

Product guide

Scale content creation with Adobe Express.

Remix and tailor content for any channel, market, and audience while staying on brand.

Adobe Express



CLEAN HOME HACKS

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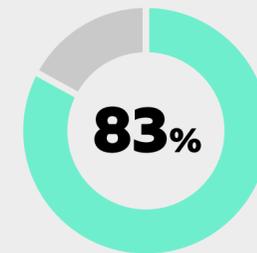
A vast amount of content is needed to power marketing today.

The battle for customer attention in today's digital landscape is fierce. Because customers are inundated with information, staying top of mind has become increasingly challenging for businesses. Teams must create differentiated experiences that span multiple channels, markets, and audiences, both internally and externally.

According to the *State of Digital Customer Experience* report, content demand is projected to grow 5x over the next two years. Organizations struggle to execute on more campaigns in environments where costs are under scrutiny and budgets are tightening.

In this setting, content has emerged as both a vital asset and a significant bottleneck.

Creative departments can't keep up.



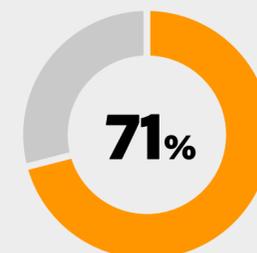
Exploding workloads.

83% said their creative team's workload increased over the last year.



Mundane, repetitive tasks.

4 in 10 creatives spend more than half their time on repetitive tasks.

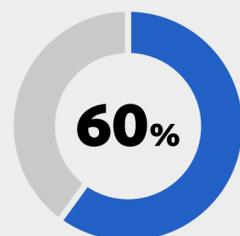


Slowdowns due to inefficiencies.

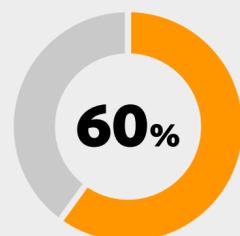
71% note challenges related to project management.

This all results in slower time to market, employee burnout, and stale brand presence.

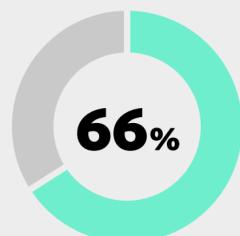
Repurposing content offers multiple benefits:



more likely to increase engagement



more likely to raise brand excitement



more likely to be considered on trend



more likely to increase brand relevancy

Source: Adobe and TikTok

According to *The Science of Repurposing Creative for TikTok*, a creative guide from Adobe and TikTok, marketing teams are finding that the answer is not as simple as creating and adapting more content, faster. So, how do we navigate this landscape of relentless demand for content and evolving expectations?

The good news is that smart repurposing of existing content can offer a quick solution to content creation—ads that feel more native are more engaging and lead to greater action. And with a little savvy and help from some choice tools, brands can achieve:

- Faster time to market
- Increased cost efficiency
- Improved brand favorability
- Increased consideration
- Increased purchase intent

We're here to explore how our cutting-edge generative AI platform for content creation and production is positioned to help brands seize these opportunities.

Source: Adobe and TikTok

Revolutionize content creation across your organization with generative AI.

Creative teams

Enhance ideation, accelerate content production, and free up time for true creativity.



12x productivity lift for image editing*

Operations and IT

Automate repetitive tasks, scale content variations, and speed up time to market.



>100x greater scale with similar resources†

Marketing, HR, and sales

Empower teams to self-serve, edit, and localize content while staying on brand.



5x faster creation of social content†

Drive scale and productivity at lower cost by putting AI at the heart of your daily workflows.

When applied strategically, generative AI can solve today's creative challenges and create step-change improvements in productivity, efficiency, and scale across the organization.



For creative teams, generative AI capabilities accelerate ideation and creation of high-quality content, reaching over 12x in productivity gains for tasks like image editing. Allow your creative teams to spend more time on innovative, creative work and less time on mundane, rote tasks.



For operations and IT teams supporting both creatives and marketers, generative AI helps automate dozens of repetitive tasks tied to content, such as scaling production for asset variations used for different channels and audiences. Teams have managed to increase their output more than 100x without expanding resources, leading to faster time to market and right-sizing of spend and agency partnerships.



