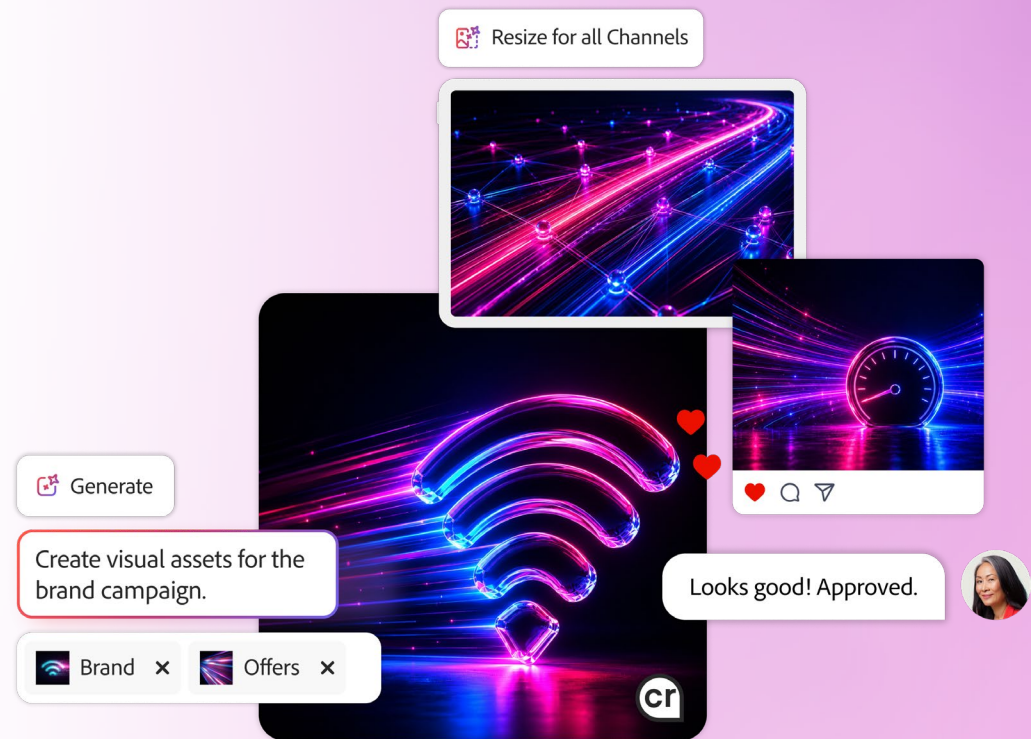


The New Bridge Between Creativity and Scale

Adobe



Today's speakers



Eph Cruz

Director of GenAI and
Creative Technology
Comcast



Samson Schirmer

Sr. Product Manager,
Gen AI
Comcast



Zach Perkins

AI Creative Technologist
Adobe



Lindsay Morris

Manager, Global
Content Strategy
Adobe

Agenda

Creativity + marketing + technology

Speed, scale, and brand trust at Comcast

Demo: Adobe Brand Intelligence

Q&A

Creativity + marketing + technology



**Zach
Perkins**

AI Creative Technologist
Adobe

The bridge builder



Fluent in three languages



Breaking the silo



From vision to value



The future we choose

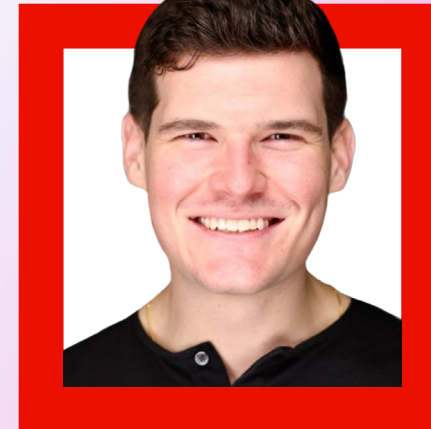


Speed, scale, and brand trust at Comcast



**Eph
Cruz**

Director of GenAI and
Creative Technology
Comcast



**Samson
Schirmer**

Sr. Product Manager,
Gen AI
Comcast



**We scale outputs,
not ideas.**

We were sold a false tradeoff

The industry treated these as a zero-sum game: more volume meant more creative dilution.



