A Leader's Playbook for Scalable, On-Brand Content

Adobe

Our speakers

Pierre Tapia
Head of B2B Product Marketing, Adobe Express
Adobe

Ivy Marcucci
Adobe Express
Account Executive
Adobe

Moria Fredrickson
Vice President,
Brand & DX
Lumen Technologies

Adobe

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Agenda

- The case for brand control
- Control, speed, scale: The Lumen story
- Demo: Everything you can do in Express
- Panel: Best practices for content at scale
- Q&A

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The case for brand control

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Control, speed, scale: The Lumen story

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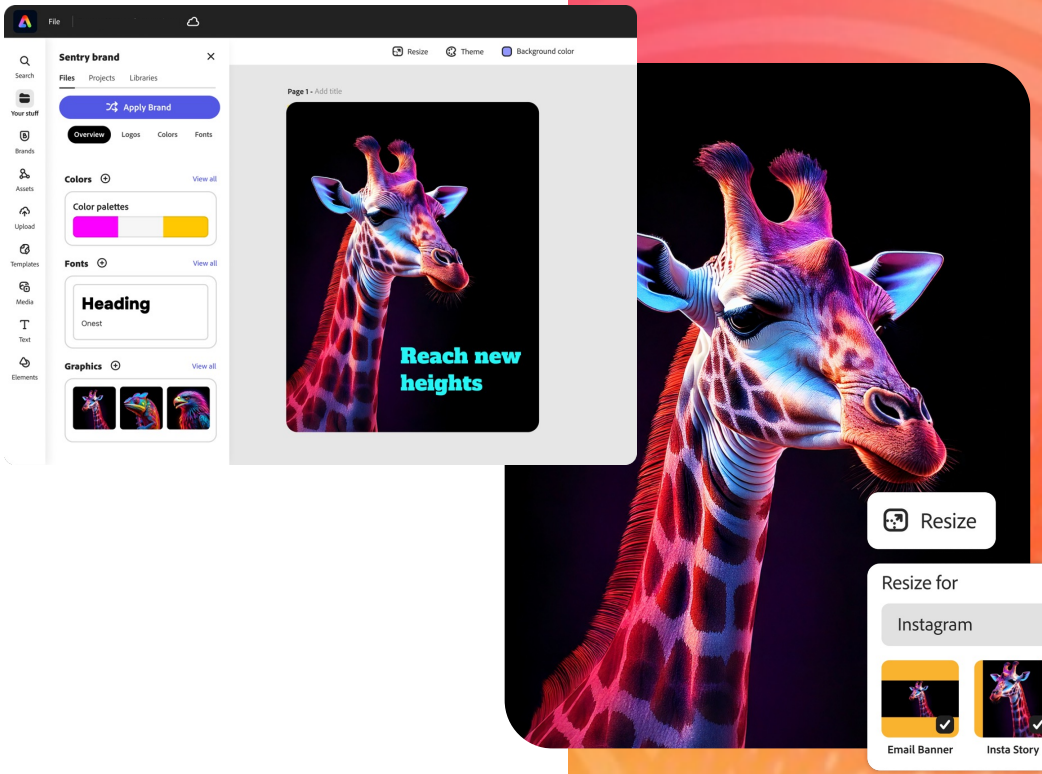
Control