And for sales, HR, and marketing teams, generative AI empowers them to self-serve and easily edit content to deploy campaigns while staying on brand.

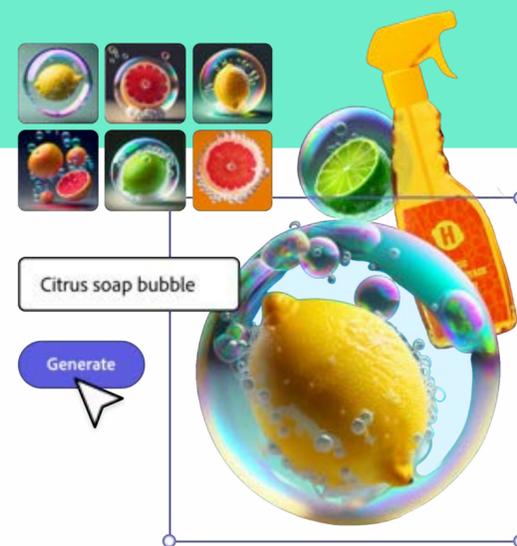
The Adobe Express difference.

Anyone can create standout, on-brand content with generative AI.



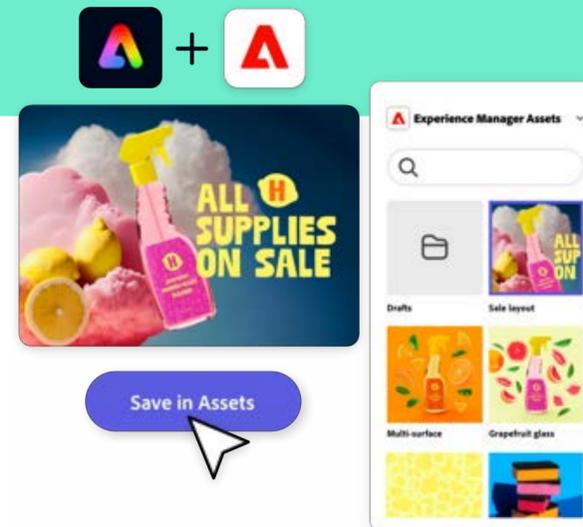
Empower

everyone to easily design anything.



Supercharge

employees with Firefly generative AI.



