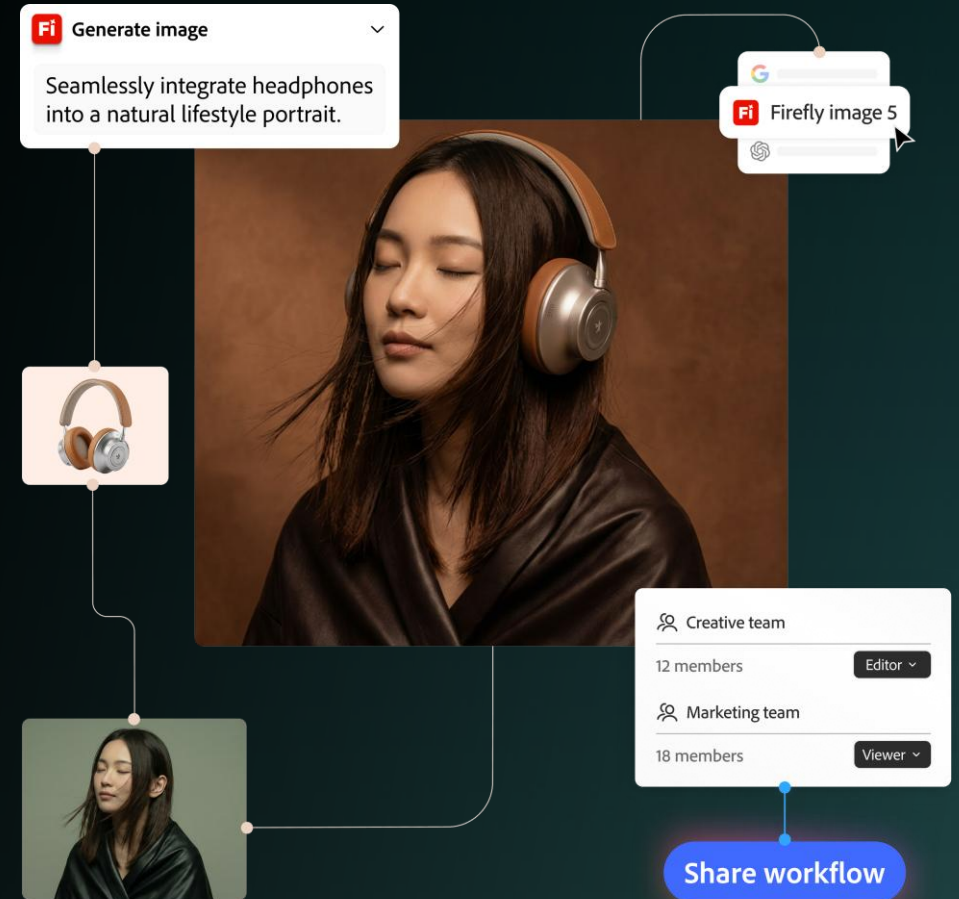


Behind the Workflows Defining the Next Era of Creative Work

Adobe



Today's speakers



Vivek
Pandya

Director,
Adobe Digital Insights
Adobe



Elliot
Sedegah

Director, Enterprise
Product Marketing,
Creative Cloud & Firefly
Adobe



Kent Keirse

Director,
Product Management,
Firefly & Agentic
Adobe



Liz
Hayes

Managing
Creative Director
Adobe



Lindsay
Morris

Manager, Global
Editorial Content
Adobe

Agenda

Research findings: Creatives move faster with AI

From prompt to repeatable process

A deep dive into Adobe Firefly Graph

Q&A



The tension for creative teams



Demand is climbing

Output keeps rising, but headcount isn't rising with it. The pressure adopt new and changing AI tools never lets up.



The tools are fragmented

Moving a project between creative tools, AI, and review systems is manual, slow, and easy to get wrong.



Knowledge isn't shared

The workflows that produce a team's best work take months to master and often live in one person's head.



Energy goes to process

So much creative energy gets spent rebuilding existing processes instead of making cool, creative, inspired ideas.

Research findings: Creatives move faster with AI



Vivek Pandya

Director, Adobe Digital Insights
Adobe

AI helps creative pros meet growing demand

94% of creatives accelerate content production with AI.