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The trusted network for AI

Adobe LUMEN

When every touchpoint matters

44%

YoY increase in brand familiarity

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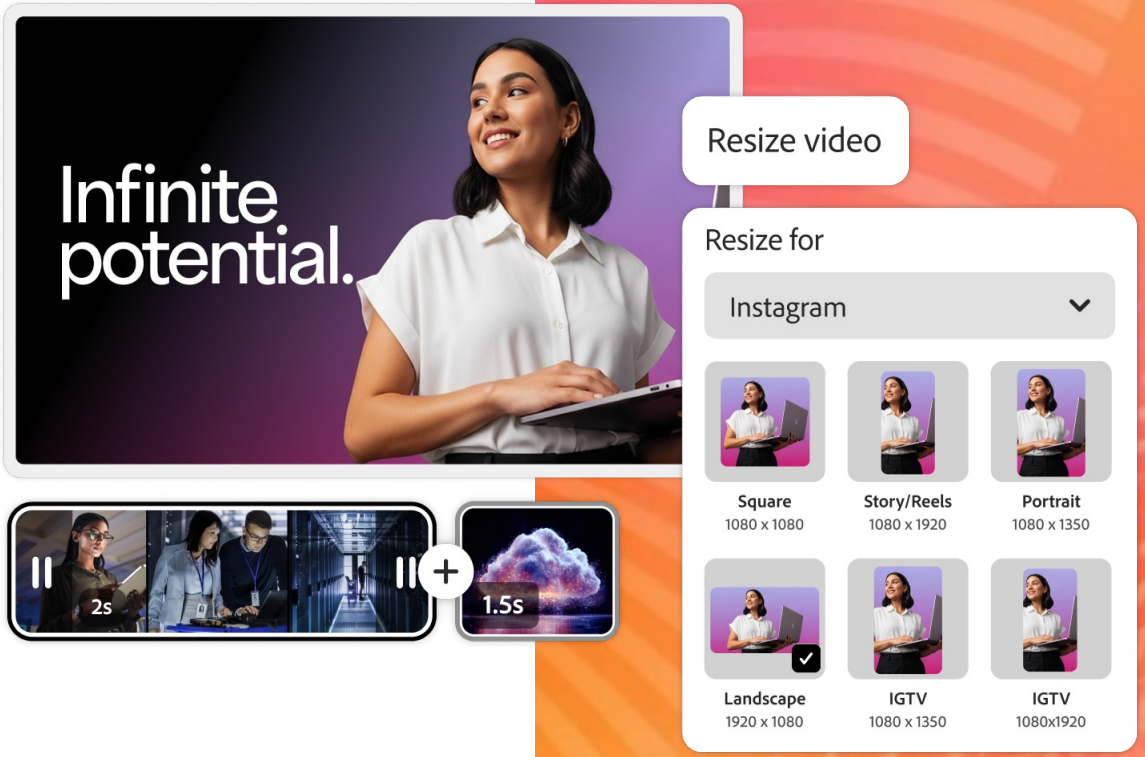
Speed



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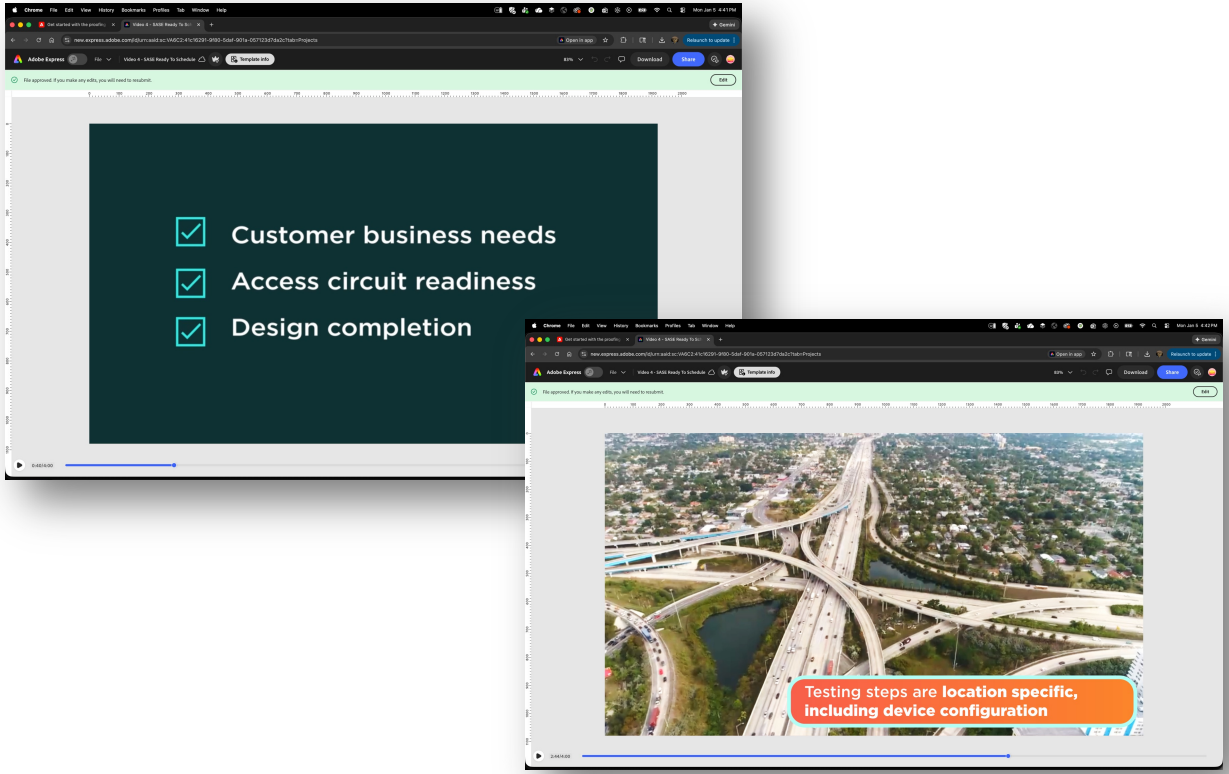
Meeting the appetite for video