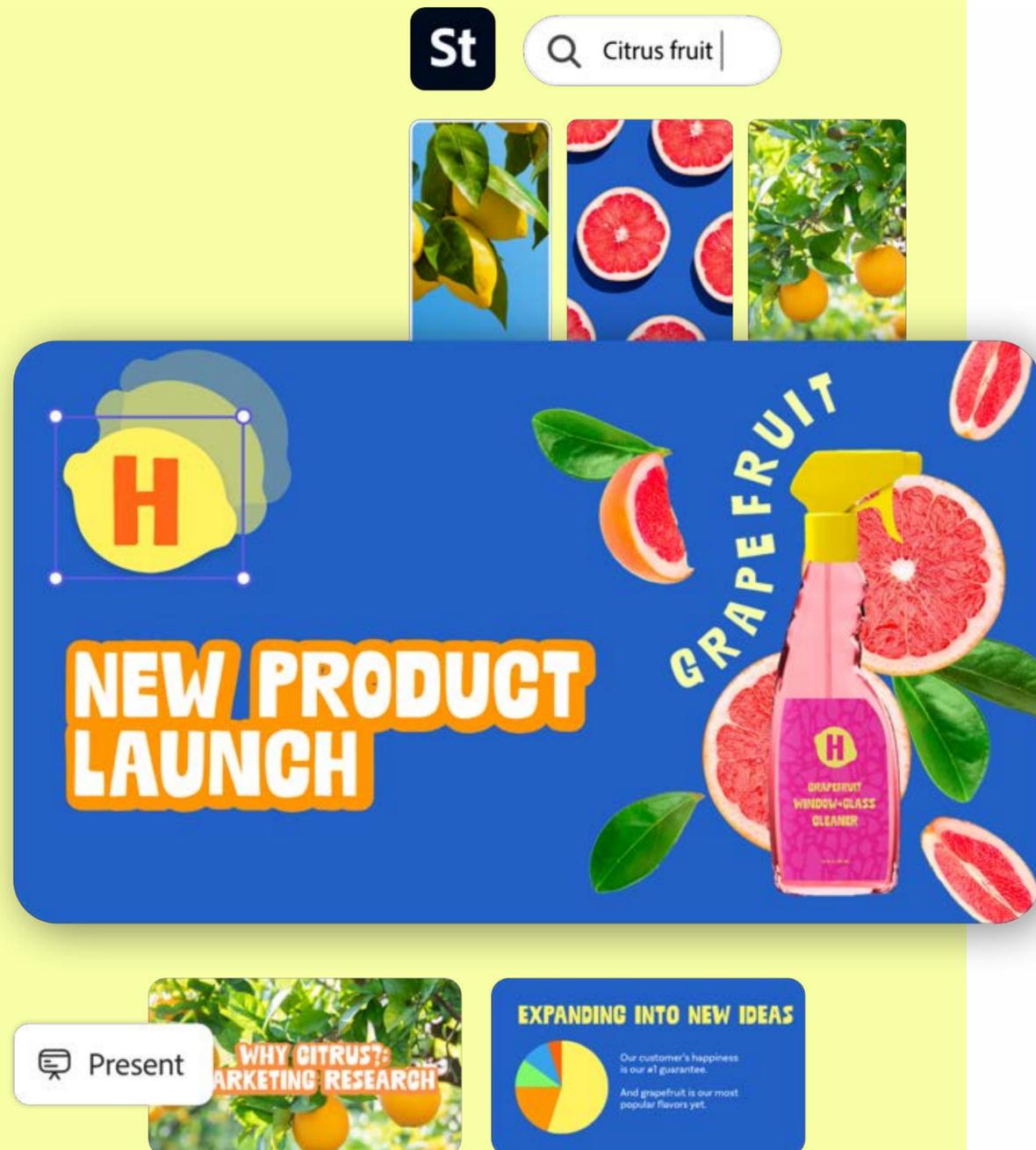
Enable

your organization with access to your creative team's assets.



Protect

your brand with creative controls and AI designed to be commercially safe.



Empower everyone to easily design anything.

Anyone can easily create standout content for marketing and business communication in one place. Imagine images, videos, flyers, presentations, banners, social—and more.

Core features

- Adobe Stock collection and Adobe Fonts
- All-in-one editor
- Drag-and-drop video editor
- Presentations
- Print capabilities

Top features

- One-click image, video, and PDF Quick Actions
- Bars, charts, pie graph support
- Thousands of professionally designed business templates for reuse
- Multipage support for flyers, brochures, and more
- Bleed and crop marks for print-ready outputs



Supercharge employees with Firefly generative AI.