Creatives are drowning in content demands. AI is providing a lifeline.



AI adoption is surging

82% of creatives spend at least six hours a week working with AI, and **81%** save at least six hours a week.



AI accelerates content production

94% of creatives produce content faster with AI, with **90%** saying AI output has improved.



Choice over consolidation

91% of creatives use more than one model per asset. Multi-model approach dominates workflows.

Content demand surges, marketing cycles shorten as campaigns respond to real- time trends



Content demand is compounding:

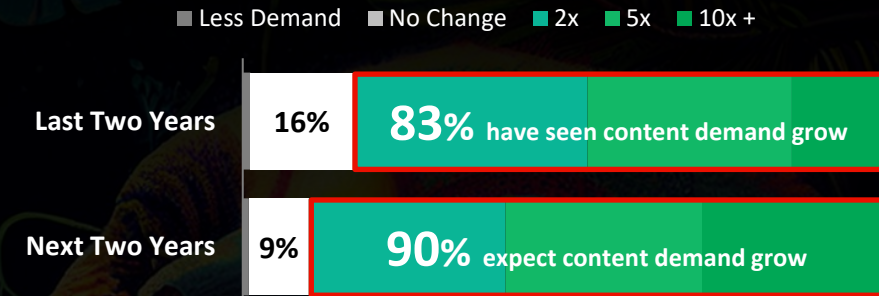
Marketers report that demand is doubling every two years.



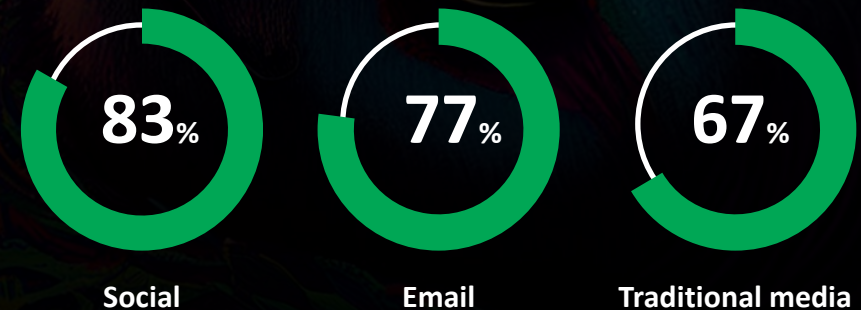
Campaign cycles are contracting:

82% of marketers say timeframe between campaign inception and completion is shrinking.

Marketers continue to see and project content demand growth



% of major brand campaigns updated weekly



Faster development frees bandwidth as AI enables creatives to be more productive and engaged



AI accelerating content production:

Nearly all creatives say they **generate assets faster** with AI.



Speed equals savings:

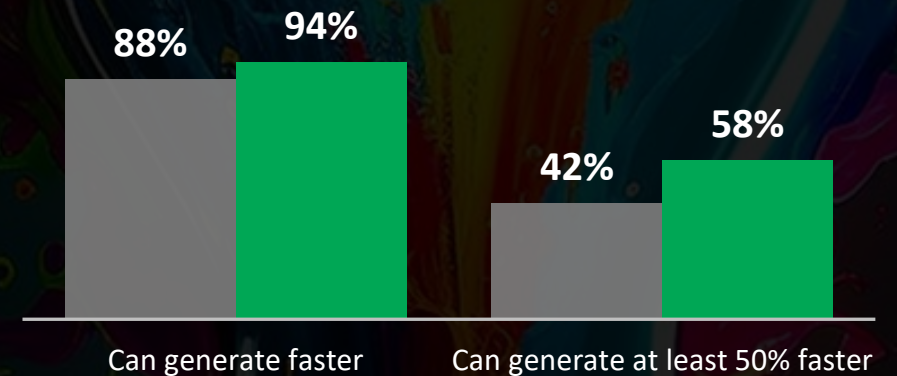
AI is saving creatives **17 hours** a week on average, and **83% of respondents** say they are using this time back to be **more productive**.

