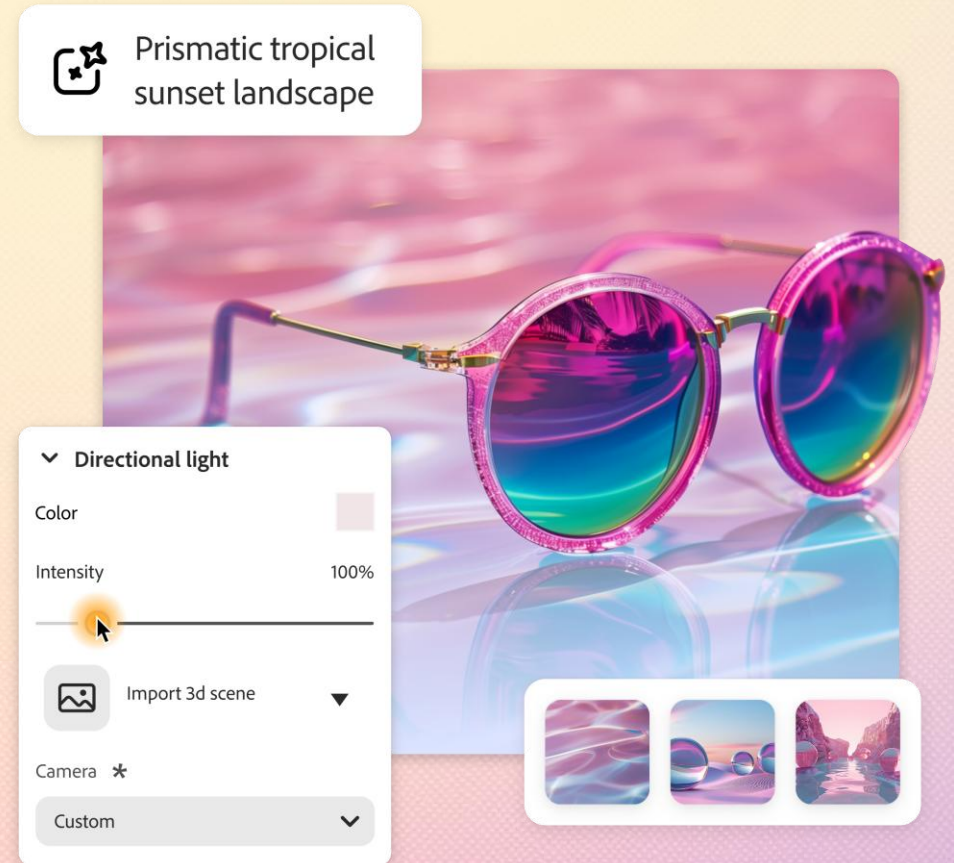


Emerging Innovations Driving Scalable, On-Brand Content

Adobe



Today's speakers



Lindsay Morris

Manager
Global Content Strategy
Adobe



Nishthaa Bhardwaj

Group Product
Marketing Manager
Adobe



Viggay Madhav

Director of Product Design
Firefly Enterprise
Adobe



Keren Boiman

Senior Manager
Global Creative Technology
Adobe

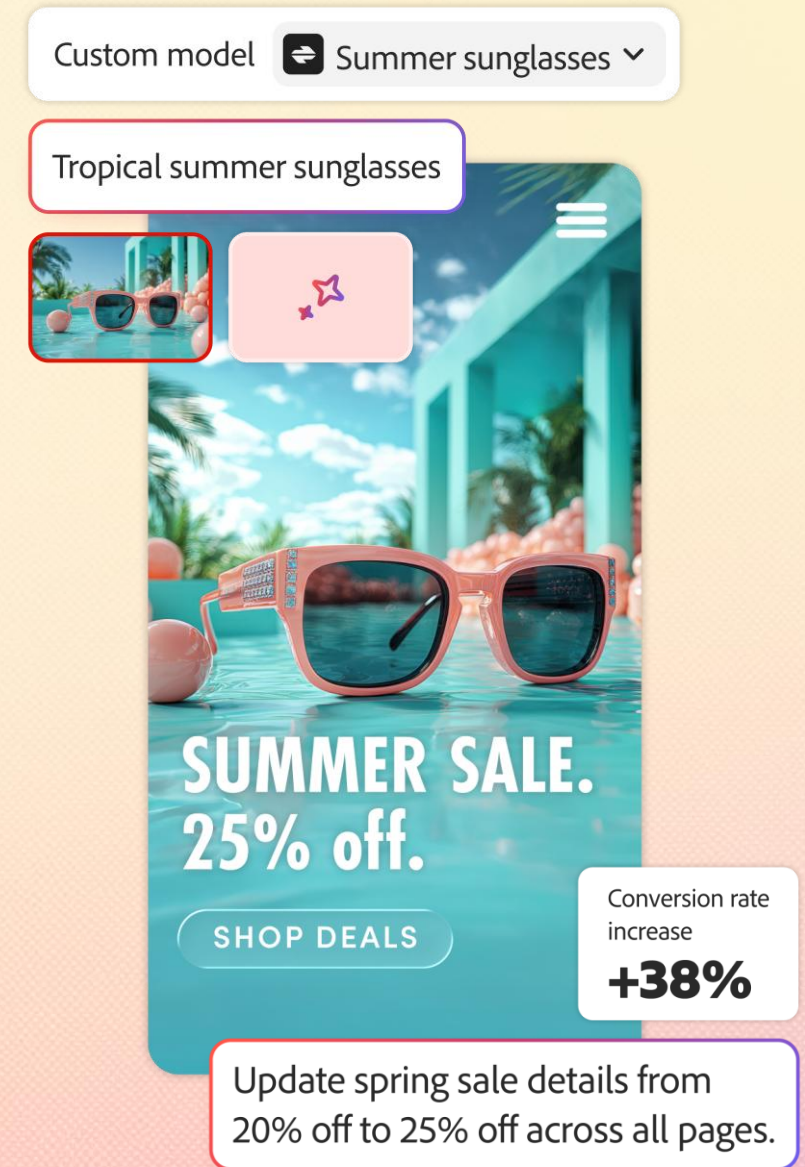
Agenda

3D Digital Twins: Pixel-perfect products, infinite possibilities

Adobe Brand Intelligence: On-brand content at any scale

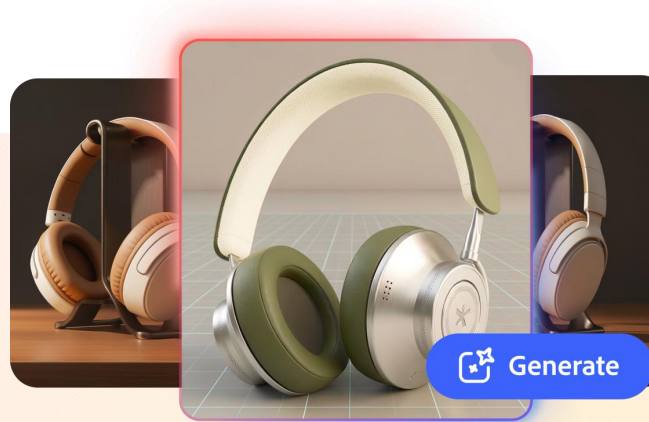
Asset Orchestration: Streamline content delivery

Ideas to Impact: Adobe @ Cannes Lions



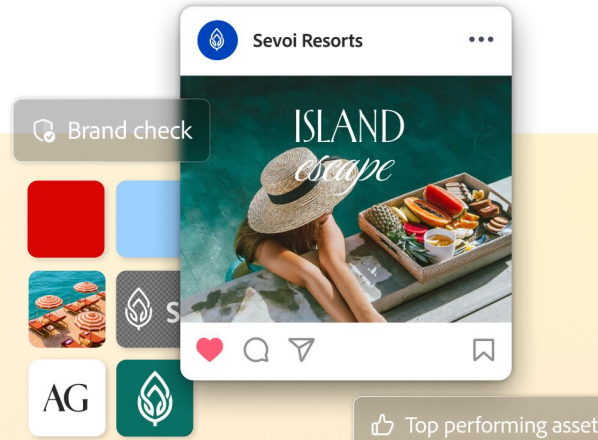
The content pipeline of the future is already in production.

Enterprise teams no longer have to choose between scale and brand consistency. These innovations make it possible to achieve both.



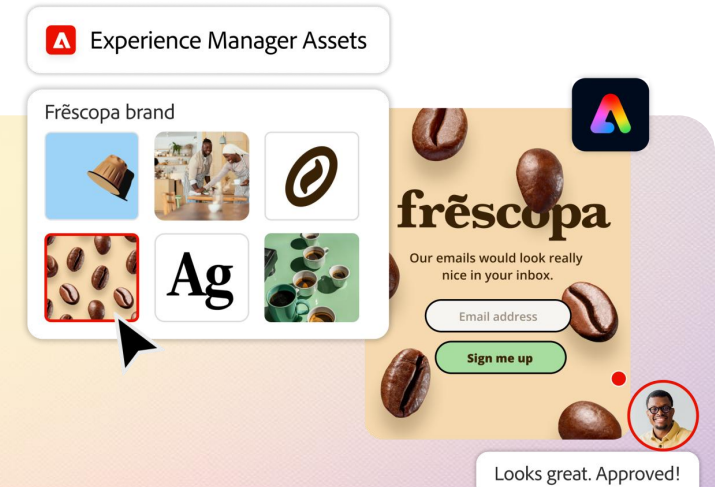
3D Digital Twins

Pixel-perfect products, infinite creative possibilities



Adobe Brand Intelligence

AI that continuously learns your brand



Adobe Experience Manager + Adobe GenStudio

Asset orchestration at scale with Adobe as customer zero

Overview

3D Digital Twins



3D Digital Twins

Pixel-perfect products, infinite possibilities



**Nishthaa
Bhardwaj**

Group Product
Marketing Manager
Adobe



**Most brands are struggling with
scaled content production**

GenAI solves the challenge of scaled content production

The solution to this problem is...