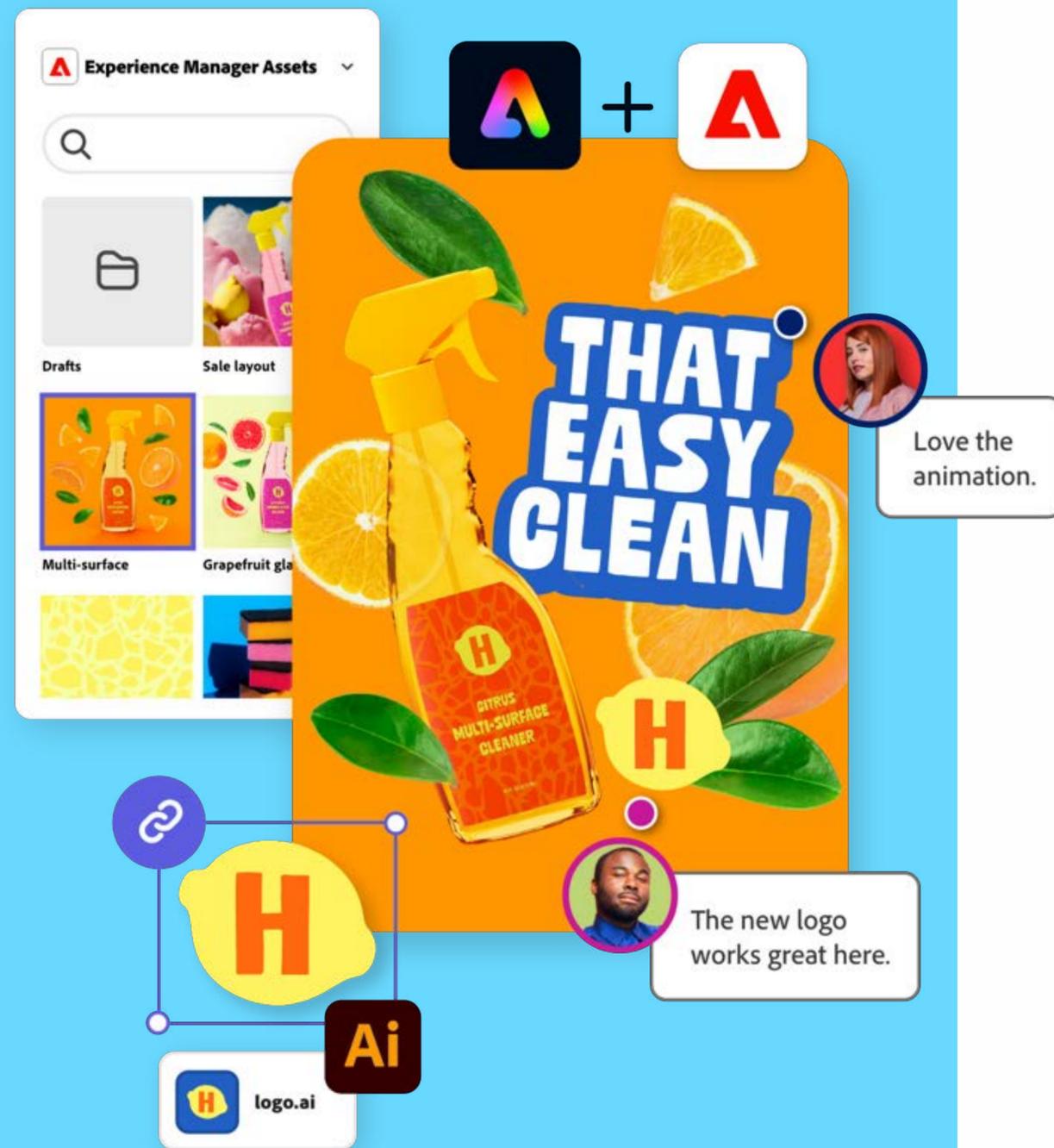
Save time with deeply integrated generative AI to instantly generate and customize production-ready assets. Produce variations for multichannel content in a few clicks.

Core features

- Integration with Adobe Firefly Image 3 for higher-quality, more detailed images
- Edit images with Generative Fill
- Generate social media captions
- Generate text effects

Top features

- Bulk generation and creation
- Generate images and templates with a single text prompt
- Generate images with reference images
- Translate into 45 different languages



Enable your organization with access to your creative team's assets.

Empower anyone in your organization to confidently create on-brand content. Integrations with Creative Cloud and Experience Cloud streamline workflows and increase asset reuse.

Core features

- Integration with Creative Cloud libraries
- Collaboration (live editing, commenting)
- Projects for easy file collaboration and management

Top features

- Linked asset interoperability (with Ps and Ai)
- AEM Assets add-on integration
- One-click apply brand colors and fonts



Protect your brand with creative controls and AI designed to be commercially safe.

Provide creative teams with the tools to facilitate brand consistency. Create with confidence using generative AI features powered by Adobe Firefly, designed to be safe for business.

Top features

- Brand kits
- Generative AI, designed to be safe for business
- Template locking and brand style control

With Adobe Express, creativity isn't just for creative teams.

Accelerate content creation with brand consistency across your entire organization.