Creativity

- Craft, intuition, taste
- Lives in a creative director's head
- Precious — and assumed to be fragile

VS



Scale

- Volume, velocity, variants
- Every channel, every audience, every day
- Assumed to grind craft into sameness

The bridge isn't just about faster production

It's encoding creative judgment, so it travels.



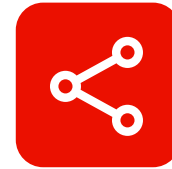
Creative judgment

Taste, brand intuition, the thousand small decisions that make work feel right



Encoded as systems

Workflows, brand DNA kits, governed prompts — judgment made explicit and durable



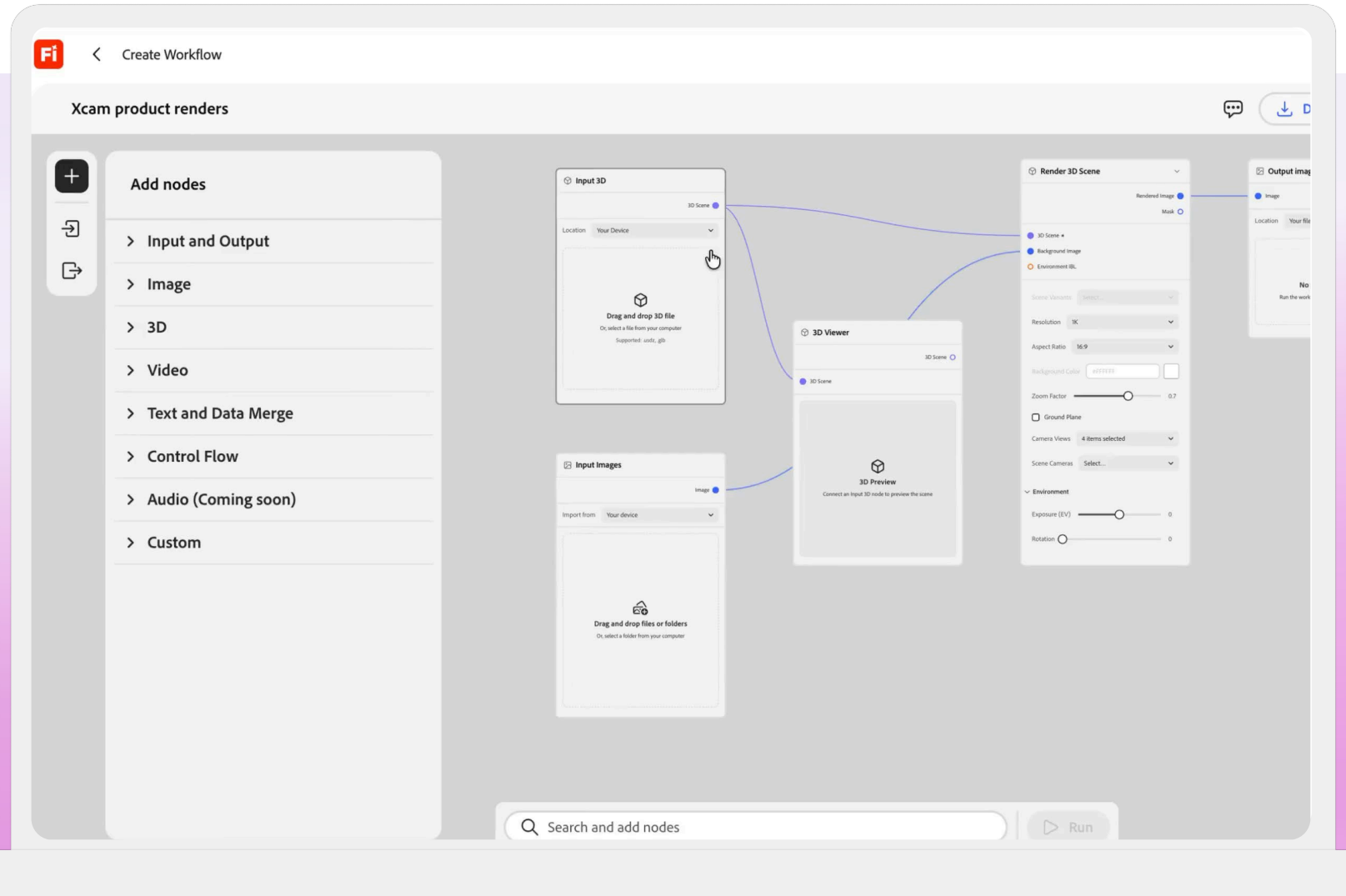
Travels at scale

Every variant, channel, and market inherits the decisions — not just the assets

Xfinity Creative was founded on this premise in 2020: brand intimacy, systematized, beats agency horsepower.