1

Hero asset



2

Hero experience



3

Scaled production



Gen AI

+

Workflow automation

...but some products require identity preservation

Retail



Manufacturing



High-tech



Automotive



Luxury goods



Fashion



Many more ...

Gen AI alone cannot ensure accurate product representations



Original product shot



Generated asset

The solution to this problem is...

1

Hero asset



2

Hero experience



3

Scaled production



3D digital twin

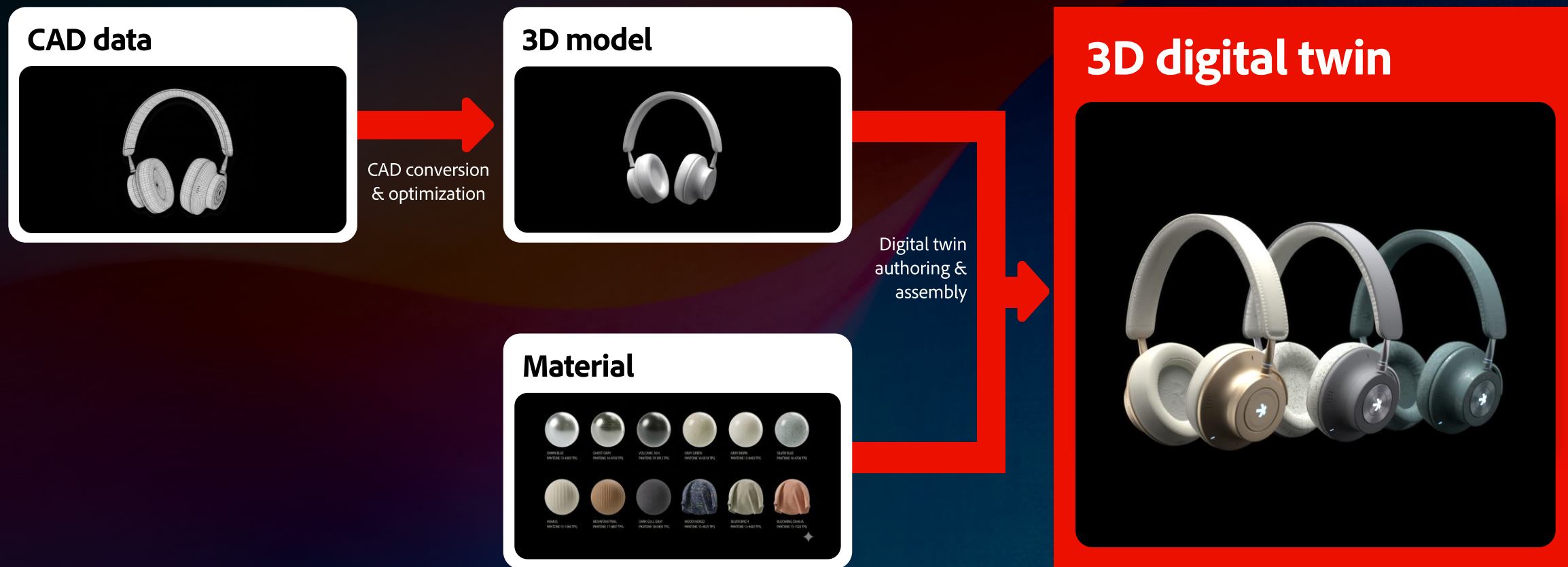
+

Gen AI

+

Workflow automation

Product truth begins with a physically accurate **3D digital twin**



3D digital twin solution for scaled content production

Digital twin authoring

Gen AI powered workflows

3D digital twin asset management



**Creative UX, Workflow orchestration
generative models, asset lifecycle**

Firefly Creative Production for Enterprise

UI for marketers to orchestrate 3D scenes, variants

Substance 3D apps & automation APIs

Creation of digital twin at scale

Frame.io and AEM

Cloud DAM for asset management, review and approval



Cloud compute, rendering, simulation

RTX rendering

Physically accurate, real-time ray-traced rendering

Omniverse Libraries kit application

Cloud based 3D scene assembly and pixel streaming

OpenUSD

3D digital twin use cases

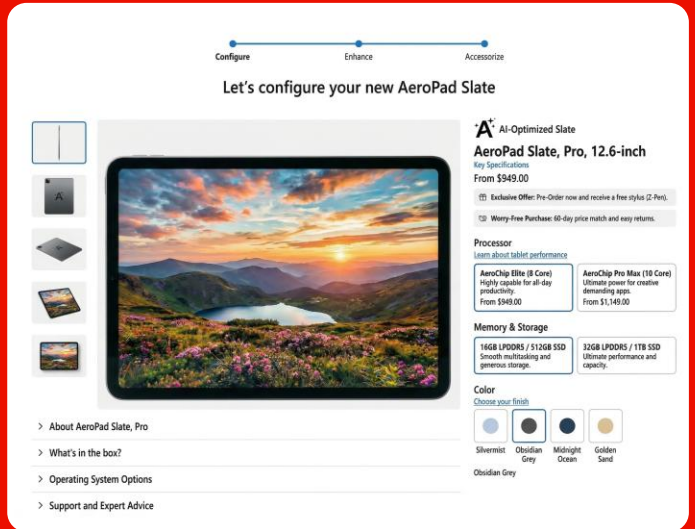
Pack shots



Composite imagery

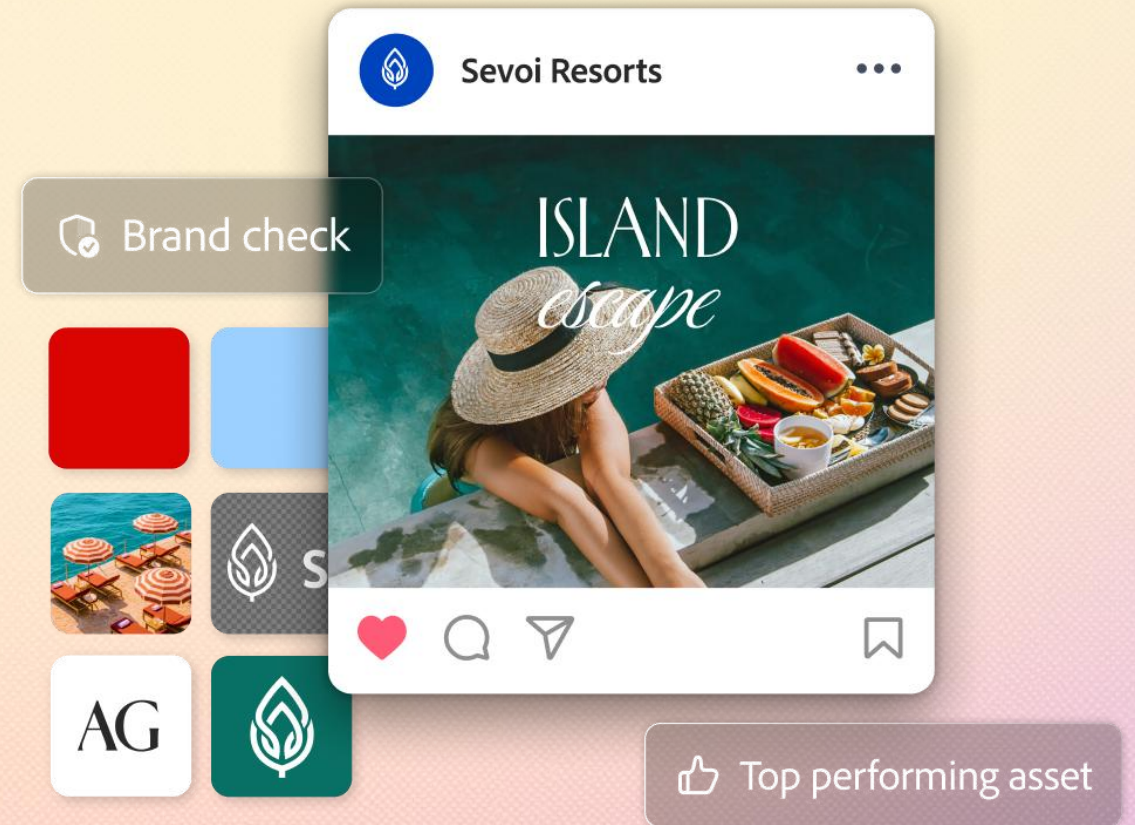


Product configurator



Overview

Adobe Brand Intelligence



Adobe Brand Intelligence

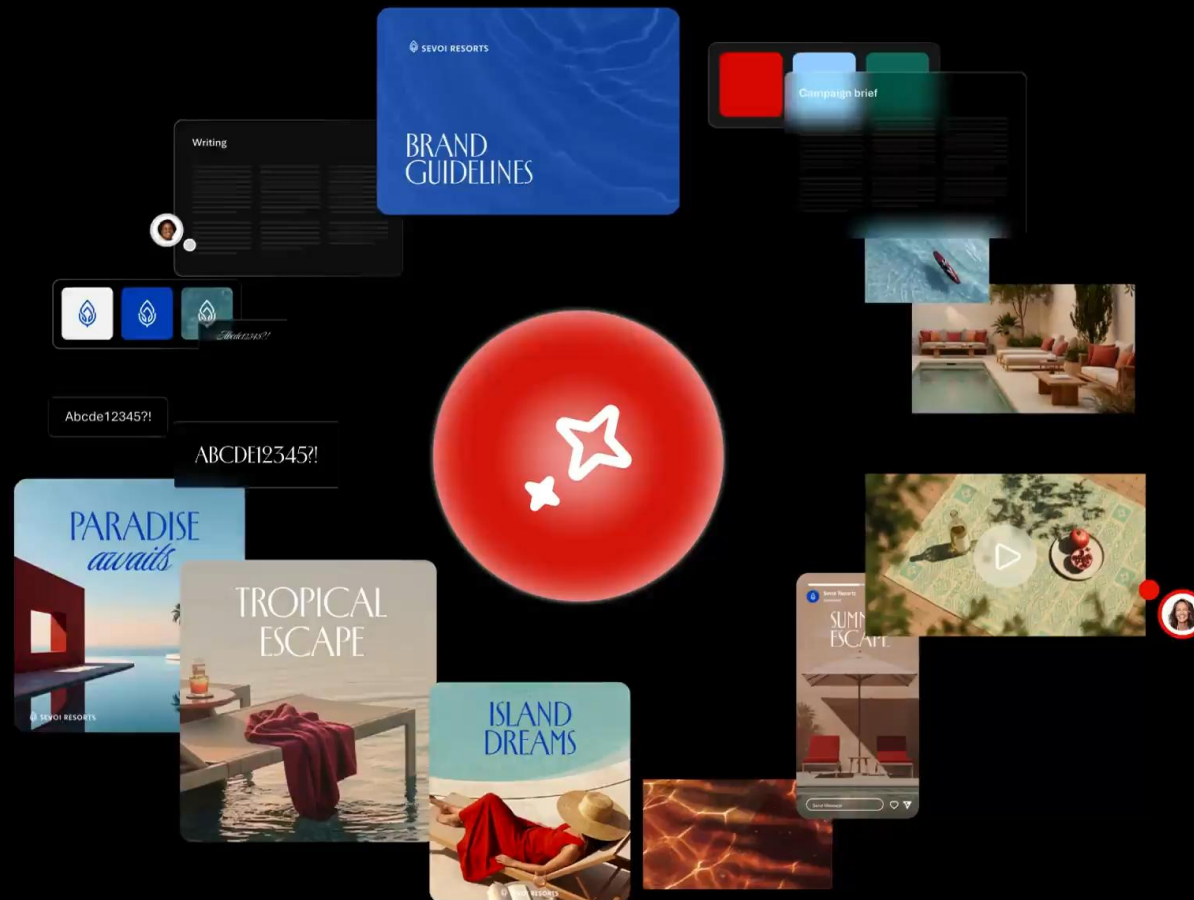
On-brand content at any scale



**Viggay
Madhav**

Director of Product Design
Firefly Enterprise
Adobe

Adobe Brand Intelligence



A brand is more than a style guide

It is not just about the rules, but how to apply those rules — and when to break them.

Maintain consistency in proportion of shadows and highlights
↓

x

Secondary Palette

Master Style Guide v1.8

Clear Space

Adobe

Brand Book for Creators

5 May 2025 | Adobe Internal only

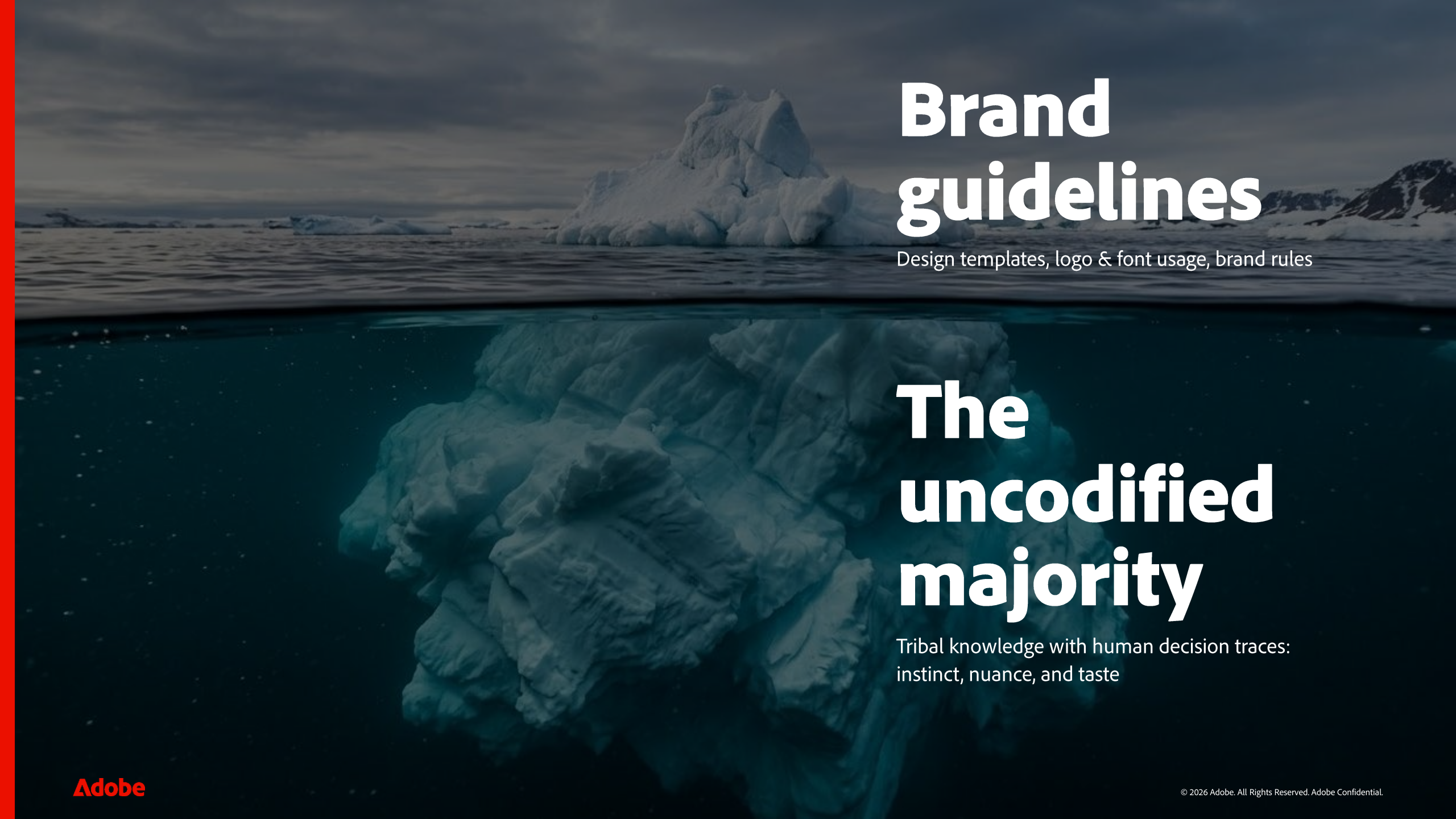
PMS 200

PMS 376

PMS 185

Display Pro