“It’s made it easier for the **little parts to get done faster, so the harder parts have more time to be worked on.”**

– Creative survey respondent

Creatives say they can generate content faster with AI

■ August 2025 ■ March 2026



As models and prompting mature, creatives are more satisfied with AI outputs



Output is improving:

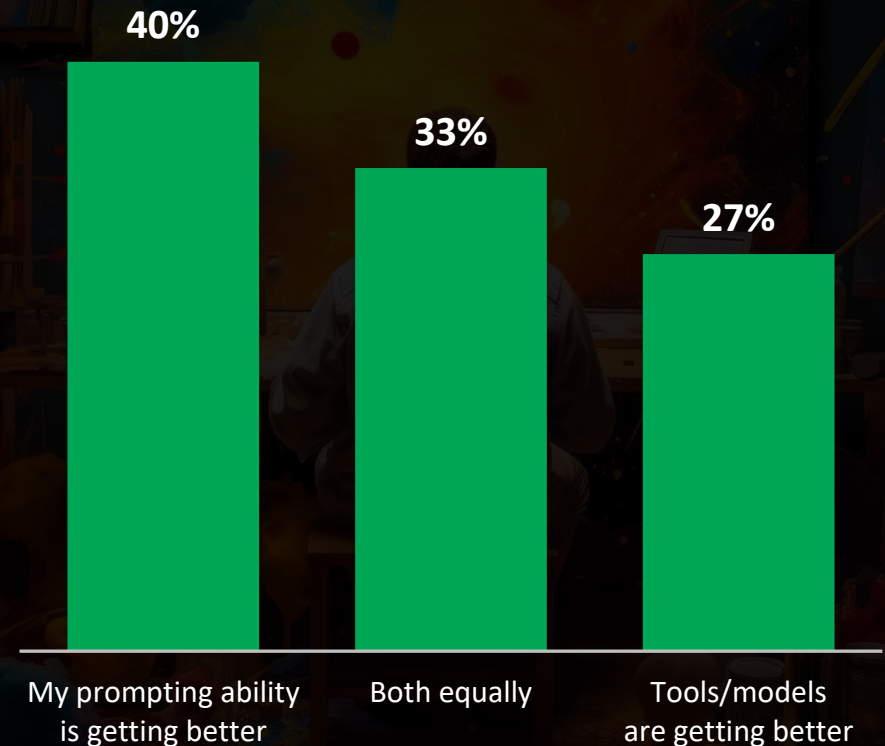
9 in 10 creatives say their ability to generate the output they want with AI is improving.



Longer prompts powering better results:

Firefly power users write **longer prompts** and have higher download rates.

Why creatives say their AI outputs are improving



Marketers are being asked to do more creative work as demand grows



Creative demands on marketers is growing:

Nearly all creatives say they generate assets faster with AI.



Marketer use of creative AI is significant:

While not as frequent as creative pros, marketers are still making very heavy use of creative GenAI tools, and leveraging multi-model workflows.

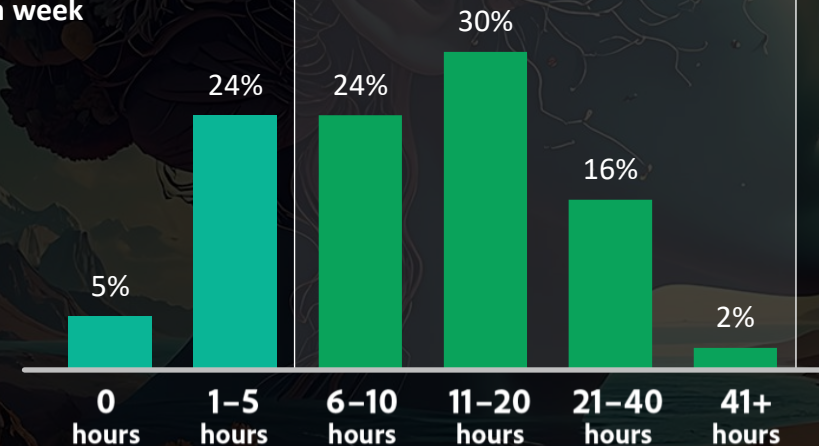
“It has afforded me the luxury of being able to **communicate more key points visually.**”

– Marketer survey respondent

14hrs

Average time marketers spend using creative AI each week

71% of Marketers use Creative AI at least 6 hours a week



Moving from adoption to enterprise-wide scale



Content demand is compounding.