Empower every team in the organization to scale on-brand content.

The challenge

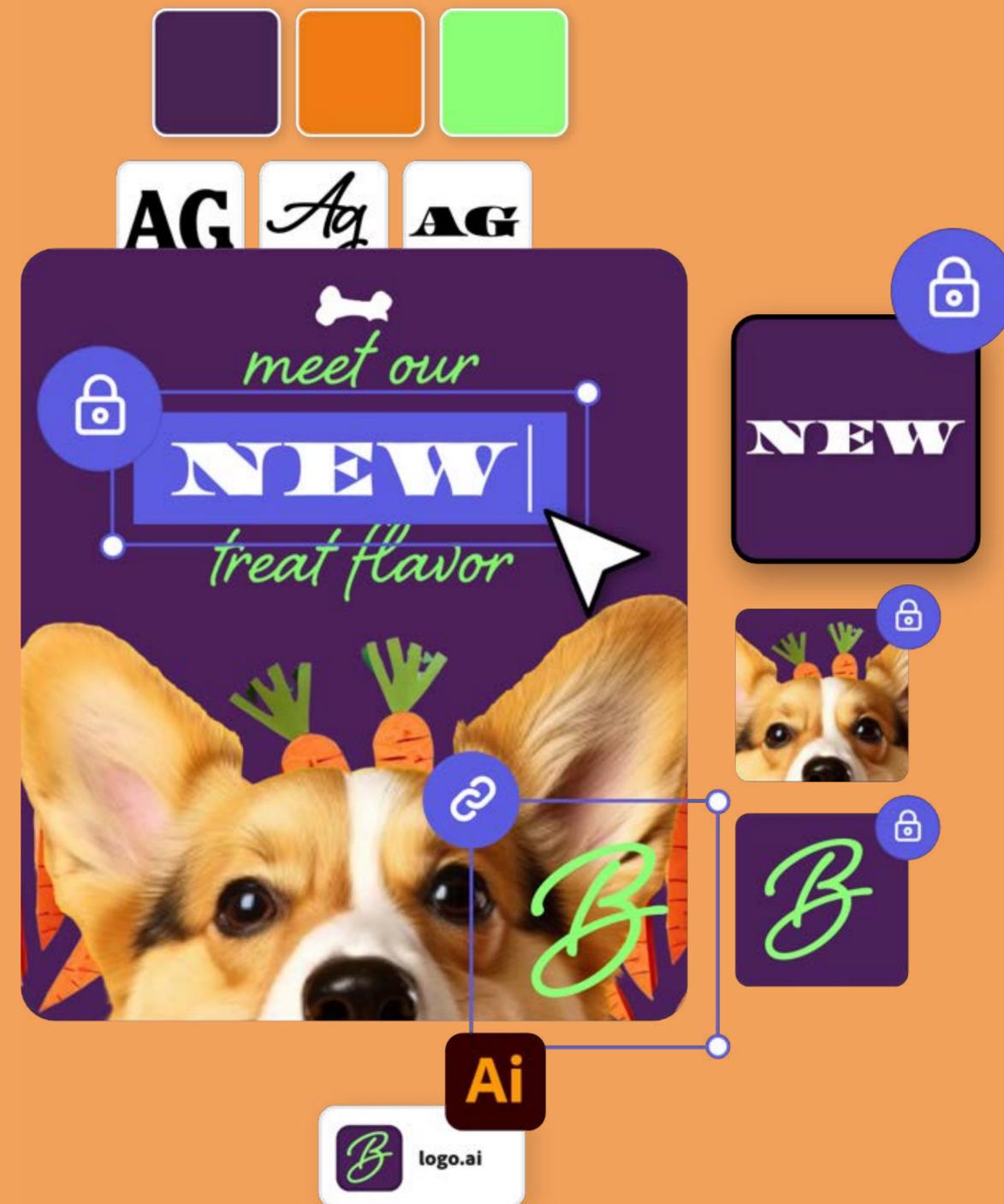
Organizations are not equipped to scale on-brand content creation beyond the studio team.