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv

A large iceberg floats in a dark, choppy sea under a cloudy sky. The visible tip of the iceberg is on the surface, while the much larger, more complex structure is submerged below the water line. The water is dark and textured with small waves. The sky is overcast with grey clouds. The overall mood is somber and mysterious, illustrating the concept of the 'iceberg' metaphor for brand guidelines.

Brand guidelines

Design templates, logo & font usage, brand rules

The uncodified majority

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

Introducing **Adobe Brand Intelligence**

The first continuously learning, agentic brand intelligence system.

Fueled by signals coming from the entire content supply chain



Skills are capabilities of Brand Intelligence

Skills

Validate

Instruct to
Assemble

Simulate

...



Brand Ontology

Structure brand elements into a semantic model that AI can understand and reason over



Specialized Computer Vision Models

Trained to understand visual and textual signals

Logo Detection

Focal Subject Detection & Masking

Brand Element Mapping

Spatial Layout Manipulation

Color Spectrum Understanding

Pose Understanding



Reasoning Engine

Leverage brand ontology, specialized CV models, and tool calling to reason over and execute brand skills

Brand Intelligence built into every stage of content production

Ideation & Creation

Campaign Toolkit (Ingredients)

#FFFFFF White
Headlines, subheads, and body copy

#000000 Black
Headlines, subheads, and body copy

#EB1000 Adobe red
Subheads and category labels (limited use)

#FFFFFF White
Headlines, subheads, and body copy

New adjustment layers.
Just like you asked.



Adobe

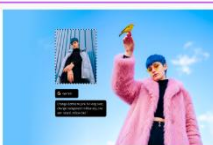
Button Photoshop

Creative Concept (3 design masters)

Adobe Photoshop
Photoshop on mobile.
The ultimate image editing app.
Craft something truly unique with the all-new, free Photoshop on mobile for iPhone or Android. Combine and edit photos, graphics, and Adobe Stock images. It's easy to learn.