Edits in hours vs weeks

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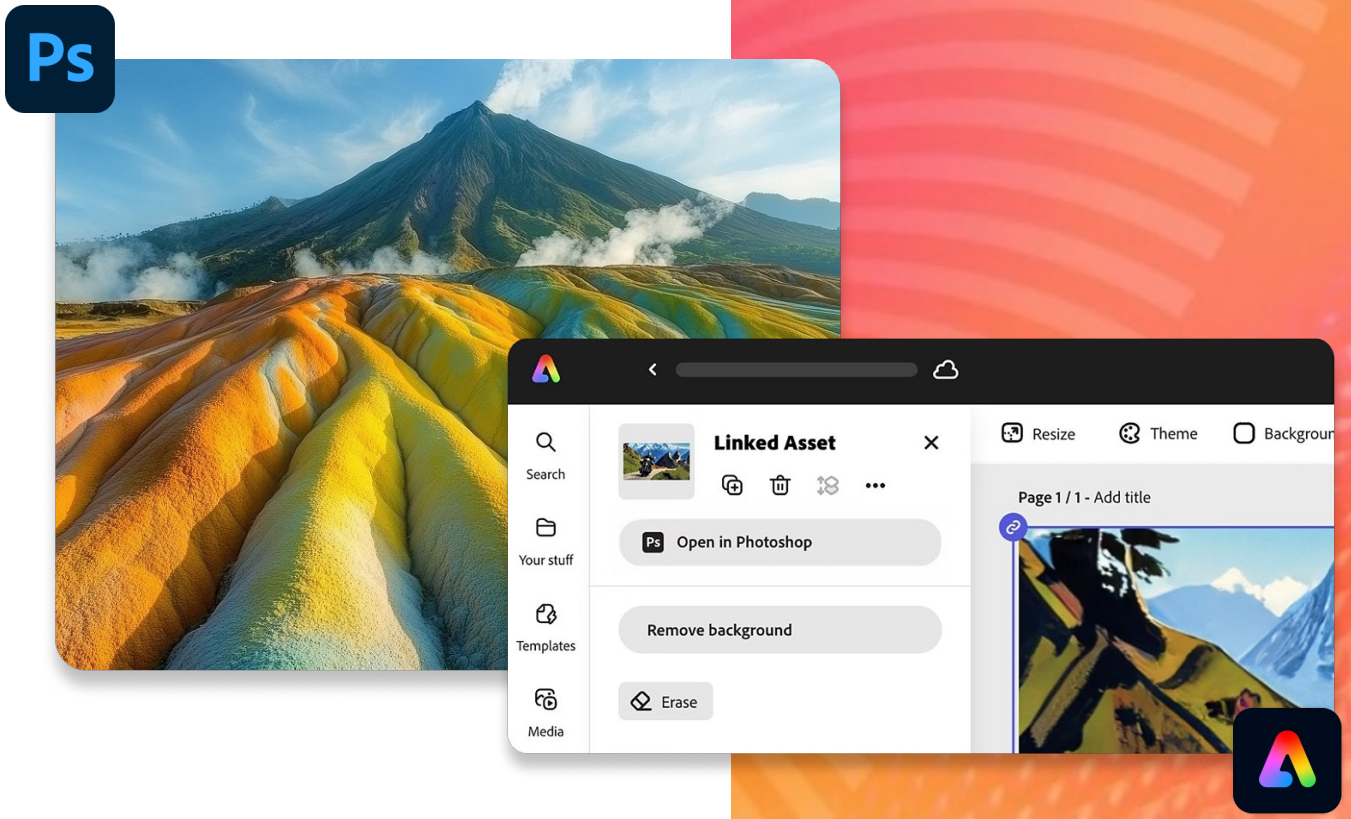
Scale



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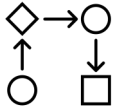
Growing the brand, our capacity & our talent

