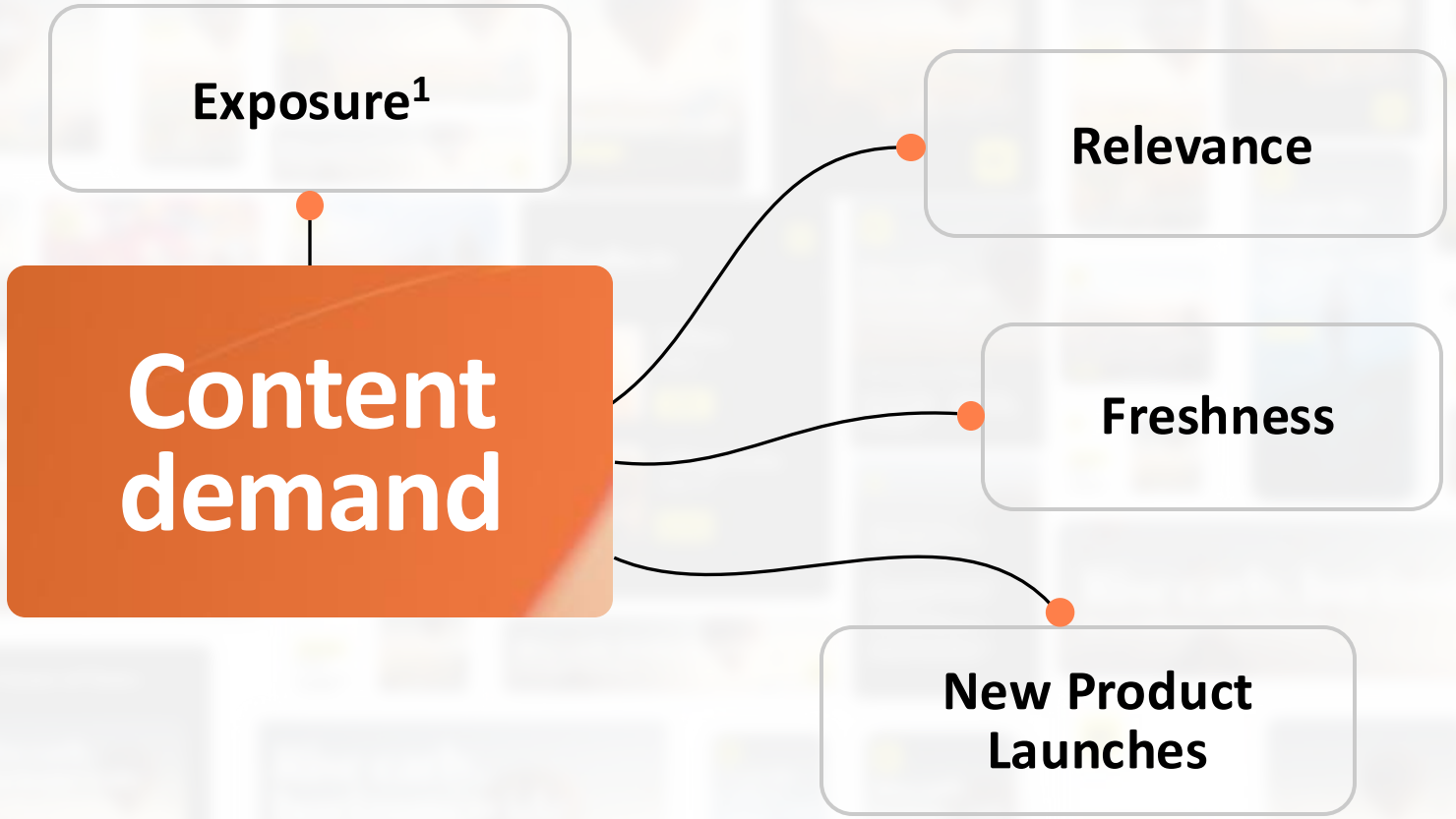

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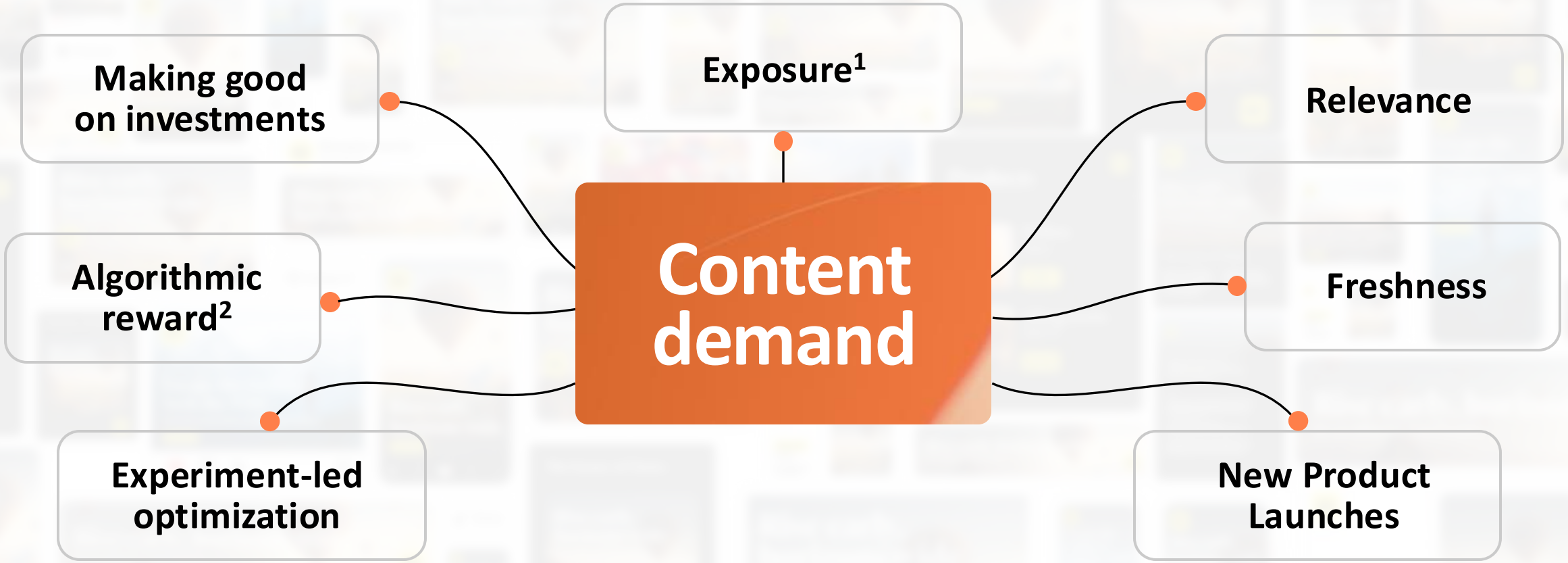

1 Focus Digital. Average Touchpoints per Purchase by Industry – 2025 Report link HERE.
2 The MTM Agency. Meta Andromeda. October 2025 update -Why creative diversity now defines ad performance. Link HERE

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How to win with Adobe:
Speed to market must accelerate dramatically

Real-time response to cultural moments

More, more frequent product drops

New platforms and channels

Dynamic offers and promotions

Experimental decay[1, 2]

1 Invesp: "Are A/B Testing Results Permanent?"
2 LatentView. "AB Testing: Validity Checks and Best Practices"

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Budgets are flat to declining

Although budgets have failed to grow year-on-year, marketing leaders appear to be using their funds in a more productive way.