Adobe Photoshop
Photoshop on mobile. The ultimate image editing app.
Craft something truly unique with the all-new, free Photoshop on mobile for iPhone or Android. Combine and edit photos, graphics, and Adobe Stock images. It's easy to learn.

Adobe Photoshop
New partner AI models in Generative Fill.



Scaled Production

Creative Development (30 design variants)

Adobe Photoshop
New partner AI models in Generative Fill.

Adobe Photoshop
New adjustment layers. Just like you asked.

Adobe Photoshop
New adjustment layers. Just like you asked.

Adobe Photoshop
New partner AI models in Generative Fill.

Adobe Photoshop
New adjustment layers. Just like you asked.

Creative Production (300 scaled variations)

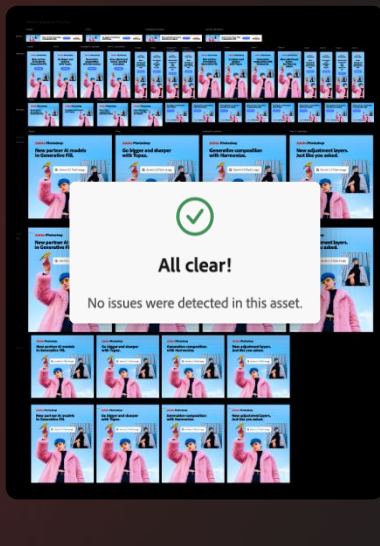


Review & Approval

Brand Validation



All clear!
No issues were detected in this asset.



Brand
Intelligence
Skills

*Roadmap



Instruct to Adapt *

Instruct to Assemble

Validate

Simulate

Validate

Challenges with managing brand adherence at scale

1

Lengthy review cycles

Multiple layers or outsourcing of reviews leads to many iterations and rework

2

Unmanageable volume of guidelines

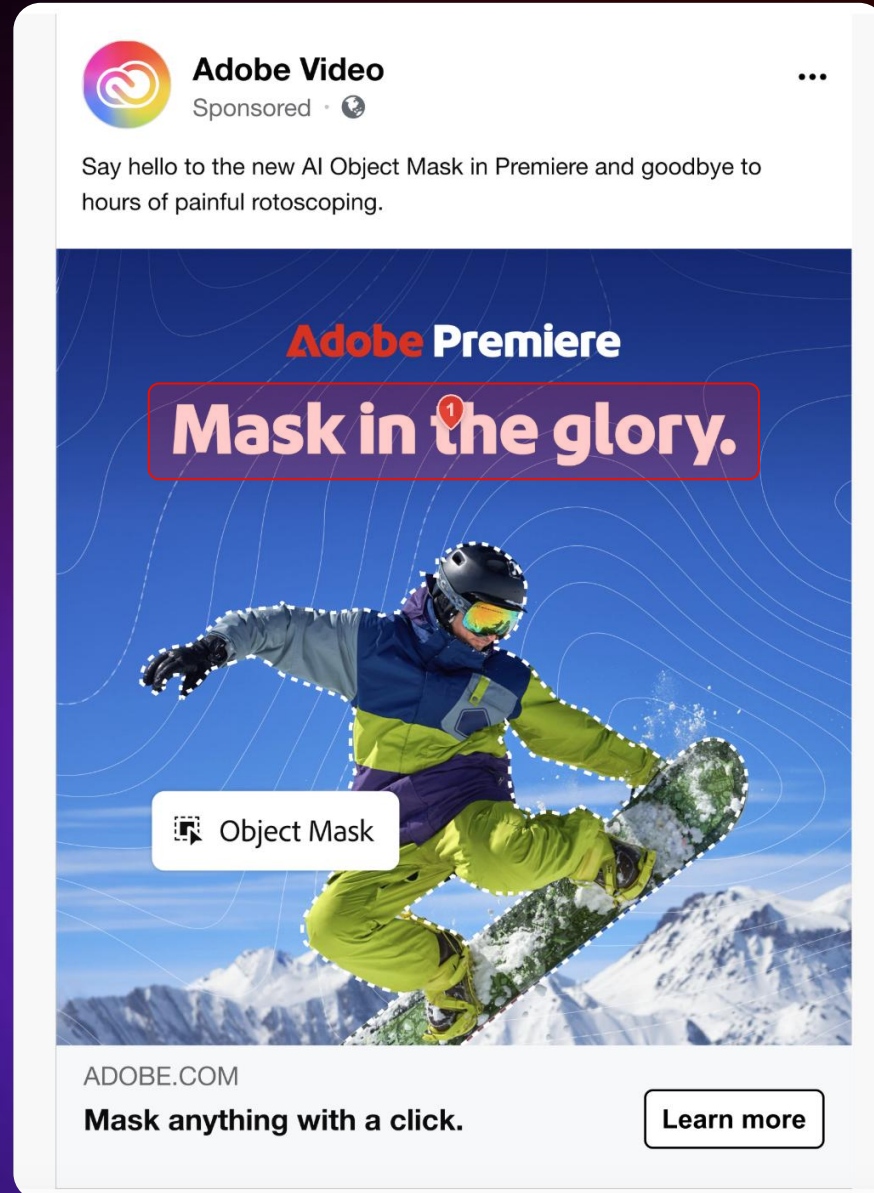
Thousands of annotations, in addition to multiple sources of documented guidelines

3

Ever evolving guidelines

Brand changes occur constantly with rebrands, mergers, and cultural shifts

Adobe Sundance ad validated by Brand Intelligence



Adobe Video
Sponsored · 🌐

Say hello to the new AI Object Mask in Premiere and goodbye to hours of painful rotoscoping.

Adobe Premiere
Mask in the glory.

Object Mask

ADOBE.COM
Mask anything with a click.

Learn more

Validation Errors

1

The headline, “Mask in the glory,” relies on a pun, using cheeky wordplay that reduces clarity and violates guidelines, which discourage puns and favor direct, straightforward language.

Clarity wins over clever.

Wit often works, but avoid cheesy phrases and puns.

Sources:

 [adobe writing.global cc \(p. 212, 210\)](#)

 [adobe guidelines \(p. 83\)](#)

Instruct to Assemble

Enterprises need to solve for three key challenges...

1

Growing content demand

Multiple channels, campaigns, and audiences require more high-quality content

2

Need for faster time to market

Limited resources and manual content workflows limit speed and scale

3

Brand integrity as content scales

Brand governance impacts consumer trust and partner relationships

...However, these oftentimes come at the expense of one another

Providing intelligence instruction for content assembly

1

User selects campaign

- ABI understands campaign brief, persona definition, product details, etc.
- System is set up with drop-down to select campaign

2

Understand pre-approved assets

- Understands content deeply – color, composition, texture and more
- Runs context-aware image ranker

