

# Adobe Express

# 9X ROI: Empower Teams to Create On-Brand Content



# Let's recap our conversation

This session focuses on how enterprises can scale content creation across teams while maintaining brand integrity and compliance. It addresses the challenges of overloaded creative teams, off-brand content, and inefficiencies, while showcasing Adobe Express as a solution to empower non-creative employees to create on-brand content efficiently. The webinar highlights practical tools, governance features, and strategies to streamline workflows, reduce risks, and achieve measurable ROI across marketing, sales, and enterprise-wide knowledge workers.



**Democratized content creation drives measurable ROI.**

Empowering all teams to create on-brand content efficiently can unlock up to a 9x ROI for large organizations.



**AI-powered tools simplify and accelerate workflows.** Features like bulk editing, translation, and resizing simplify workflows, reduce manual effort, and save time for creative and non-creative teams alike.



**Governance features ensure brand integrity and compliance.** Locked templates, asset eligibility rules, and approval workflows prevent off-brand content and mitigate risks across the organization.

# Frequently asked questions

## **How has AI impacted enterprise creativity?**

AI has accelerated creativity across enterprises, enabling non-traditional creators like sales, HR, and finance teams to produce content quickly, which presents both opportunities and challenges for brand governance.

## **What is the biggest challenge faced by creative teams in enterprises?**

Overloaded creative teams often face an influx of requests, growing backlogs, longer cycle times, and off-brand content created outside the system due to resource constraints.

## **What are the three main groups driving content creation volume in enterprises?**

The three groups are marketing teams, sales and business development teams, and enterprise-wide knowledge workers such as HR, finance, and corporate communications.

# Frequently asked questions

## **How does Adobe Express help maintain brand integrity?**

Adobe Express uses locked templates, asset eligibility rules, and approval workflows to ensure that all content created aligns with brand standards and compliance requirements.

## **What are the risks of unmanaged content creation in enterprises?**

Unmanaged content creation can lead to off-brand layouts, legal and compliance issues, and ethical concerns such as bias, misinformation, and insensitive content.

## **Without Workfront, can Adobe Express be used for approval?**

Yes, Adobe Express has native review and approval workflows.

**Try for yourself — ideate, generate, and collaborate with the next evolution of creative AI.**

Create with Express

**Learn more about how to unlock the full potential of your team's creativity.**

Request info

Adobe, the Adobe logo, Adobe Express, and Adobe Firefly are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2025 Adobe. All rights reserved.

Adobe Express

# 9X ROI: Empower Teams to Create On-Brand Content

Presentation slides



Investing 101

PREPARED FOR THE  
THOMAS FAMILY

Brands

R

Ag

R

SPRINGFIELD A

Join  
our  
team

R

Replace



Apply now!

Market analysis  
REAL ESTATE

R

시장 분석  
부동산 한국에서

R

Análisis de mercado  
BIENES RAÍCES

R

From

English

To

Korean

Spanish

Duplicate & translate



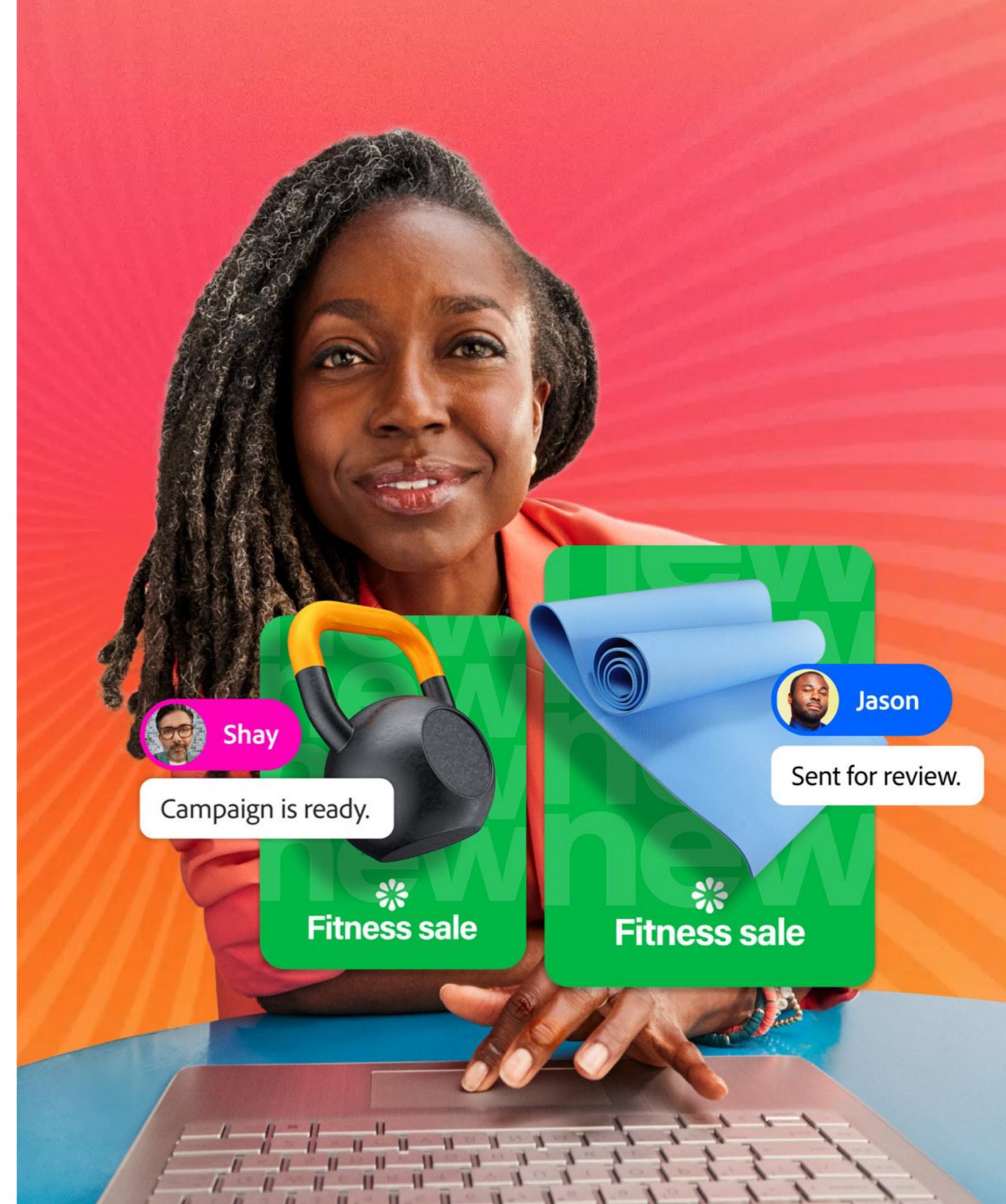
**Saralyssa  
Gonzalez**  
Principal, Enterprise  
Portfolio Strategy  
Adobe