Evidence

3D product renders using Firefly for creative production



Taste as durable infrastructure

Prompt-based generation produces outputs. Workflow-based systems encode decisions.



Prompt-based generation

- One-off outputs — quality depends on who's typing
- Taste stays tacit, trapped in individuals
- Every asset re-litigates the brand
- Scale amplifies inconsistency



Node-based workflows

- Decisions captured once, executed everywhere
- Taste becomes a governed, reusable asset
- The brand is composed into the system itself
- Scale amplifies judgment

A brand's most durable creative asset is no longer a style guide PDF — it's executable judgment.

The bridge changes what creatives do

We're currently designing an AI-native creative technology department around exactly this shift — new roles, new review points, new definitions of craft.



FROM

Making every asset

Hands on every export, taste applied one deliverable at a time — heroic, exhausting, unscalable



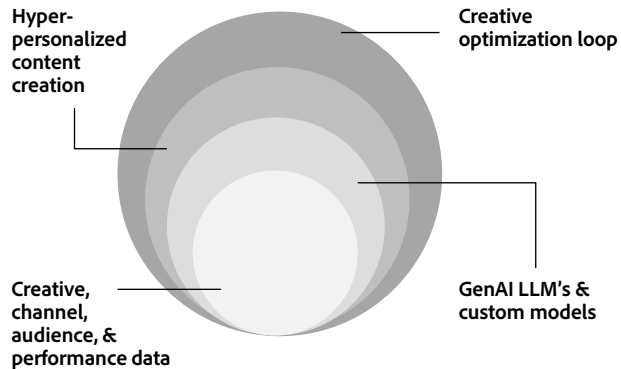
TO

Designing the systems that make assets

Creative directors become taste architects: encoding judgment, auditing workflows, directing the machine that directs the work

Centers of excellence goals

Creative GenAI



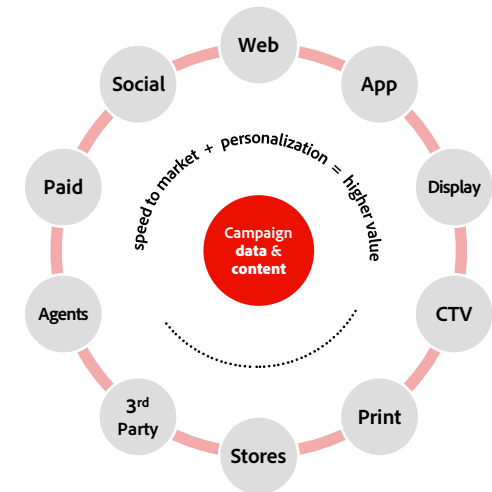
- Improve **brand consistency** across all channels
- Increase **speed to market** for marketing content across all channels
- **Reduce production costs** for content of all types
- **Increase** targeted, contextual, & relevant **content variants**