Many teams feel the strain and are turning to AI.



Fragmentation holds back scale.

The challenge is the system, not the tools.

How creatives are using time saved with AI



90%
are using AI



Just 1/3
have begun to scale it

Source: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>



Visual traits

Cool temperature ads perform well on Meta, while neutral do well on LinkedIn

GenStudio analytics assesses the overall tonal quality of an image and breaks it into warm, neutral, and cool.

- **On Meta:**

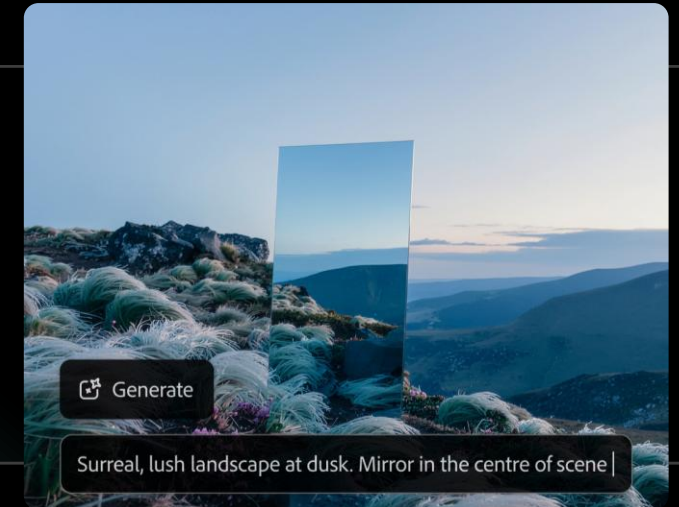
- Cool tones overperform at 67% of orgs
- Neutral tones underperform 67% of orgs

- **On LinkedIn:**

- Neutral tones overperform at 71% of orgs
- Cool tones underperform at 63% of orgs

67%

Meta ads with a cool tone overperform at 67% of orgs



71%

LinkedIn ads with a neutral tone overperform at 71% of orgs



Dark backgrounds thrive on Meta, while light ones succeed on LinkedIn

We grouped colors into dark (black, dark blue, dark brown, dark gray, etc.) medium (blue, emerald, gold, green, orange, etc.) and light (beige, cream, white, light blue, light green, etc.) and explored which perform best in backgrounds.

- **On Meta:**
 - Dark backgrounds overperform while light tones underperform
- **On LinkedIn:**
 - Light backgrounds overperform while dark tones underperform

73%

Meta ads with a dark background overperform at 73% of orgs

More of the speed you need.



58%

LinkedIn ads with a light background overperform at 58% of orgs

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How agentic AI is redefining the user experience and improving productivity for marketing ops teams.



From prompt to repeatable process



Elliot Sedegah

Director,
Enterprise Product Marketing,
Creative Cloud & Firefly
Adobe



Lindsay Morris

Manager,
Global Editorial Content
Adobe

Imperative: moving from adoption to enterprise-wide scale

Content demand is compounding.

Many teams feel the strain and are turning to AI.

Fragmentation holds back scale.