Gartner 2025 CMO Spend Survey[1]

1 Gartner. Gartner 2025 CMO Spend Survey Reveals Marketing Budgets Have Flatlined at 7.7% of Overall Company Revenue". Link here

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We thought that this “scale-speed-spend” problem could be addressed with AI

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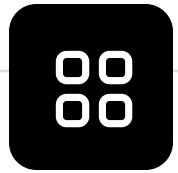
Unintended brand and quality degradation

Hallucinations

Legibility

Brand Integrity



Sea of Sameness

compromise trust and call ROI into question

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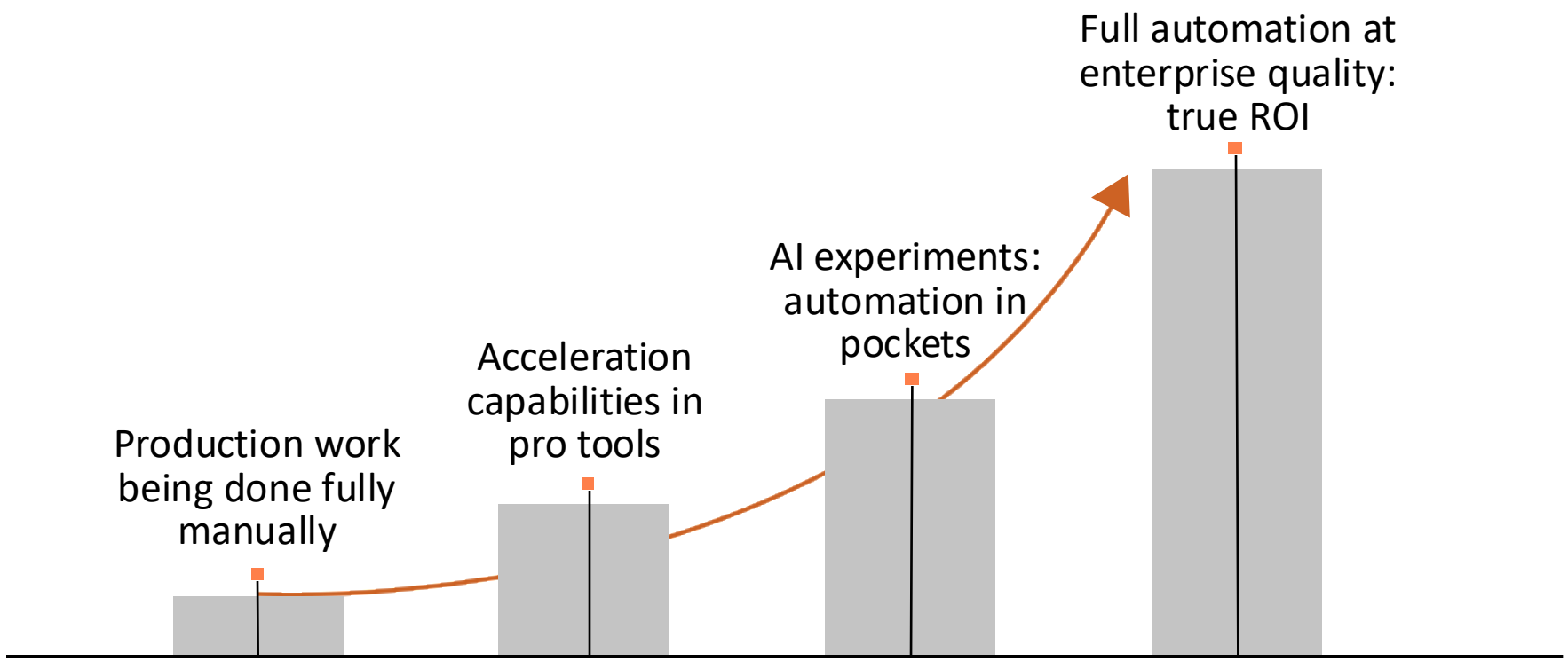
Move scaled production toward full automation



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Adobe has solved this.