Creative workflows & automation



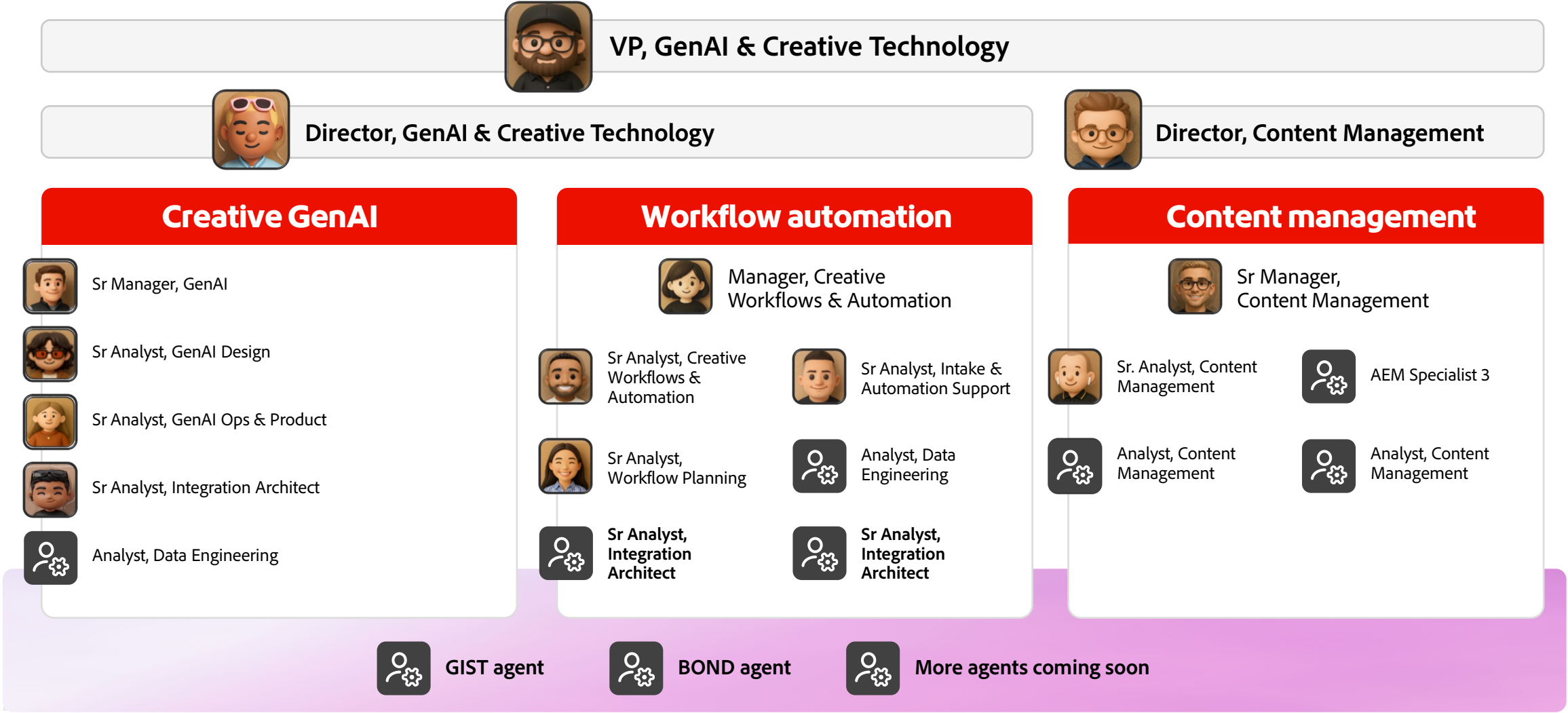
- **Unlock organization-wide visibility & data-driven strategic decision making**
- **Standardize & automate** end-to-end creative workflows
- **Accelerate go-to-market speed** across marketing organization
- **Reduce** operational costs & **resource waste** across teams

Content management



- **Accelerate content velocity**
- **Unify asset storage and publishing tooling**
- **Enable AI automation and personalization** by structuring data and content
- **Promote new governance framework** to drive repeatability reducing ad hoc work across channels

AI-native org structure



The 2-2-2 applied AI deployment team

Six people. Three disciplines. Two deep on each — no single point of failure on a live deployment.



Senthil + Shoban

Engineering

Builds the workflow.
Integrations,
orchestration, the thing
that actually runs.



Samson + Abby

Product

Defines what gets built
and proves it worked.
Scoping, measurement,
QA, stakeholder translation.



Eph + Marcel

Creative

Sets the quality bar.
Creative direction, taste,
brand integrity, what
“good” means.

One forward deployed in the business unit. One holding the platform. Always.

1. Embed

2. Baseline

3. Build

4. Prove

5. Hand off

Where creative traditionally goes to die

One creative idea, expressed with fidelity across every placement — not diluted into it.