3

Assembly

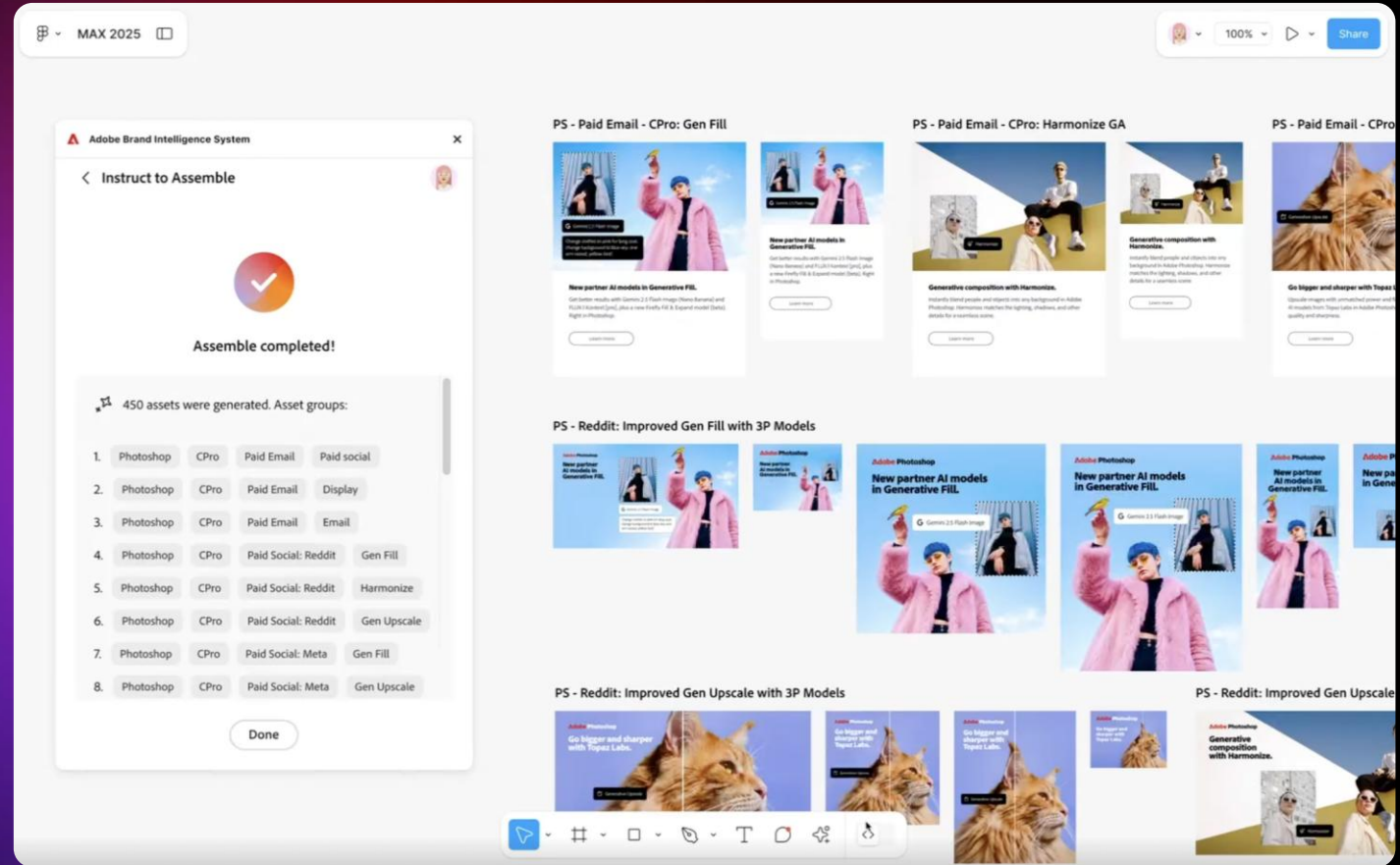
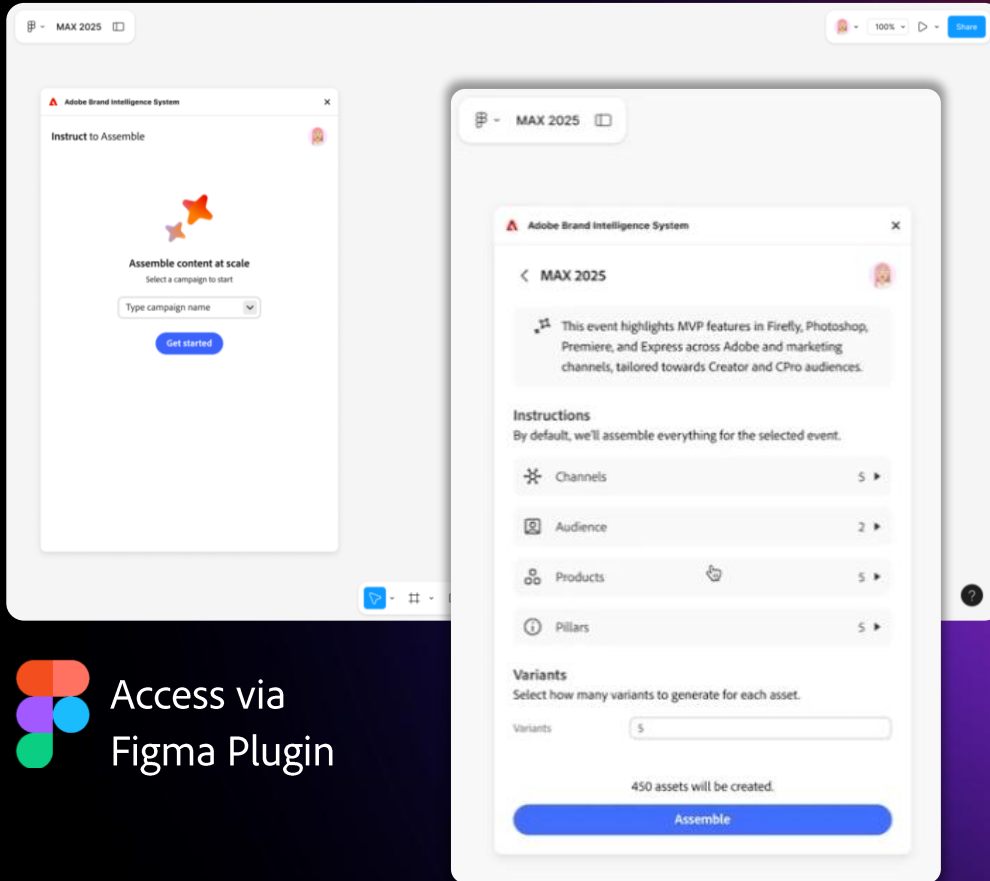
- Fit agent (focal detection, cropping, safe zone placement)
- Visual harmonizer finalizes look and feel

4

Review

- Validation agent ensures brand compliance,
- Continuous learning enabled by human feedback

Scale creative production within your tools, powered by brand intelligence



Simulate

Brands that pre-test content drive the most impact

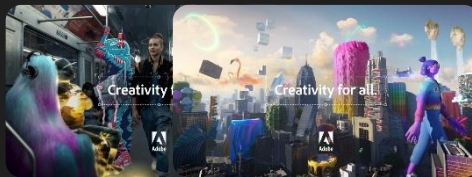
Test every creative choice before they go live with synthetic audiences

User inputs

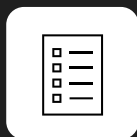
Audience Brief



Creative assets



Your research question

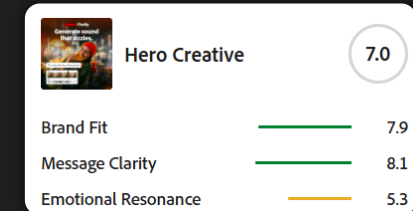


Synthetic Focus Group

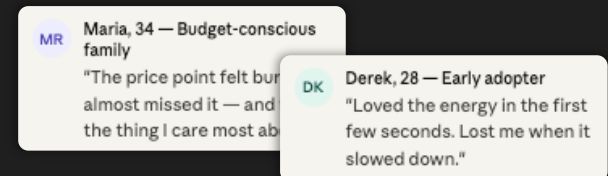
- Personas grounded in 1P audience data and modeled into synthetic replicas
- Decision modeling maps persona attributes to how they react to content
- One user interviewed at a time, with hundreds of interviews in parallel

Outputs

Aggregated resonance signals

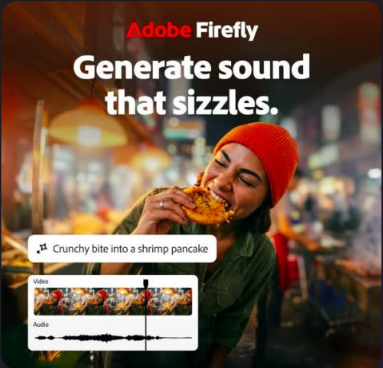


Qualitative feedback

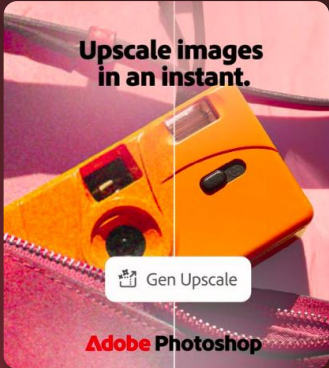
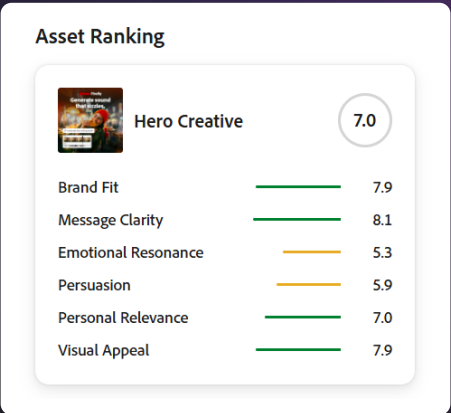


- Narrative analysis & quantitative summaries
- Consensus & Per-persona themes
- Why users react, not just what they say

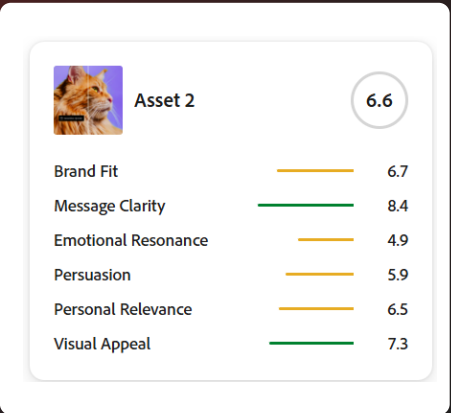
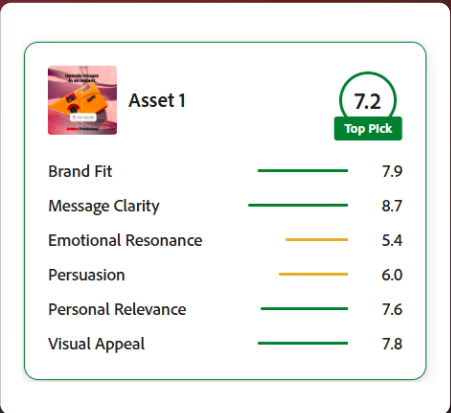
Go deep on early concepts or compare pre-launch layouts



Q: Evaluate whether this creative aligns with the brand and communicates a clear, persuasive message.



Q: Which of the following creatives would get more customers to learn more?



Shape the future of brands with Adobe Brand Intelligence.

Overview

Connected Content Supply Chain

 Experience Manager Assets

Frēscopa brand



frēscopa

Our emails would look really nice in your inbox.

Email address

Sign me up



Looks great. Approved!

Asset orchestration

Streamline content delivery



**Keren
Boiman**

Senior Manager
Global Creative Technology
Adobe

Content operations at enterprise scale

How Adobe integrated GenStudio and Experience Manager to create a single source of truth for enterprise marketing content — and the ROI that followed.