The challenge is the system, not the tools



90%
Have adopted AI



Just 1/3
Have begun to scale it

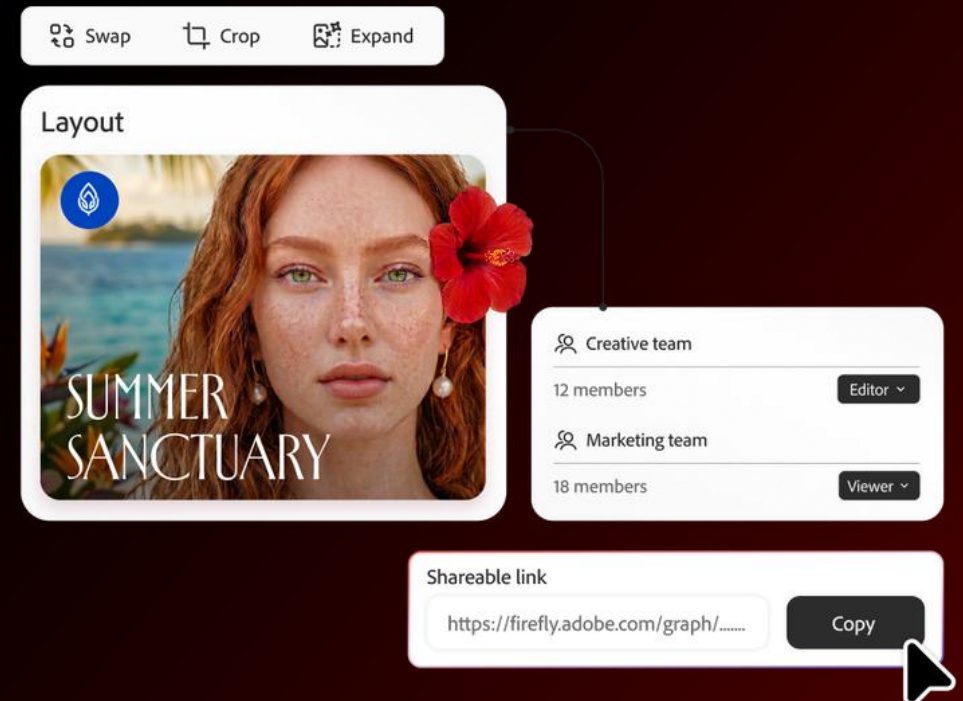
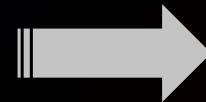
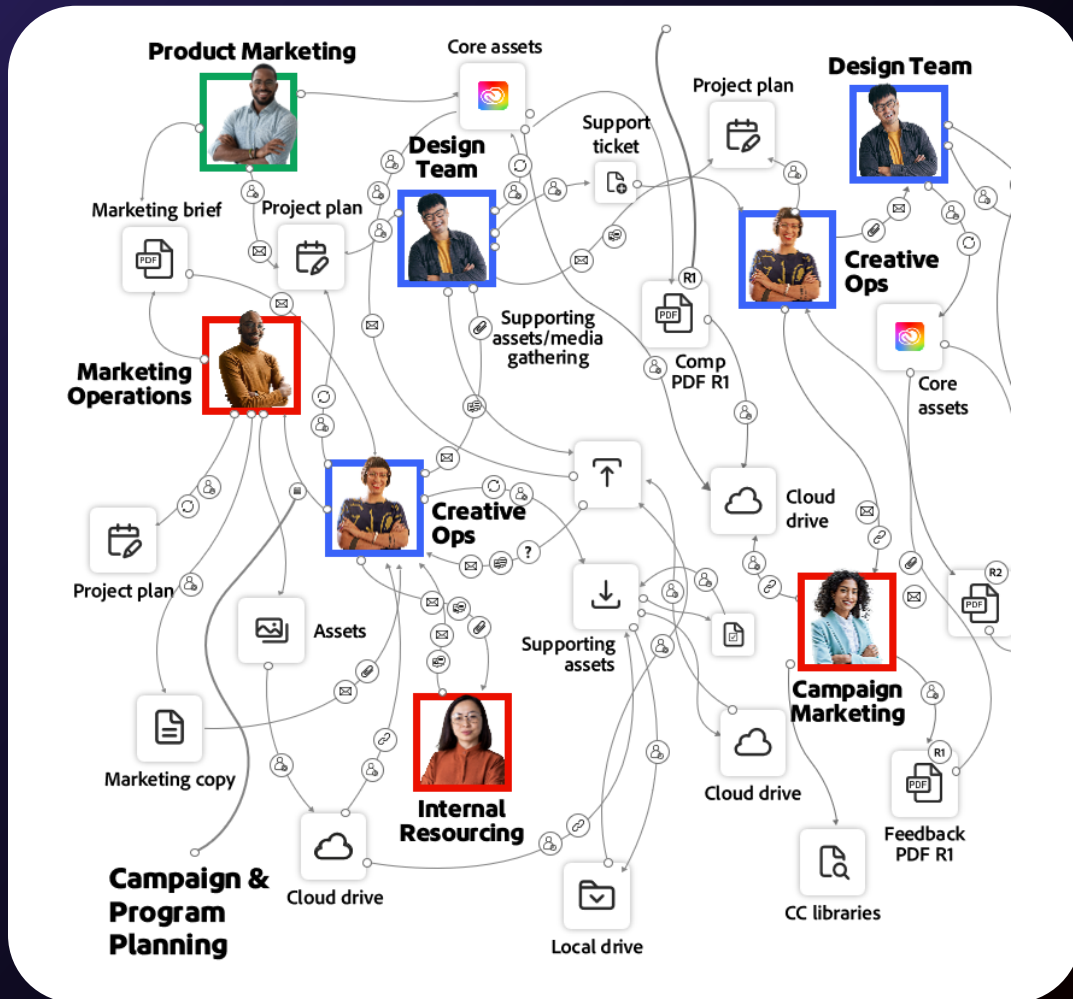
Source: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