THE OLD PHYSICS

**Variant production
= degradation**

- Manual resizing under deadline pressure
- Copy truncated to fit, not written to work
- The 300×250 nobody loved



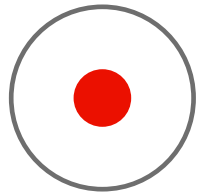
THE NEW PHYSICS + NEW HARNESS

**Variant production
= multiplication**

- Self-contained browser tool for Comcast/Xfinity display trafficking
- Generative copy + image variants per placement
- Multiple agentic solutions in one flow (Flashtalking + Firefly Generative Expand + Gemini)

AI doesn't have a center of its own

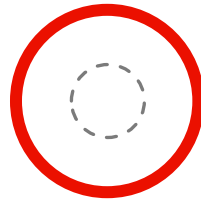
The human is the hero. AI is the halo — it amplifies whoever's already there.



The hero

Taste, intent, judgment —
with no reach. One
deliverable at a time.

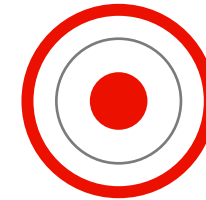
+



The halo

Reach with nobody home.
Volume, sameness, slop.

=



Hero and halo

Taste, intent, judgment —
with no reach. One
deliverable at a time.

Point the halo at slop and you get more slop.

What encoded judgment actually looks like

Creative direction expressed as a system, not a memo, available everywhere.



Brand visual DNA kits

The brand's visual identity decomposed into machine-readable components — palettes, composition rules, texture, tone — that generation systems consume directly via MCP.



Composed AI prompt modules and skills

Reusable prompt building blocks, versioned and governed like code — not folk knowledge passed around in Slack threads.



Conflict-resolution logic

System prompts that arbitrate the two-brand Xfinity/Shield stack: when brand rules collide, the hierarchy is explicit, not improvised.

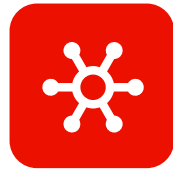
Governance is the load-bearing structure

The compliance layer isn't a bottleneck. It's the permission slip for speed.



Trust unlocks throughput

When brand review is systematic, leadership stops rationing generative output. The gate is what opens the floodgate.



Review shifts from asset to system

Creative directors audit the workflow once instead of policing every asset — judgment applied at the highest-leverage point.



Failure becomes cheap and early

Off-brand output dies inside the pipeline, not in market. Iteration speed goes up because the cost of a miss goes down.

Where this lives in the Adobe ecosystem

These are load-bearing components of the systems you saw.



Firefly

Generative Expand powers per-placement image extension — generation as a pipeline component, not a destination.



GenStudio

The natural home for encoded brand judgment — visual DNA and governed prompts are exactly what content supply chains should carry.



Workfront

The orchestration spine: our autonomous cockpit treats Workfront as the system of record for briefs, handoffs, and human approvals.



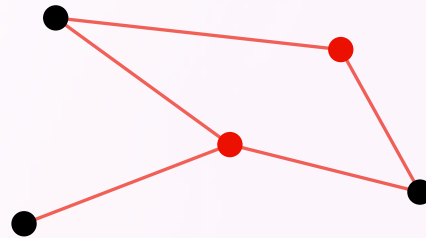
AEM

The final repository of our assets and set up for delivery, acting as a foundational platform for creative optimization loops.

IN A FEW YEARS

**A brand's most valuable creative
asset won't be a campaign.**

It will be its encoded judgment.