10x Adobe

ROI for paid media campaigns

75% newell BRANDS

Faster on-brand content production

93% amazon fresh

Faster turnaround for brand-specific content

6x Fanatics

ROI via accelerated production workflows

4x Coca-Cola

Output with brand and design compliance

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Matthew Gyves

Field CTO, Media and Entertainment

Firefly Foundry

Adobe

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Introducing Adobe Firefly Foundry

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Adobe's AI approach

	Supercharge Creative Teams	Scaled Asset Production	On Brand Creation for Marketers & Beyond
Core Applications	Creative Cloud Enterprise	Firefly Enterprise Solutions	Adobe Express & GenStudio PeM
Customization	Firefly Custom Models →		Firefly Foundry
Foundational AI Models	Image Model, Vector Model, Design Model, Video Model, Audio Model, Sound Effects Model, 3D Model		3P Models: Flux, Imagen 4, Veo 3, Runway, Luma AI, Pika, Ideogram
Governance	Responsible Training	Security & Privacy	Accountability, Content Credentials, Administration

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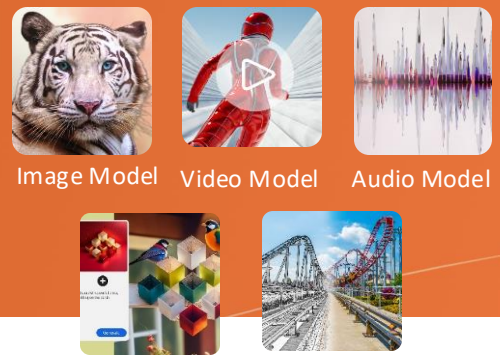
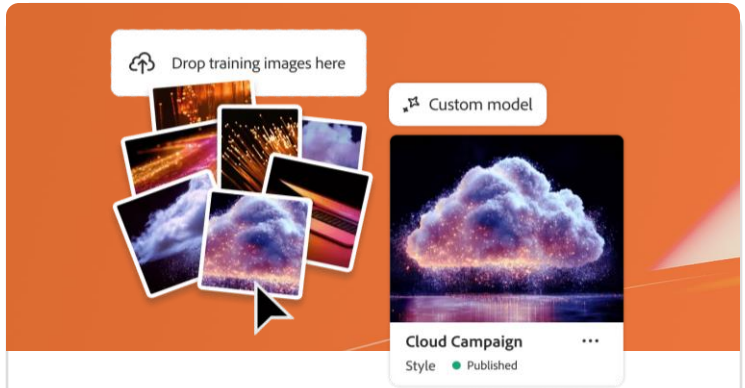
Firefly customization spectrum



Firefly Base Model

Single-shot reference

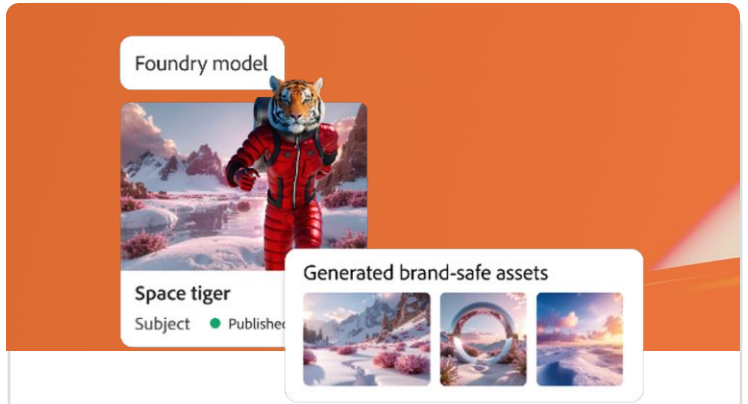
- **Commercially safe & enterprise-grade**
- **Single-shot customization**
- **Does not recognize IP**
  (“feature not a bug”)



Firefly Custom Model

Single concept tuning

- **Single concepts**
  (style, illustration, character, person)
- **Self-serve light tuning**
  (trained on existing brand assets)
- **Image input/output**
- **Integrated workflows**
  (via APIs or in Adobe tools)



Firefly Foundry

Multi-concept training

- **Multi-concept worlds**
  (brands, styles, characters)
- **Firefly retrained with enterprise IP**
  (deep tuning of all model parameters)
- **Multi-modal input/output**
  (image, video, 3D, vector, audio)
- **Bespoke & transformative workflows**
  (via APIs or in Adobe tools)

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One model: Multiple outputs

Marketing

- Campaign
- Launches
- Localise
- Social

Engagement

- Explainer videos
- Animation

Graphics

- Bulk changes
- Variations

Merchandise

- Point of Sale
- Swag

Video Production

- Indexing
- Bumpers
- Auto cuts
- Shorts

Ideation

- Character Dev
- Pre-vis

Partnerships

- Activations
- Events

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Firefly Foundry

Unlock creative precision at enterprise-scale with deeply-tuned AI models

Models

Private, deeply-tuned AI models securely trained on your proprietary content.