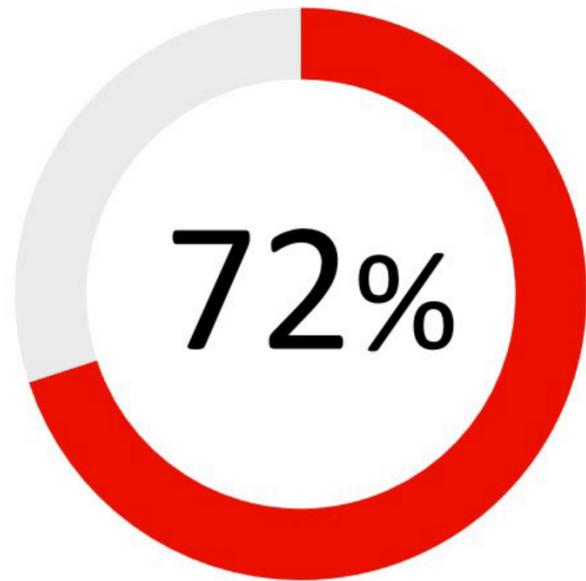
**Mary Yao**  
Principal Product  
Manager  
Adobe

# Benefits of democratizing content creation across the enterprise

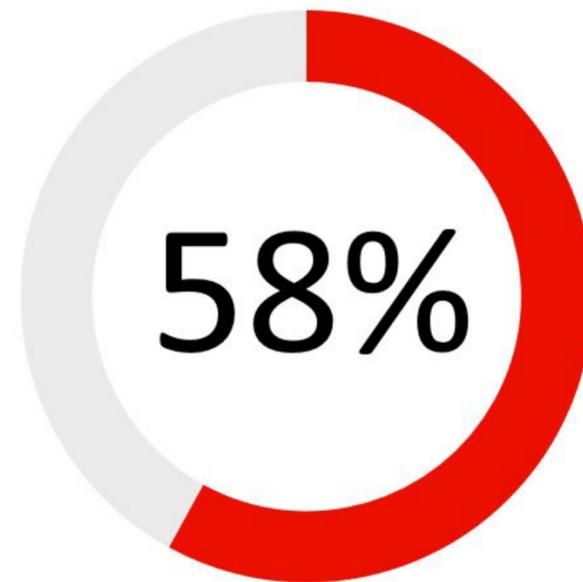
- For a \$30B enterprise, this translates to nearly **\$90M** in annual upside across marketing, sales, and business functions.
- Organizations can achieve a **9x ROI** over three years by empowering employees to successfully accomplish the use cases/solutions with AI-powered tools.



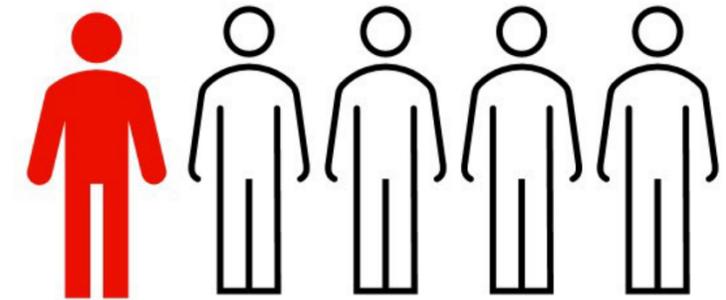
# The CMO challenge: Safeguarding the brand as content creation expands



of non-creative employees require weekly creative support, yet **over 50%** report that support isn't available quickly or cost-effectively.



of these employees spend up to **29 hours a week** creating visual content independently, often without proper training or tools.