What Express can do

- Best-in-class Photoshop and Illustrator imports
- Single-click, fluid animations
- Reusable templates with enforced guardrails to keep teams on brand
- Brand Kits, Style Reference, and Custom Models (upcoming) for consistency

Business impact

- Free up creative teams to work on high-value projects
- Enable brand compliance across the organization
- Increase speed to market by allowing teams to make their own “last-mile” edits



CHANNEL MARKETERS

Reuse and adapt content for campaigns.

The challenge

Channel marketers do not have studio/agency support to quickly repurpose and adapt approved assets and produce variations for different channels.

What Express can do

- Easy customization of templates with brand controls
- Commercially safe image generation
- One-click advanced edits such as video and image background removal
- Custom caption generation or marketing copy modification with built-in AI caption generator

Business impact

- Free up creative teams to work on high-value projects
- Lower cost per asset and agency fees
- Faster time to market



REGIONAL MARKETERS

Enable regional teams to adapt branded assets for their market and audience.

The challenge

Regional and local teams cannot easily adapt on-brand assets for their audiences.

What Express can do

- Easy localization of templates with brand controls
- Single-click translation of content in more than 40 languages
- Bulk create variations and generate background images to adapt to region
- Save to company storage, such as AEM Assets or Google Drive

Business impact

- Free up creative teams to work on high-value projects
- Lower cost per asset and agency fees
- Increased relevance of content and ROI



SALES REPRESENTATIVES

Personalize customer presentations while staying on brand.

The challenge

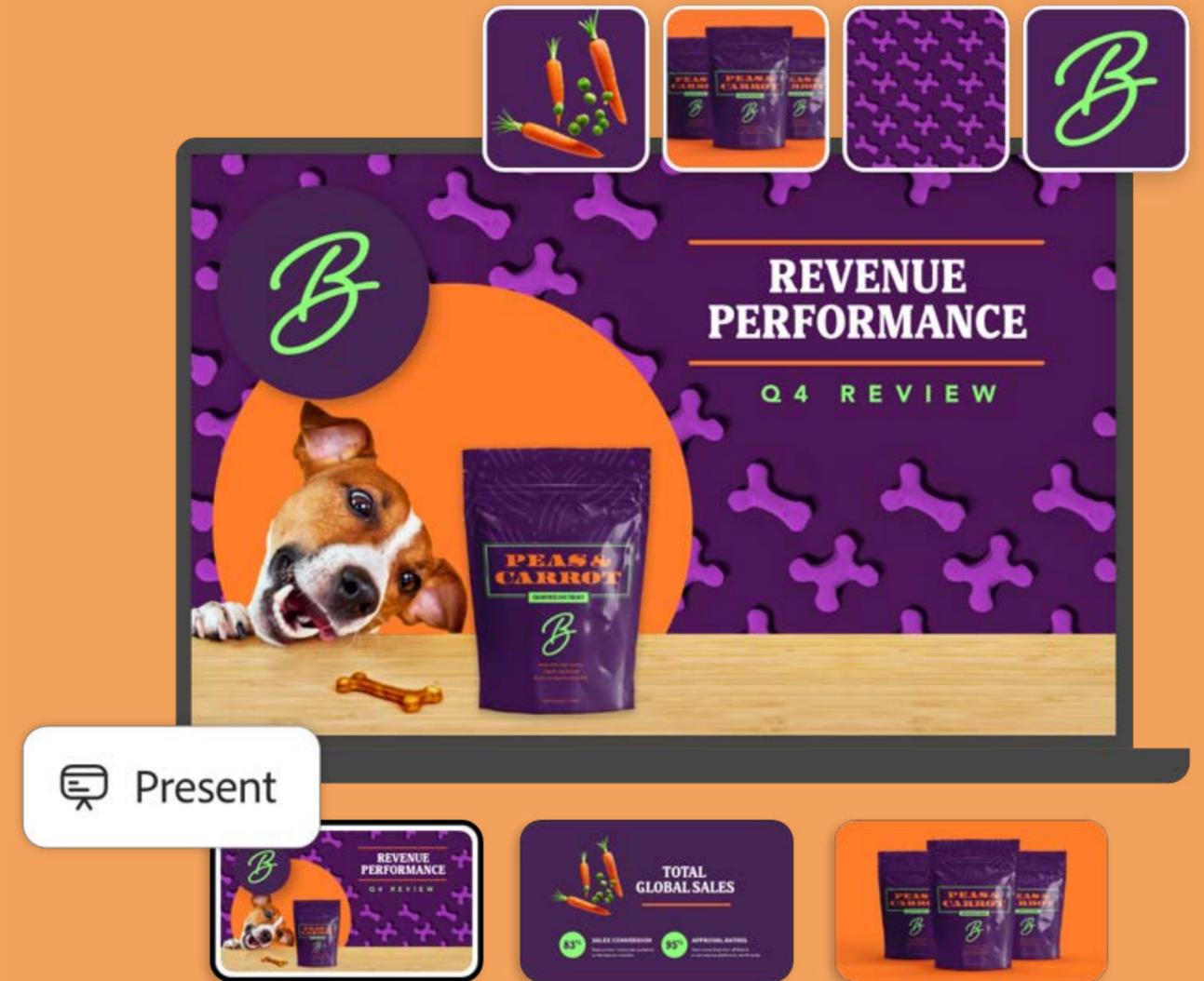
Sales teams are not equipped to create personalized on-brand presentations on short timeframes.