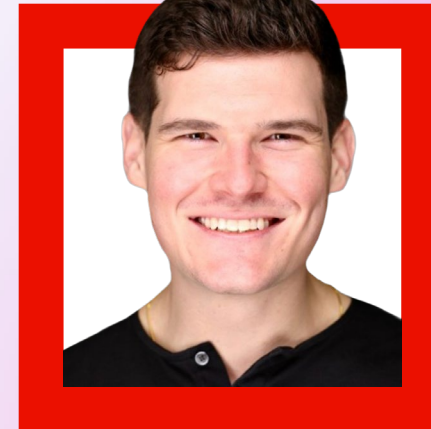


Speed, scale, and brand trust at Comcast



**Eph
Cruz**

Director of GenAI and
Creative Technology
Comcast



**Samson
Schirmer**

Sr. Product Manager,
Gen AI
Comcast

Demo: Adobe Brand Intelligence



**Zach
Perkins**

AI Creative
Technologist
Adobe

**In a world where everyone can
produce more content faster,
brand is the last unfair advantage.**



Brand guidelines

Design templates, logo & font usage, brand rules

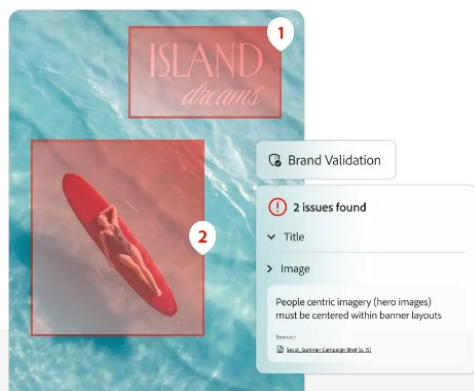
The uncoded majority

Tribal knowledge with human decision traces: instinct, nuance, culture and taste

Adobe **Brand Intelligence**

Adobe Brand Intelligence is activated through a growing portfolio of workflows

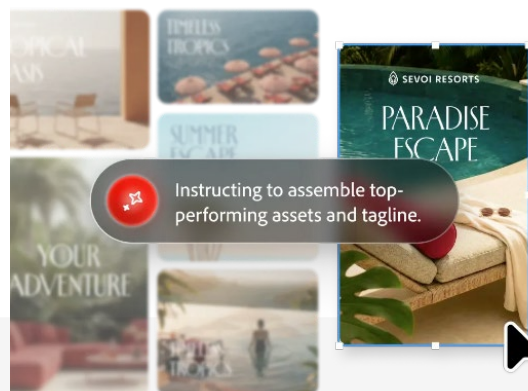
✓ Validate



Ensure brand compliance

- Validate content against comprehensive brand knowledge
- Flag issues for review, continuously learning from human feedback

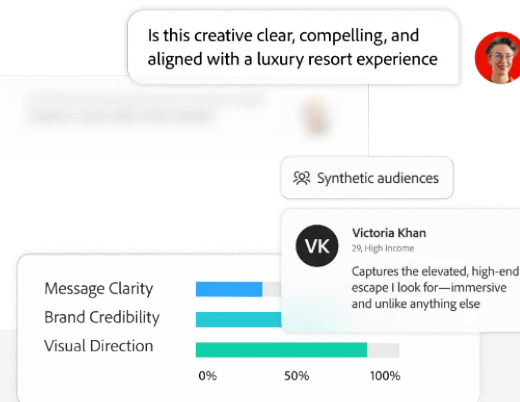
○○ Instruct to assemble



Scale on brand variants

- Interpret creative briefs to drive intelligent selection of layouts, images, and creative elements
- Scale variants in creative tools

🔗 Simulate



Make better decisions

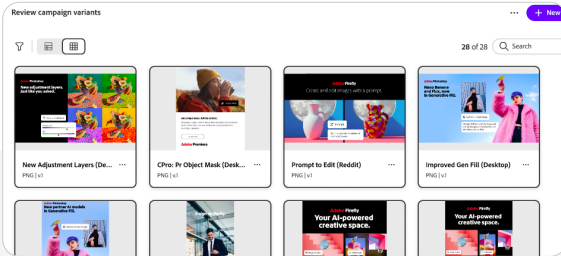
- Leverage synthetic audiences to simulate 1:1 interviews at scale
- Test creative concepts for resonance at any stage of development

Validate workflow



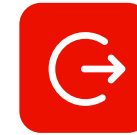
User inputs

Ad hoc or bulk assets for review



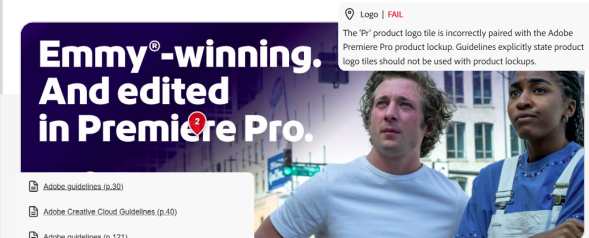
Validation

- **Design element validator**
(logos, clear space, colorways)
- **Compliance validator**
(claims, trademarks, and regional requirements)
- **Decisions traces**
(thousands of human review interactions, etc.)