Only **1 in 5** of them feels confident in using generative AI effectively for content creation.

# Potential outcomes of rogue content creation



Low quality, brand adherence, or accuracy

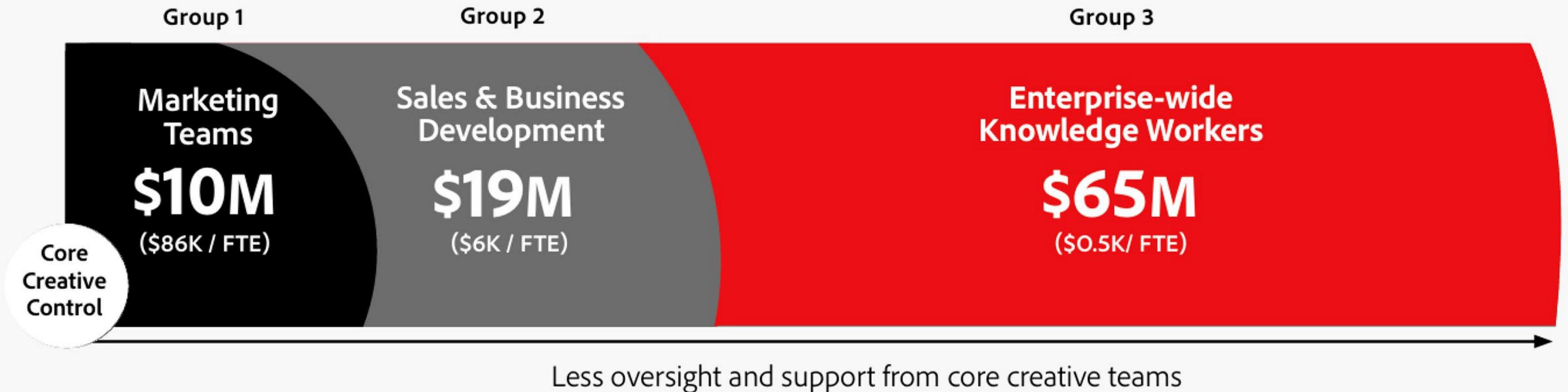


Rights violations



Ethics and responsibility concerns

# The value of democratizing content creation across the enterprise



# Marketing functions

- Regional marketing
- Event teams
- Social media teams
- Affiliate marketing
- Brand teams
- Product marketing

Marketers today spend  
**24-27 hours**  
per week creating or  
retrofitting visual content

With AI-assisted tools,  
Marketers can free up  
**12 hours**  
per week to focus on  
higher value work

# CMO takeaway

Enabling marketers to **unlock greater content velocity**, especially those in groups underserved by core creative teams, is a critical opportunity. Starting this enterprise-wide effort with marketing teams can not only prove **early wins** but also **surface learnings** and **best practices that can scale** to every other function.

# Sales and business development

- Account representatives
- Business development representatives
- Customer success
- Sales enablement
- Sales specialists

**33%** of individuals in sales organizations spend

**20+** hours a week on content creation

# CMO takeaway

Marketing leaders can partner with sales to empower teams to **spend more time selling** and more meaningfully **relay the organization's value proposition** in their communications with customers. Identifying the right stakeholder to pilot the opportunity, along with appropriate training and enablement support, will be keys to success.

# Enterprise-wide knowledge workers

- Talent acquisition
- Communications
- Learning and development
- Employee experience
- Finance

 Bulk create

employees.csv

**Image**

**Headline**

profile-1037.jpg

Jamie Minnow

profile-1056.jpg

Ben Morris

Smith

**Jamie Minnow**

Financial Advisor

555 735 8973

Jminnow@email.com

Erica Smith

Ben Morris

# CMO takeaway

While content from knowledge workers is typically not governed by marketing, it directly shapes **brand perceptions, employee trust, and overall credibility**. Partnering with leaders in HR, finance, and other corporate functions to roll out a **governed content creation solution** enables marketing leaders to **mitigate brand risk**. This also allows them to show up for every audience — from candidates to investors, regulators, and more — with **a single, consistent brand voice**.

# Keep in touch!

Explore our full catalog of on-demand and upcoming events at  
[business.adobe.com/resources/webinars](https://business.adobe.com/resources/webinars)

**Adobe Express**

# Helpful resources

- Paper: [The Creative Multiplier](#)
- Product page: [Adobe Express for Businesses and Enterprises](#)
- Product page: [Get started with Adobe Express](#)
- LinkedIn: [Follow Adobe Express](#)
- Discord: [Adobe Express](#)
- Help: [Adobe Express learn & support](#)
- Tutorial: [Learn Adobe Express](#)