Create image assets to promote a 'Summer sunglasses' campaign.



Here's a preview of the assets based on your requirement.



↪ Open GenStudio

**OWN
YOUR
SUMMER
STYLE**



● ROI
+ 45%

Conversion rate
increase
+38%

Overview

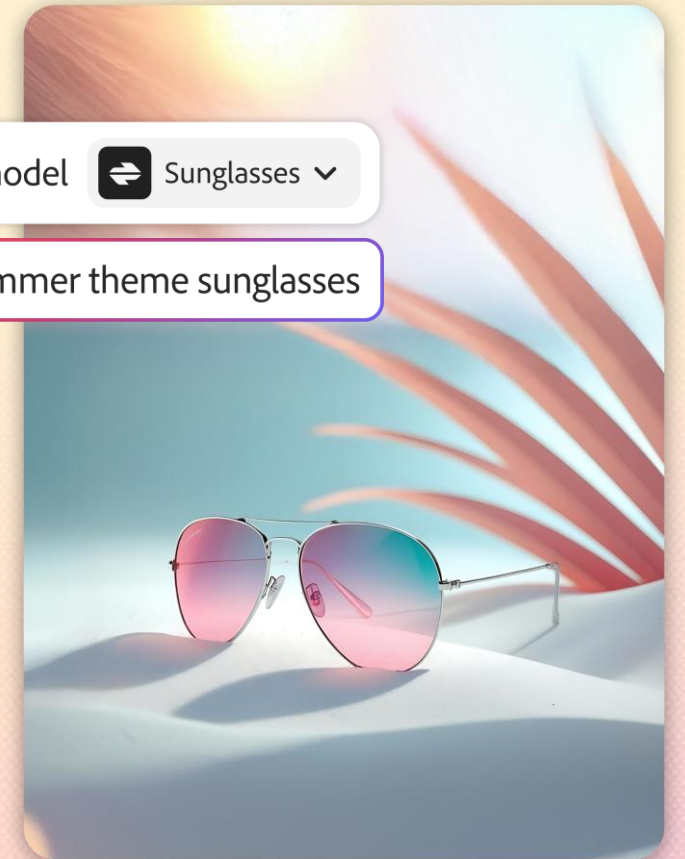
- 1 The content creation lifecycle
- 2 The asset chaos problem
- 3 GenStudio + Experience Manager integration architecture and demo
- 4 Governance in action
- 5 ROI of getting asset orchestration right

Custom model



Sunglasses ▾

Desert summer theme sunglasses



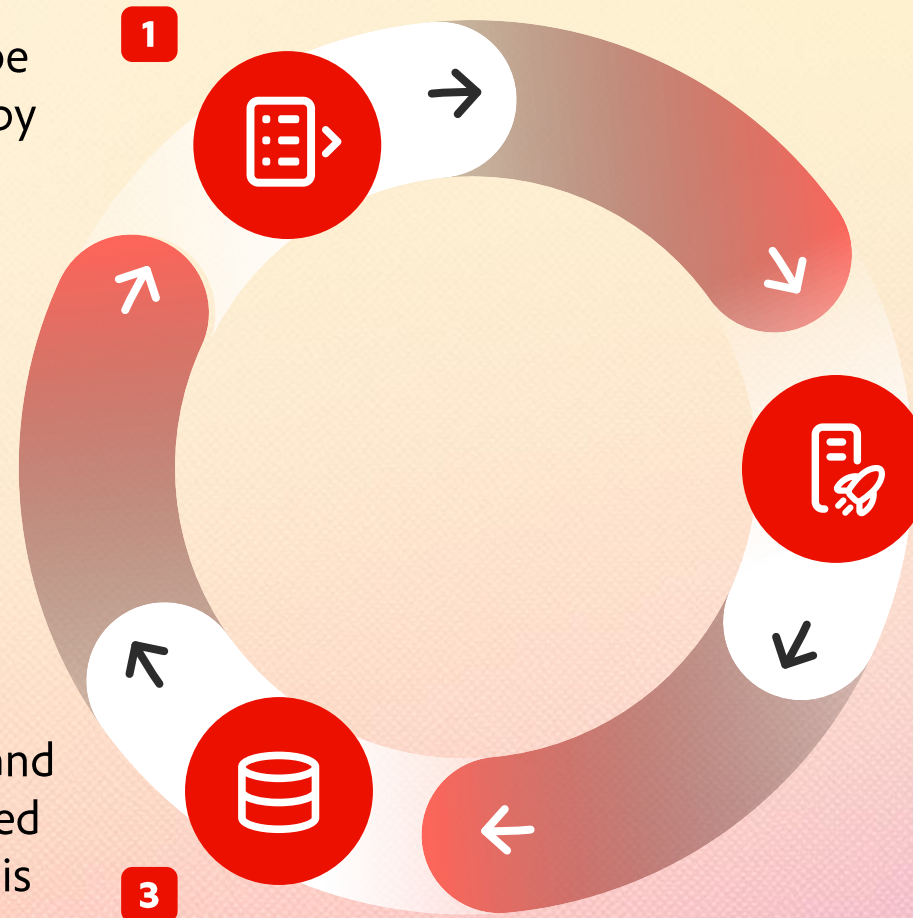
Content creation lifecycle

Content planning and intake

Proposed content is added to Adobe Workfront Planning and reviewed by leadership.

Storage and offer readiness

Final content assets are uploaded and stored in Marketing Hub. All required metadata is finalized, and the offer is ready for activation.



2 Production and publishing

Approved content moves to execution through the GenStudio solution.

The asset chaos problem: Why most content 'didn't exist'

“Most of the time, the content I seek doesn't exist.” — Adobe Marketer

75%

**Assets scattered across
SharePoint and email**

75% of finalized assets were stored in ad-hoc locations outside the DAM, invisible to anyone outside the immediate team.

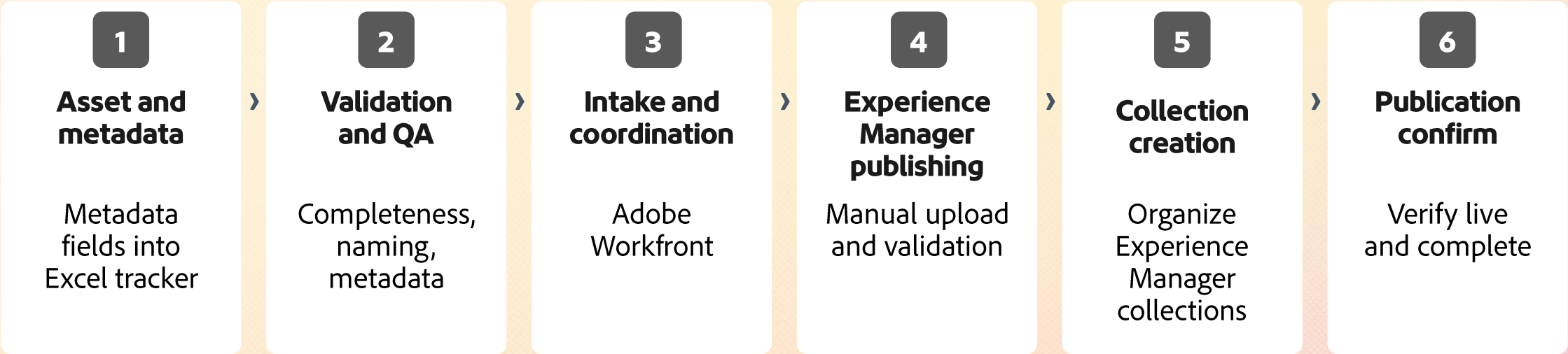
25%

**Manual-only
uploads to
Experience Manager**

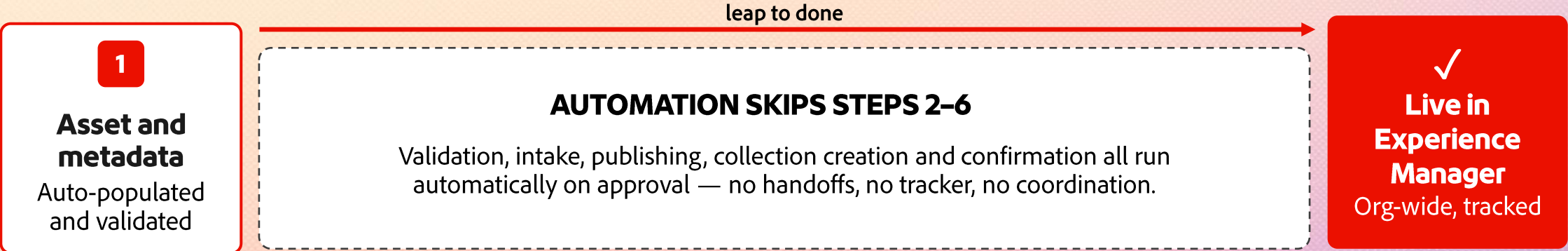
Only 25% of assets were in Marketing Hub — and those required manual upload as a separate, optional step that teams routinely skipped.