A unified foundation sets the right conditions for success

- One platform connecting the best creative tools and latest AI models
- Integrated AI workflows
- Built-in governance



From disconnected processes to repeatable workflows



Creative Cloud for enterprise

Integrated platform turns AI-powered creativity into an organizational advantage



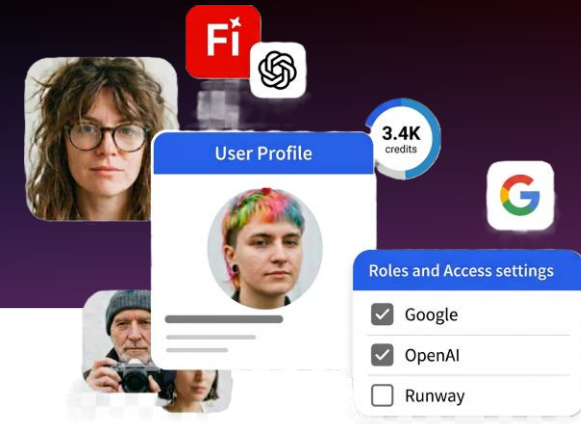
Create

The world's best creative tools and integrated AI models to **produce standout content.**



Scale

Intelligent, shared AI workflows that scale to **create content faster, more consistently, on brand.**

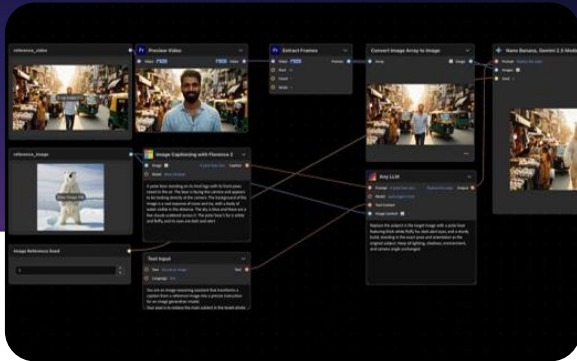


Govern

Built-in governance and controls to **operationalize AI confidently, at scale.**

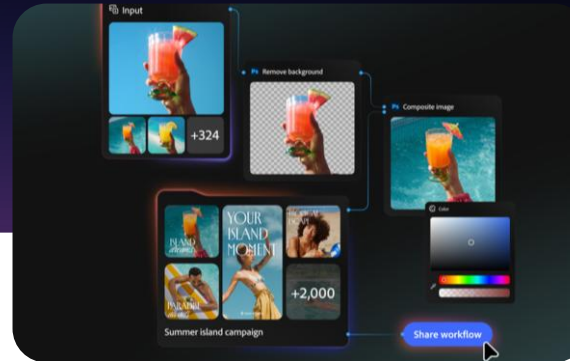
Firefly Graph for enterprise

Turn AI workflows into strategic assets.