Outputs

- Categorized brand issues
- Traceable brand guidelines



Instruct to assemble workflow



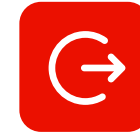
User inputs

- Campaign brief
- Hero assets and templates
- Structured data (eg. a spreadsheet) of variants



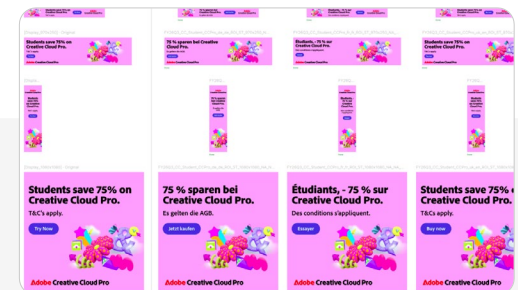
Assembly

- **Assembly planner:**
Parses brief and builds execution plan
- **Image ranker:**
Recommends imagery based on understanding of color, pose, texture and more
- **Fit agent & visual harmonizer:**
Crops, scales, and places elements per template
- **Validation agent:**
Ensures brand compliance



Outputs

Production ready, brand-compliant variants, fit for every channel, audience, product line, etc.

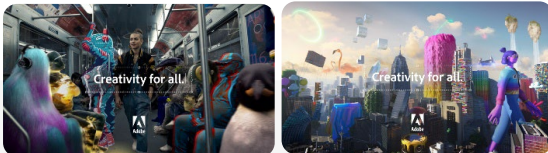


Simulate workflow



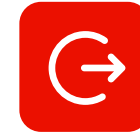
User inputs

- Audience brief
- Creative assets
- Research questions



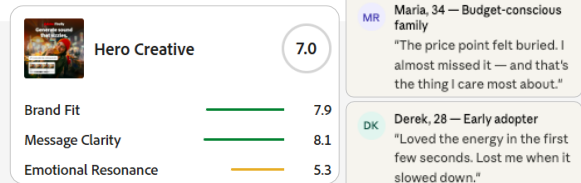
Simulation

- Personas grounded in 1P audience data and modeled into synthetic replicas
- Decision modeling maps persona attributes to how they react to content
- One user interviewed at a time, with hundreds of interviews in parallel



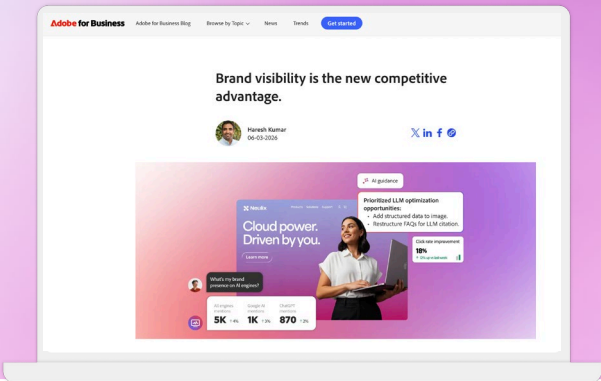
Outputs

- Aggregated resonance signals
- Consensus and per-segment results
- Qualitative feedback in interview transcripts

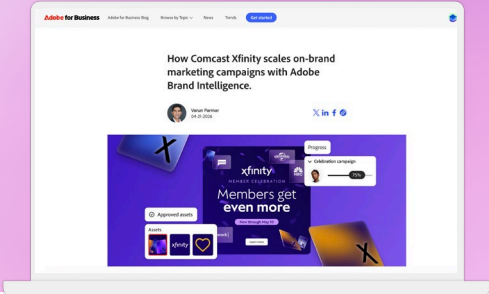


Resources

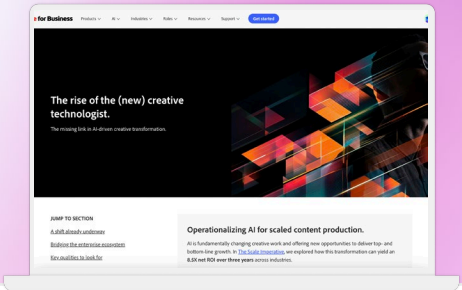
Brand visibility that drives growth



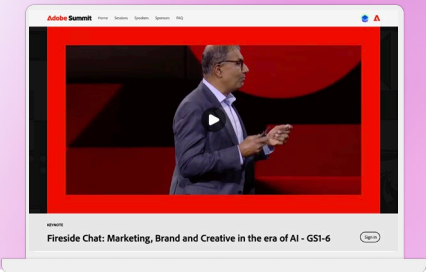
Comcast Xfinity scales with Adobe Brand Intelligence