One step instead of six: How automation collapses the upload workflow

MANUAL PROCESS



GSS AUTOMATION few minutes, end to end



Time to availability : 1 week → few minutes

Demo

Enterprise content supply chain

The screenshot displays the StyleID interface for managing a content campaign. At the top, a header bar shows the 'StyleID' logo and a search bar with the text 'Summer sunglasses' and a 'New' button. Below the header, a large central image features a woman wearing orange sunglasses and a turtleneck, with the text 'SUN'S OUT, SHADES ON' overlaid. To the right of the main image, a 'Resize' button is visible. Below the main image, a 'Plan campaigns' button is shown. At the bottom, a campaign list displays 'Q1 - Sun't out - Social campaign Test' by 'Anastasiya Bobrova', with a status indicator showing 'In progress'.

StyleID

Summer sunglasses New

Resize

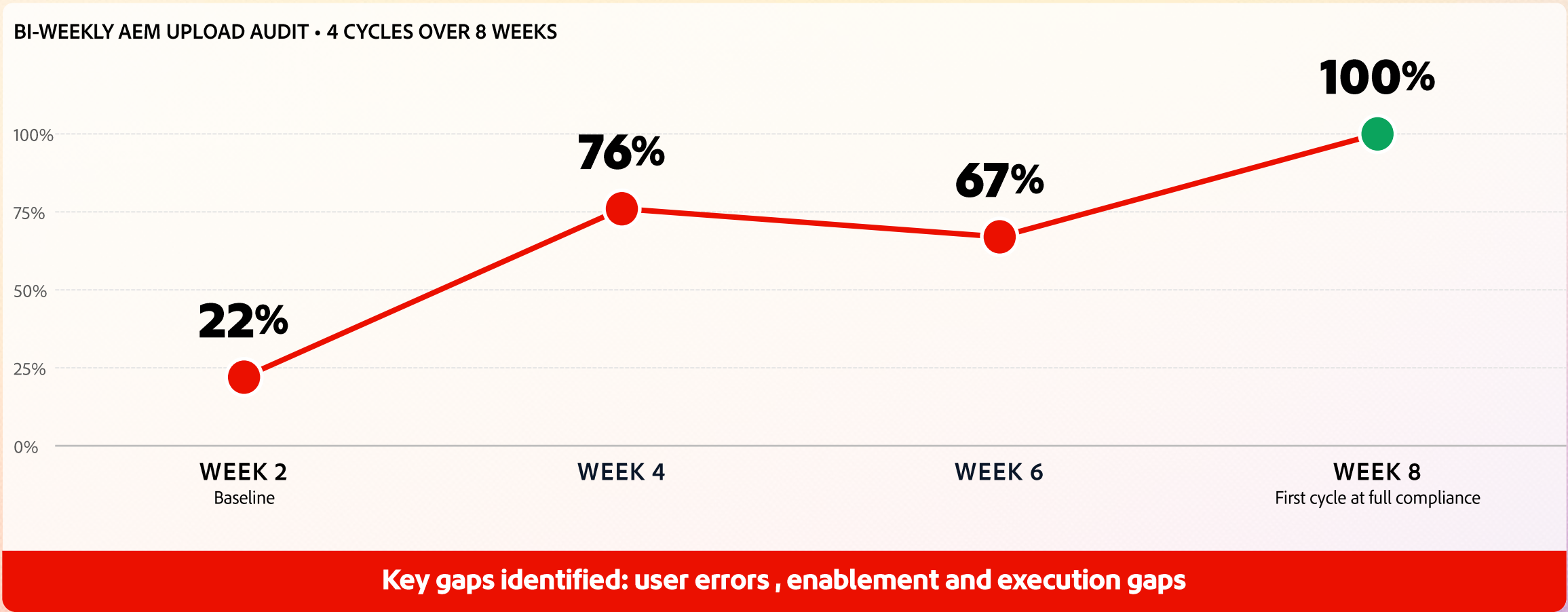
Plan campaigns

Q1 - Sun't out - Social campaign Test

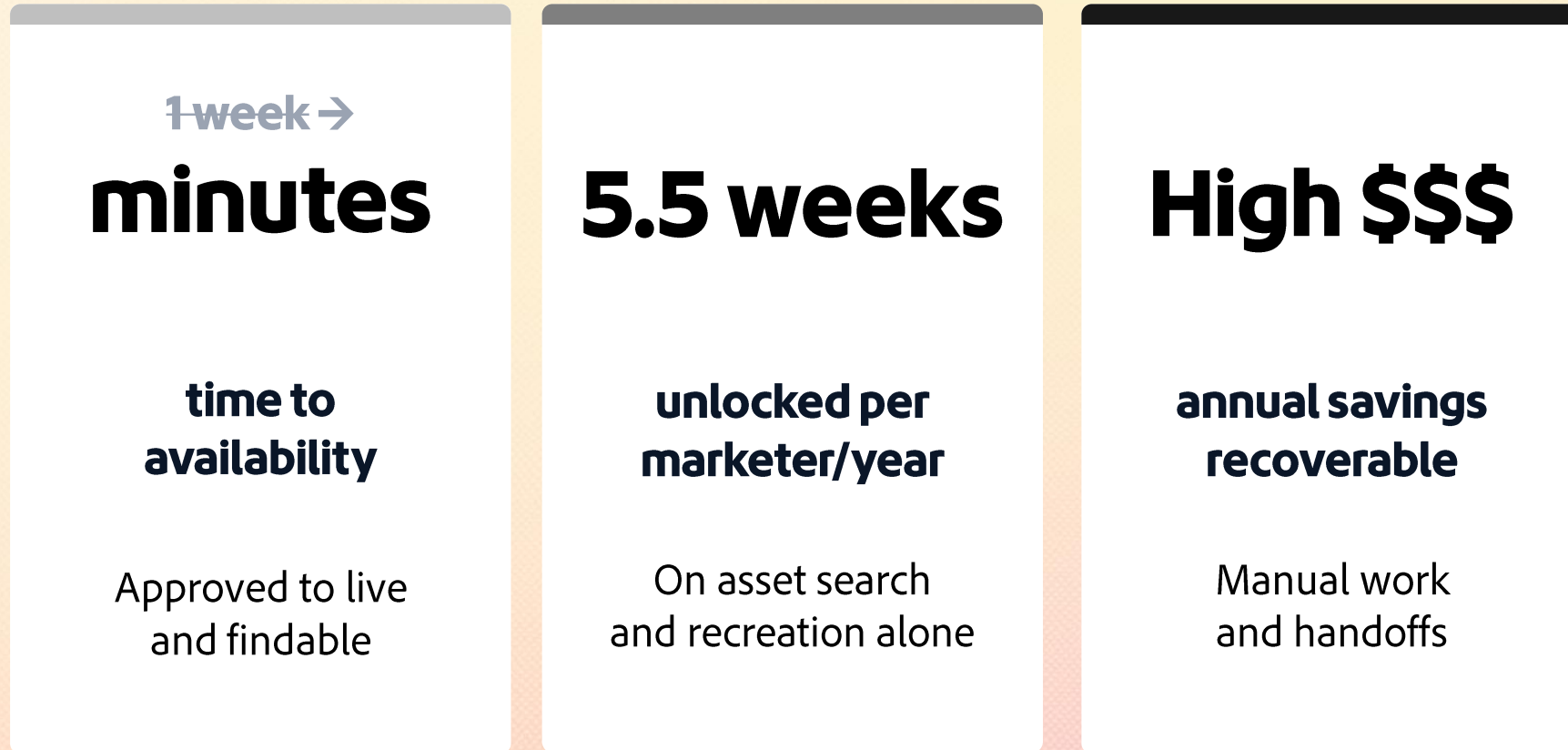
Anastasiya Bobrova | In progress

Governance in action: Closing the upload gap in 8 weeks

Governance only counts if the numbers move. Every two weeks we audited real GenStudio-to-Marketing Hub uploads and fed the findings straight back into enablement and enforcement.



The ROI of getting asset orchestration right



From fragmented, manual content orchestration to a centralized, scalable platform enabling faster time-to-market.

Key Takeaways

The DAM creates value only when assets land in it.

1

Findable assets get reused.
Scattered assets get recreated.

2

The GenStudio + Experience Manager integration turns approved assets into usable assets.

Asset Orchestration

Streamline content delivery



**Keren
Boiman**

Senior Manager
Global Creative Technology
Adobe

Adobe @ Cannes Lions 2026

Ideas to impact.

Award-winning campaigns.

AI-powered customer experiences.
Real business growth.

Only Adobe brings together creativity,
marketing, and AI in the agentic era
— empowering you to move from
idea to impact.



Key Takeaways

1

The conversation at Cannes made one thing clear: **creativity, marketing, and AI** are now one system, and the brands moving fastest are treating them that way.

2

Brand Intelligence means AI-generated content no longer has to be a brand risk. It gets smarter about your brand every time your team makes a creative decision.

3

3D Digital Twins give you a permanent, pixel-perfect product identity that generative AI can build around infinitely, without ever compromising accuracy.

4

A governed content supply chain is a competitive advantage. Adobe built one for itself, and the results speak for themselves.