5
PERSONAS

3
SEGMENTS



4
JOURNEY STAGES

7
INDUSTRIES

Unlocking new creative career paths & scale

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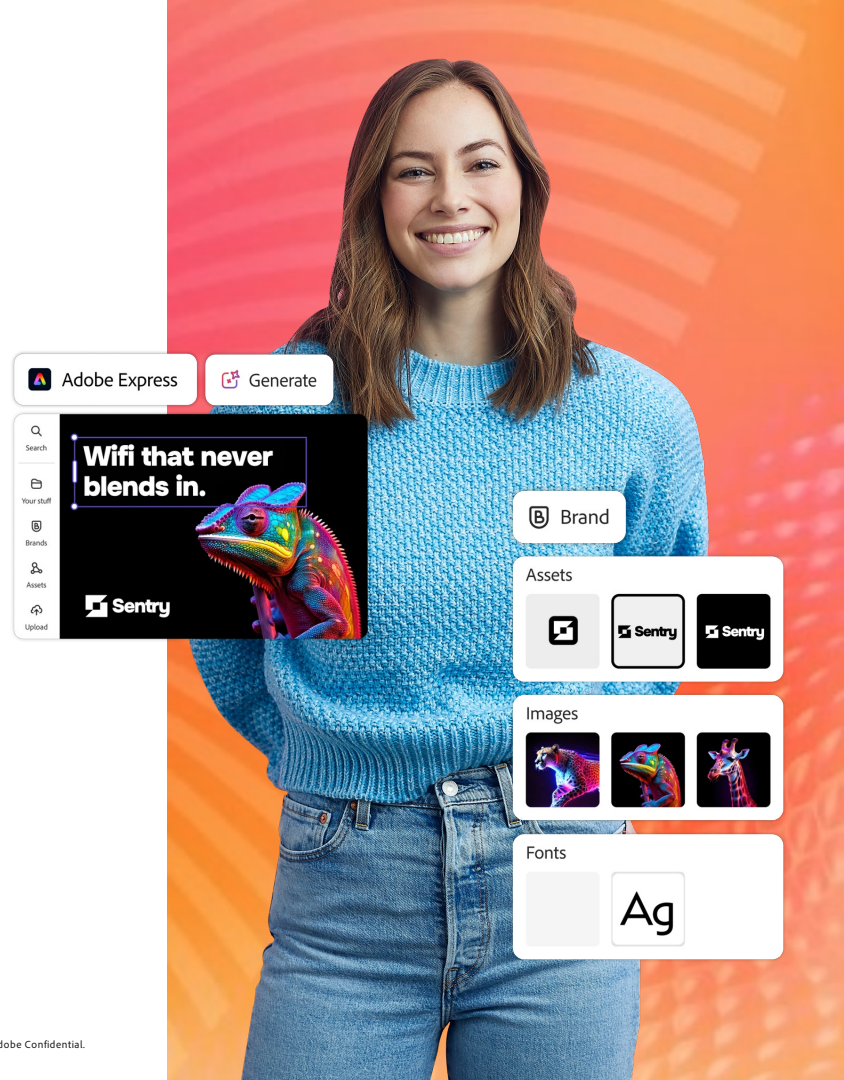
Demo: Everything you can do in Express



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Panel discussion

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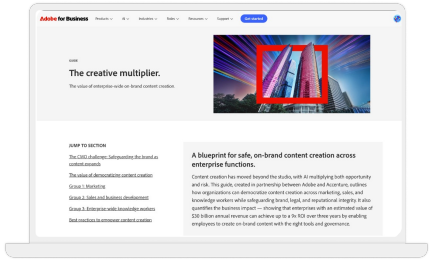
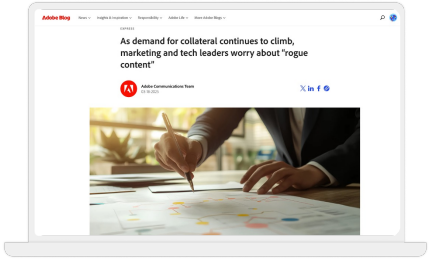
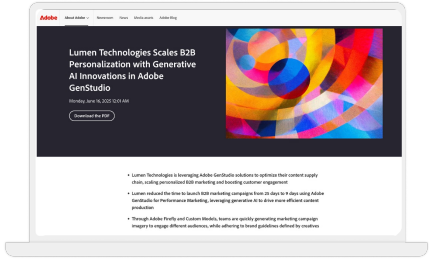
Related resources



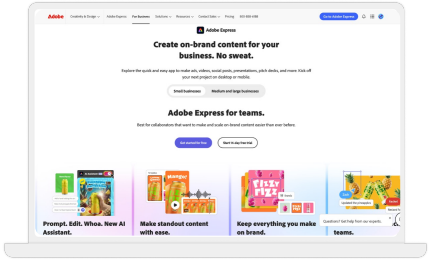
[The Creative Multiplier [Article]]



[Marketing and Tech Leaders Worry About "Rogue Content" [Article]]



[Lumen Technologies Scales B2B Personalization with Generative AI Innovations in Adobe GenStudio]



[Adobe Express for Businesses and Enterprises]

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