What Express can do

- Easy creation of professional, beautifully designed presentations
- Effortless placement of brand assets into presentation templates
- Generate industry-specific images
- Simplified sharing of customized presentations with internal teams from inside Adobe Express

Business impact

- Faster time to market
- Free up creative teams to work on high-value projects
- Maintain consistent look and feel across projects for increased brand impact



Create engaging content to support the company, recruiting, onboarding, and other events.

The challenge

HR and other business teams are not equipped to create fast, on-brand content to increase employee engagement.

What Express can do

- Easy creation of authentic, personalized communication for employees
- Generate imagery with style reference photos or images for consistent visual style
- Create multiformat versions of branded content for print and digital with single-click Resize feature

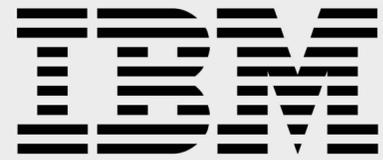
Business impact

- Faster time to market
- Free up creative teams to work on high-value projects
- Maintain consistent look and feel across projects for increased engagement



The Adobe Express promise: Accelerate content creation.

Learn why leading enterprises and agencies have turned to Adobe Express to visually communicate more quickly and create faster on-brand content.



Reimagine content creation and digital marketing.

IBM Consulting, the company's professional services arm, needed to launch a new campaign across multiple channels without requiring months of lead time.

How Adobe helped

Teams used Firefly, in conjunction with Adobe Express and Adobe Photoshop, to generate campaign assets in a matter of minutes:

- Creatives used text prompts to generate 200 assets and more than 1,000 marketing variations.
- Non-designers created compelling on-brand visual content by applying fonts, colors, logos, and images to marketing materials.

Results

- **Accelerated content delivery:** 60% faster time to market
- **Higher engagement:** 26x higher than the company's benchmark
- **Diverse audience reach:** 20% of campaign respondents identified as C-level decision-makers

30% project capacity increase for clients



70%

faster time to market
by empowering
marketers to self-serve

dentsu

Empower marketers to self-serve.

Dentsu, one of the largest global marketing and advertising agency networks in the world, needed to ensure consistency and content scalability for six main brands across 145 markets.