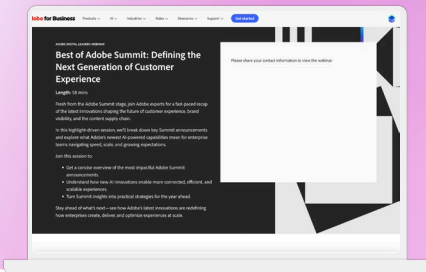
The missing link to AI-driven creativity



AI is changing how marketers win

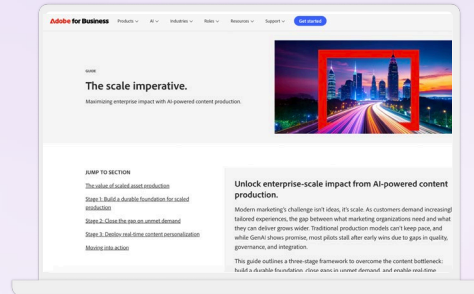


Adobe innovations for the future of experiences

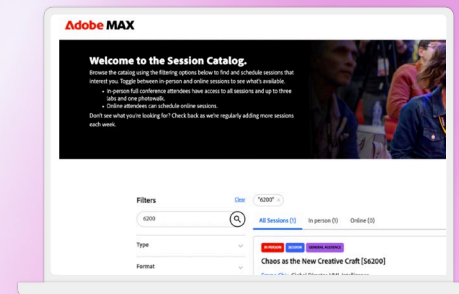


Resources

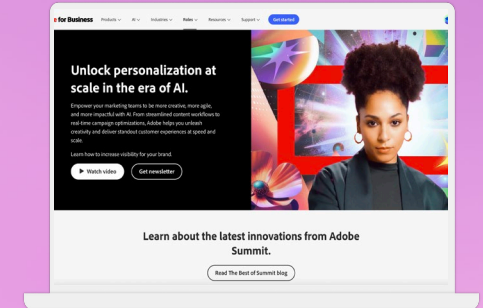
Enterprise-scale content, powered by AI



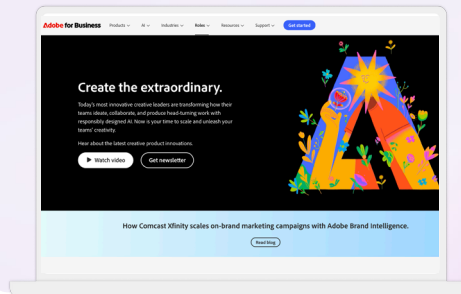
Join the Adobe Max session: Chaos as the New Creative Craft



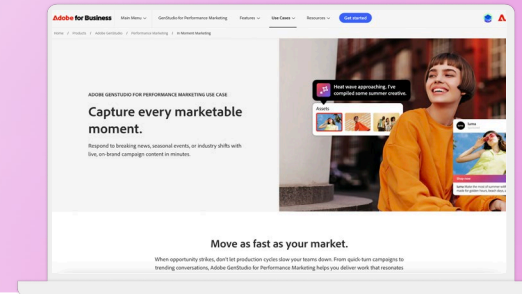
From one asset to every audience, instantly



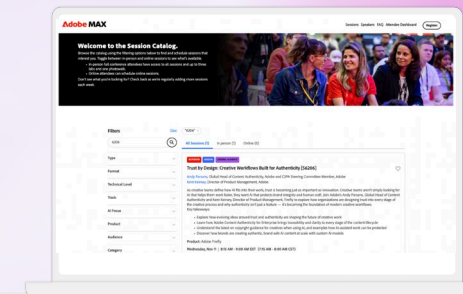
Creative leadership, reimagined with Adobe



From trend to campaign in minutes



Sign up for the Adobe Max session: Trust by Design



Adobe