Adobe x LinkedIn: AI Essentials for Marketers

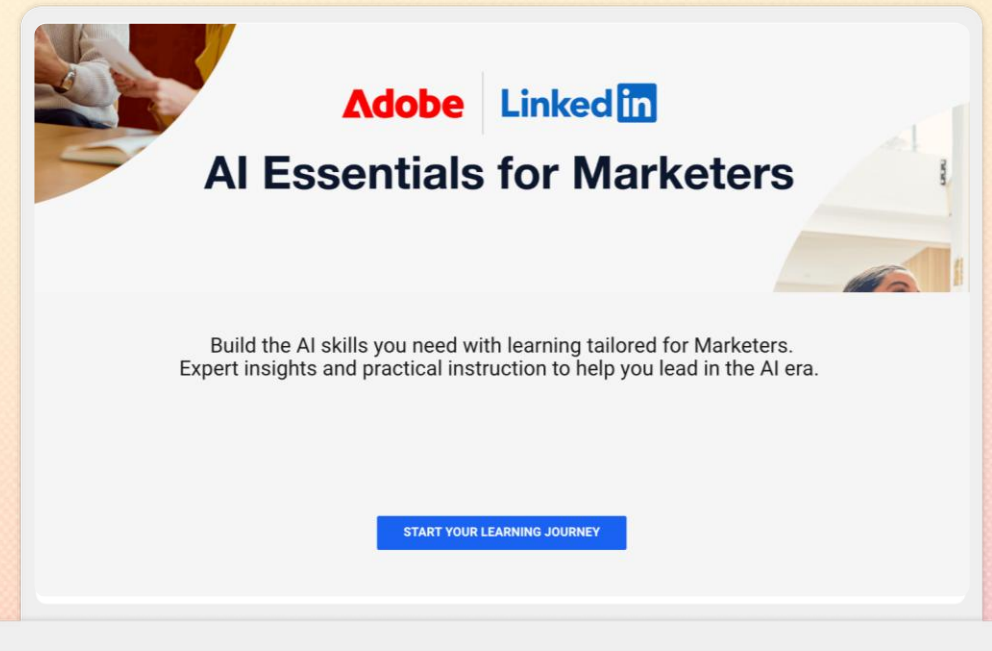
We're partnering with LinkedIn to bring marketers together to explore one of the biggest opportunities facing our industry: **how to build the skills needed to thrive in the age of AI.**

From hands-on experiences and networking opportunities to conversations with Adobe leaders, we're engaging marketers around a critical question: How can we harness AI to unlock greater creativity, productivity, and impact?

The answer starts with skills.

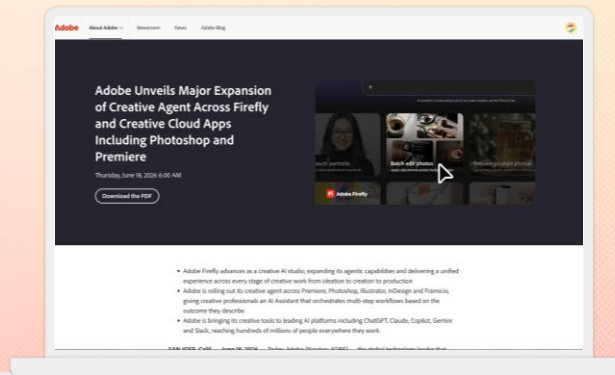
Start your learning journey

<https://aiessentialsformarketers.splashthat.com/>

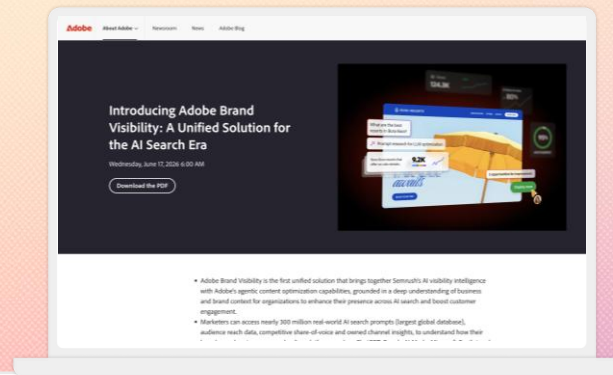


Resources

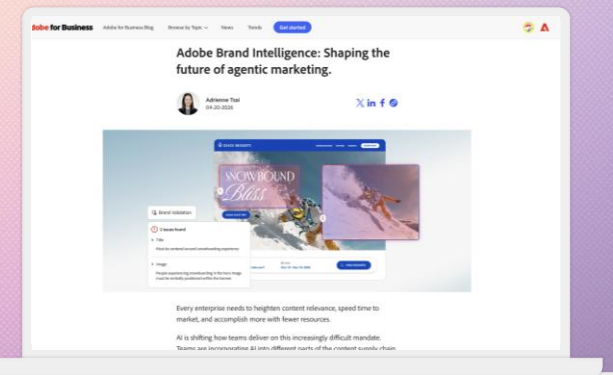
Adobe at Cannes: Creative Agent expansion across Creative Cloud



Introducing Adobe Brand Visibility: A Unified Solution for the AI Search Era

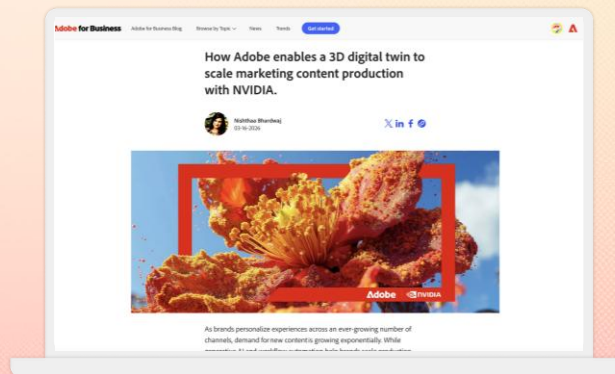


Adobe Brand Intelligence: Shaping the future of agentic marketing

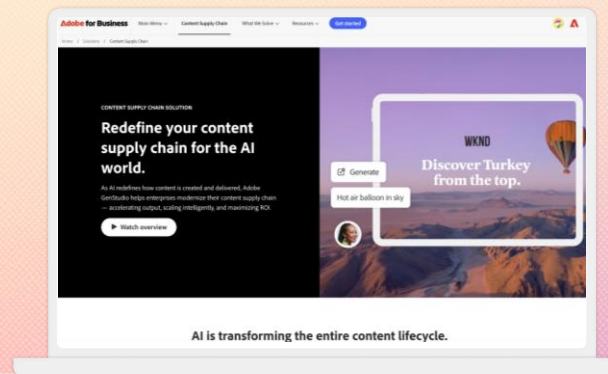


Resources

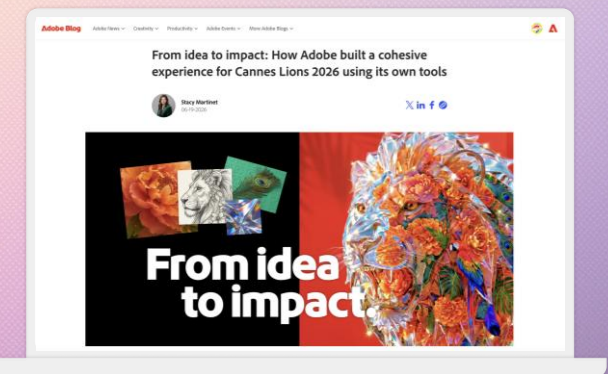
How Adobe enables a 3D digital twin to scale marketing production with NVIDIA



Adobe GenStudio / Content Supply Chain: Redefine your content supply chain for the AI world

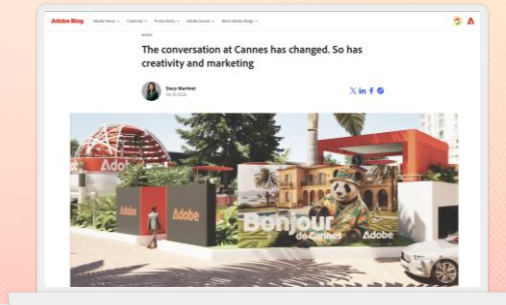


From idea to impact: How Adobe built a cohesive experience for Cannes Lions 2026 using its own tools

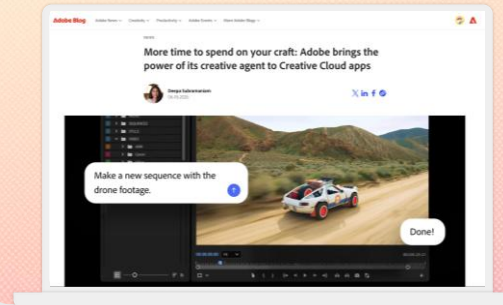


Resources

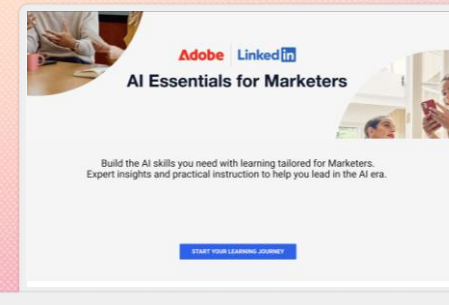
The conversation at Cannes has changed. So has creativity and marketing



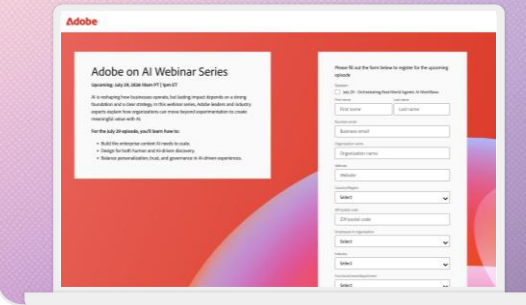
More time to spend on your craft: Adobe brings the power of its creative agent to Creative Cloud apps



Adobe x LinkedIn: AI Essentials for Marketers



Adobe on AI Webinar Series: Sign up to attend



Adobe