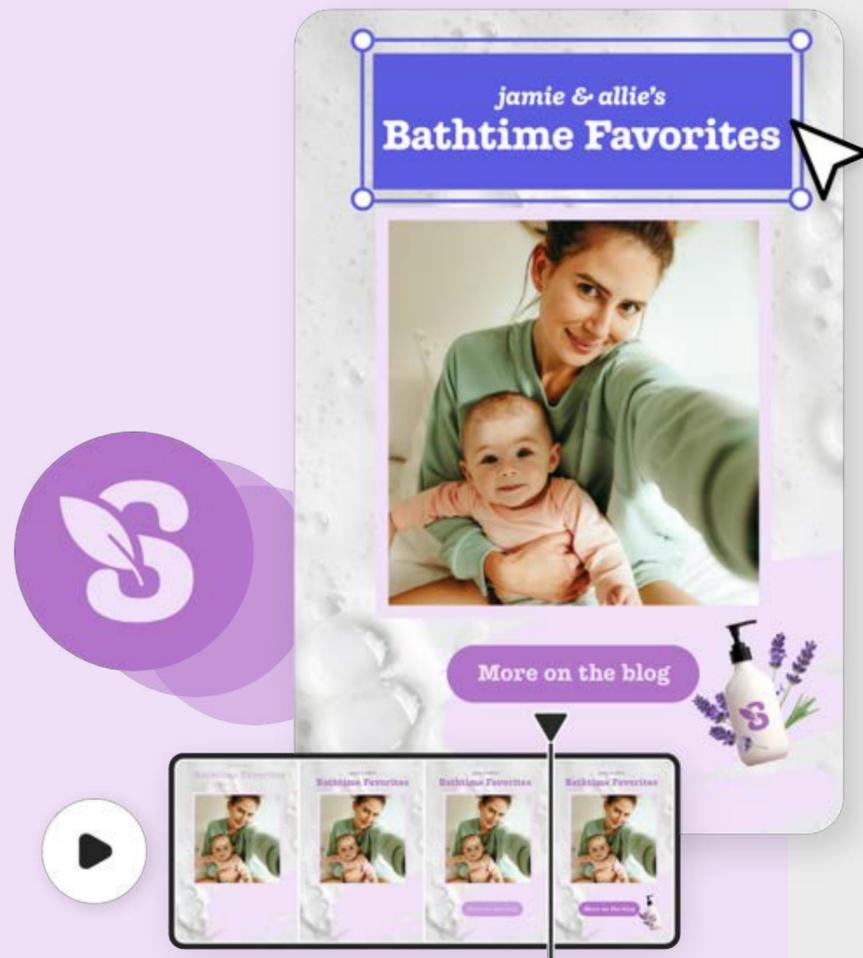
How Adobe helped

Dentsu leveraged Adobe Express to implement standards across the agency and empower marketers to meet demand for content across various channels:

- Designers provided marketers with **brand style kits and templates** in Adobe Express.
- With Firefly, creatives quickly built **mock-ups** and shared in Adobe Express for feedback.
- With Adobe Express, creatives and marketers added **animations** to social posts and easily compiled **video clips**.

Results

- **Accelerated content delivery:** 70% faster time to market by empowering marketers to create
- **Higher efficiency:** 20% reduction in creatives' workload
- **Scaled brand-specific content:** Heightened consistent visual identity and messaging across 145 markets
- **Enhanced collaboration:** Improved coordination between creative and noncreative teams



21% higher engagement rate

ABB

Enable global teams to create faster.

ABB, a 140-year-old technology leader in electrification and automation, wanted to execute its messaging with the right balance of speed, creativity, and control.

How Adobe helped

Small communication teams in different countries relied on Adobe Express to equalize creative resources:

- Libraries helped video teams create consistent social media content while staying on brand with little effort.
- Templates provided polished, brand-aligned social media posts for use across corporate channels.
- Creatives embraced Adobe Express for its power to explain complex ideas in a creative way.

Results

- **Increased involvement:** 21% campaign engagement—6x higher than average
- **Higher efficiency:** Generated video subtitles in minutes and quickly resizing assets tripled production speed
- **Creative exploration:** Empowered everyone with creative, on-brand communications with less effort, allowing teams time to try new ideas
- **Streamlined translation:** Reduced translation time from eight days to 30 minutes

Product guide

Thank you.

Teams across your entire organization can increase and amplify their creative work through the powerful generative AI of Adobe Firefly. Ready to try it out? Get in touch with your sales representative to get started.

Sources

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[“State of Digital Customer Experience,”](#) Adobe, 2023.

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Adobe

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