Platform

Model orchestration and deployment across creative workflows and teams.

Adobe Experts

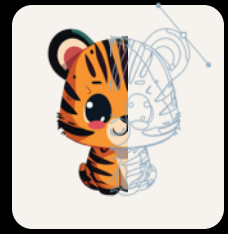
Embedded scientists and engineers train and continuously optimize private models.

Image Model

Video Model

3D Model

Audio Model



Vector Model

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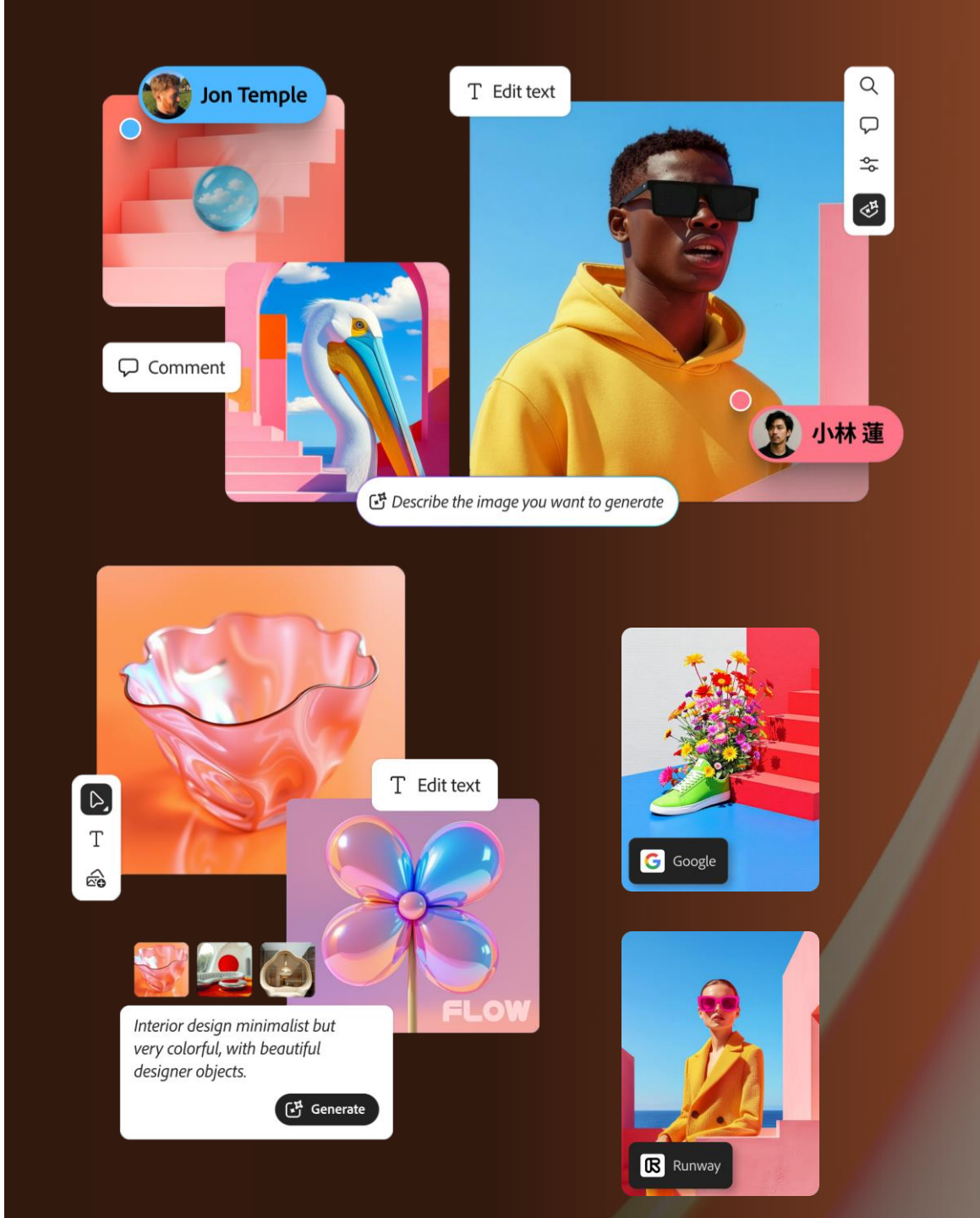
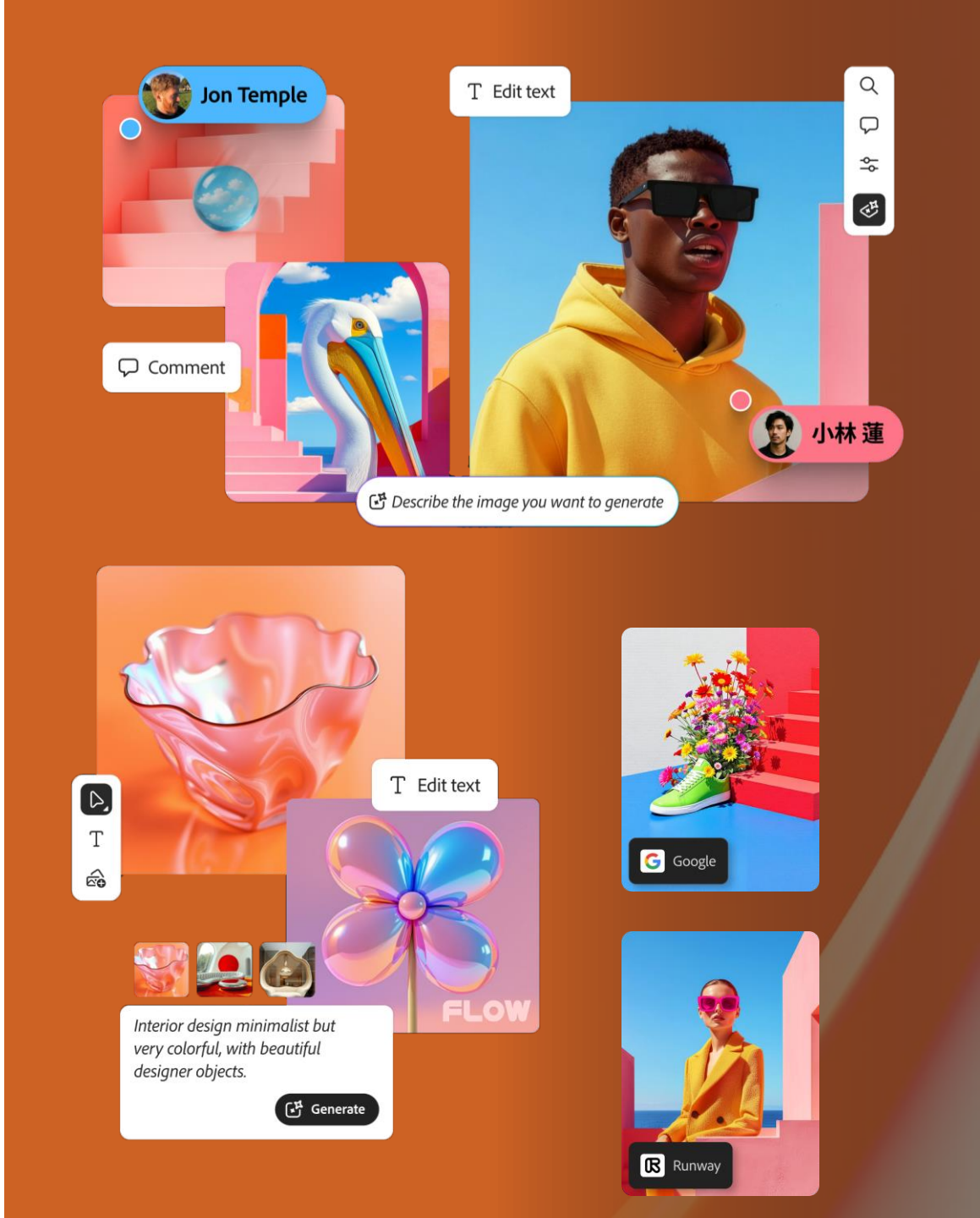
Foundry in Firefly Boards