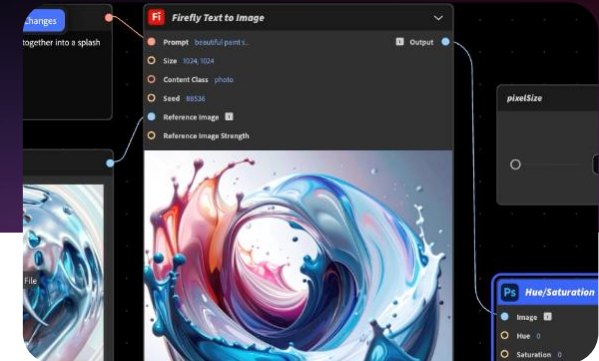
Design repeatable
AI workflows once.

Craft and Precision



Share hero workflows
across teams.

Speed and Consistency



Scale AI with
built-in governance.

Visibility and Control

A deep dive into Firefly Graph



Kent Keirse

Director,
Product Management,
Firefly & Agentic
Adobe

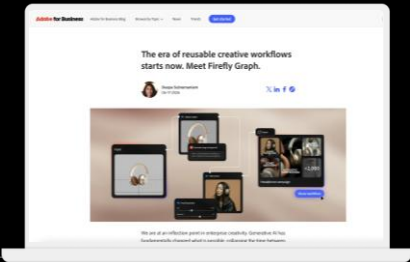


Liz Hayes

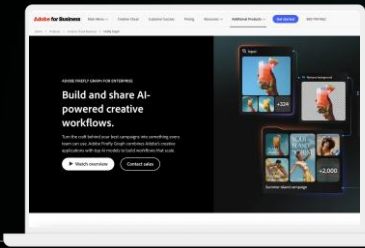
Managing
Creative Director
Adobe

Resources

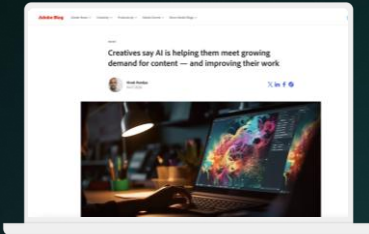
The era of reusable creative workflows starts now. Meet Firefly Graph.



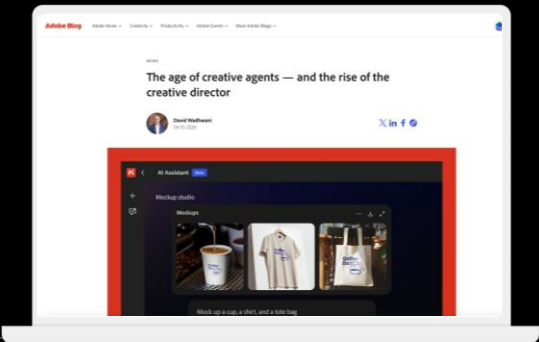
Build and share AI-powered creative workflows.



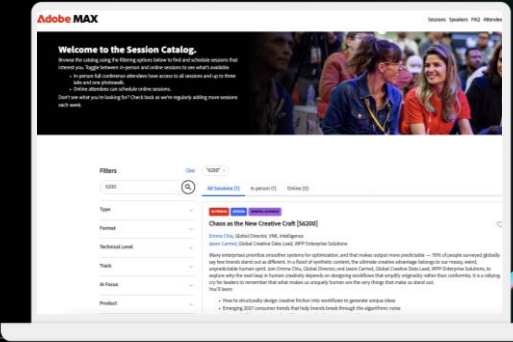
Creatives say AI is helping them meet growing demand for content — and improving their work



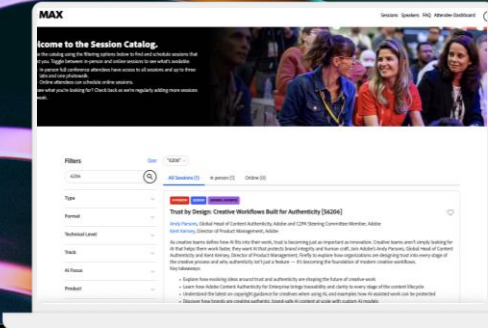
The age of creative agents — and the rise of the creative director



MAX Session: Chaos as the New Creative Craft [S6200]



MAX Session: Trust by Design: Creative Workflows Built for Authenticity [S6206]



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