Foundry Workflows



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Field CTO, Media and Entertainment

Firefly Foundry

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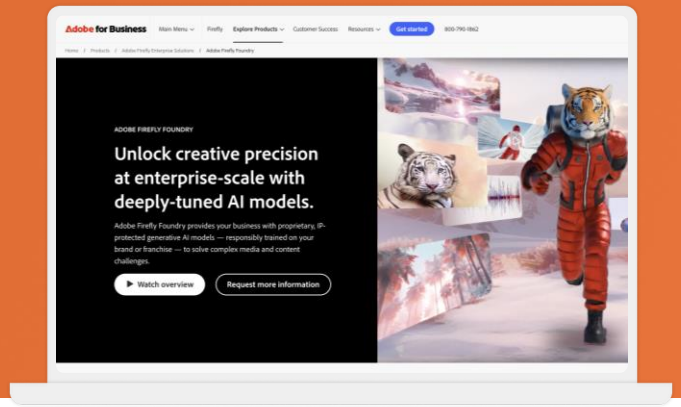
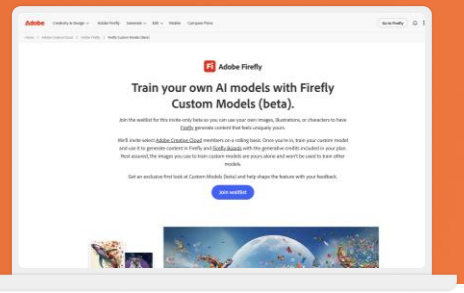
Related resources

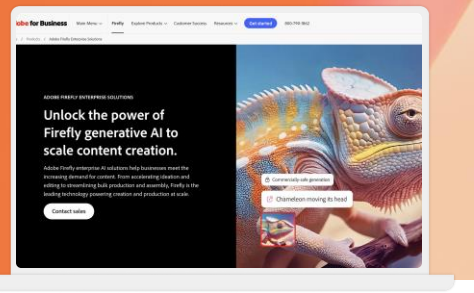
Unlock creative precision at enterprise-scale



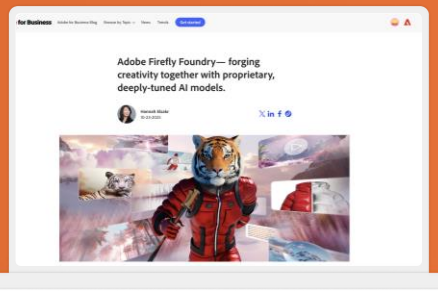
Train your own AI models with Firefly Custom Models



Unlock the power of Firefly generative AI to scale content creation

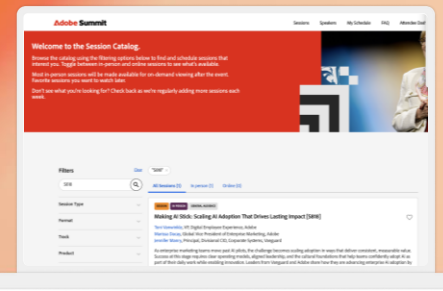


Adobe Firefly Foundry — forging creativity together



How Creative Teams Turn Vision into Award-Winning Films

Making AI Stick: Scaling AI Adoption that Drives Lasting Impact



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