



Adobe perspectives

How Adobe Brand Studio scaled its content and creativity with AI.



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From vision to velocity.

In the era of AI, businesses that move fast, adapt quickly, and personalise interactions across every channel are delivering exceptional customer experiences. Creative teams are at the heart of making that happen. Today's creatives are expected to deliver a continuous stream of relevant, on-brand content across every touchpoint — and do it all at scale.



Adobe Brand Studio, our in-house creative team, knows this pressure well. Even with world-class talent, content demand was outpacing what we could deliver without risking burnout or compromising the creative process. And we're not alone. Creative teams everywhere are grappling with skyrocketing content needs that strain capacity and collaboration.



So Brand Studio did what creatives do best — we reimaged the process.

By embracing generative AI and smarter workflows using Adobe GenStudio, our end-to-end content supply chain solution, we've redefined what's possible not by working harder, but by working smarter. And in doing so, we're reclaiming energy, space, and inspiration to do what we love — bring bold new ideas to life.



Creativity + marketing + AI.

Marketing teams count on creatives to deliver the content that shapes meaningful experiences. If the right content isn't available at the right moment, your customers may move on. But it's not just the volume of content that's grown — it's the complexity. Channels have multiplied. Deadlines and budgets have tightened. And behind the scenes, disconnected systems, complex workflows, and version-control chaos slow everything down. When teams are out of sync brand voice splinters, leading to inconsistency instead of clarity.

Creative teams are uniquely positioned to change that. By aligning more closely with marketing teams, standardising workflows, and embracing generative AI, they can unlock a new paradigm of high-impact storytelling — one that's faster, smarter, and consistently on-brand.

Adobe has always been at the forefront of AI, embedding intelligence into creative tools to amplify creativity for well over a decade. Now, we're transforming the way creatives realise their visions by taking intelligence to the next level with Adobe Firefly, our generative AI platform, and integrated tools like Generative Fill and Generative Expand in Adobe Photoshop. We can move faster, freer, and with greater flexibility than ever before.

Generative AI has huge potential, but success never rests on technology alone. It depends on the synergy between human creativity and AI. Brand Studio's journey proves that when you align the right minds with the right tools, you don't just keep up — you lead the way.



At Adobe, the harmony between human creativity, streamlined processes, and cutting-edge AI has unlocked a new era of content scalability — empowering teams to deliver more, faster, and with greater impact than ever before.

Lori DeBortoli

Senior Director, Creative, Adobe Brand Studio

Scaling started with a shared vision.

Adobe is the creative engine behind some of the world's most iconic experiences. When it came time to pick up our content pace, we faced a dilemma: how to scale without sacrificing the creative excellence that defines us.

Creativity needs space to transform into the fullest expression of a vision. When creative teams face a nonstop stream of content demands, that space disappears — and instead of having the time and space to create unparalleled digital experiences, creatives can start to feel burned out.

Our creatives are guardians of our brand identity, specialists in storytelling, and irreplaceable voices in our Adobe narrative. That's why we had to think differently. We focused on solutions that respected the craft, protected our teams, and empowered us to do more without compromising the quality or heart of our work.

We put our efforts behind three core strategies:

- 1.** Aligning our creative teams to foster collaboration and clarity.
- 2.** Centralising our operations to streamline workflows and reduce friction.
- 3.** Connecting our tech strategy to support creativity at scale.

We brought structure to our scale while keeping our brand voice sharp, our visuals bold, and our storytelling true.



Our emphasis on collaboration, centralising operations, and connecting our tech strategy has not only preserved our creative excellence but also fostered an environment where creativity truly thrives. This alignment has been instrumental in enabling us to deliver impactful and authentic experiences at a pace that wasn't previously possible.

Austin Haycock

Senior Manager, Marketing Program Management, Adobe

How Adobe engineered creative excellence at every touchpoint.



Creative operations for scalable impact.

We started by expanding our creative operations team to streamline workflows and help us with change management. This team became the backbone of our transformation, making sure everyone worked in sync, followed the same processes, and used the right tools.



Standardisation

To scale effectively, our creative teams needed a shared language. We trained every team member on our tools, our design systems, and our asset libraries, and we leveraged technology to close skill gaps.



Onboarding

We treated onboarding as a continuous journey. Whether someone was a new hire, a vendor, or changing roles, we gave them the guidance and resources to get up to speed quickly. We maintained alignment, even as our teams grew and evolved.



Enablement

Speed only matters if you're headed in the right direction. That's why we invested in robust documentation, structured onboarding, and systems that empower people to hit the ground running — and keep running.



We knew creative operations would be key to scaling, but it ended up reshaping how we work. By aligning our people, processes, and tools, we've created the clarity and structure teams need to move faster without losing the space to be creative and agile.

Lindsey Anderson

Senior Marketing Program Manager, Adobe

Creative technology for transformational leaps.

As stewards of our creative brand, Studio's work must be authentic, scalable, and consistently reflect the power of Adobe technology. Every campaign, asset, and pixel we produce demonstrates what our products can do.

To support this mission, we formed a creative technology team to help us navigate the fast-evolving world of AI and automation. Working closely alongside the creative operations team leading change management, the creative technology team plays a critical role in evaluating, adopting, and scaling both Adobe and third-party tools.

Tech that serves the creative.

This team dove deep into emerging AI technologies, championing tools that align with our goals and making sure they're used correctly and consistently across the enterprise. By thoughtfully configuring and integrating each tool into existing workflows, they laid the foundation for scalable success, providing hands-on training, structured onboarding, and ongoing support. With a close eye on evolving tech, they continuously adapt our systems to meet the changing needs of creatives and the business.

Innovation where it matters most.

Having a creative technologist embedded in the team changed everything. Now we can:

- Assess the value and scalability of new technologies before we invest time and resources.
- Avoid costly missteps, like integrating tools that don't meet our needs.
- Build training and onboarding into every rollout for smooth adoption across teams.

This role is becoming increasingly vital for modern creative organisations — and we've seen firsthand how it accelerates transformation.



We weren't just looking at any emerging technologies. We partnered with the product teams to inform and test the very products we wanted to use in Studio. This was exciting and unique to our creative technology team.

Lorsen Koo

Creative Technologist, Adobe Brand Studio

Reinventing high-value campaigns with AI.

We see tremendous potential in using AI to scale content production, especially during high-volume moments like Black Friday, when tens of thousands of assets must be delivered quickly and consistently. For Adobe, meeting that demand meant rethinking how we produce content at scale. In 2024, we brought Black Friday production in-house for the first time, marking a major shift in how we approach high-volume campaign execution.

Brand Studio kicked off the campaign by crafting promotional copy and designing the visual centerpieces. But scaling those assets across languages, formats, and offers required more than creativity. It demanded automation.

The creative technology team added the capabilities of Firefly Custom Models to generate brand-consistent design variations. Using Firefly Services APIs and Adobe Workfront Fusion automation for each locale, our teams produced 20 assets per minute, dramatically increasing output while maintaining brand integrity.

This approach cut production time from weeks to days and reduced costs by over 63%. It's a model we now plan to roll out across global campaigns, with localisation built in from the start.



Drawing on deep product knowledge, our creative technology team used the auto-layout capabilities of Adobe InDesign to build flexible templates that could adapt to varying content needs.

Automation didn't stop at design. Metadata — essential for asset delivery via Adobe Experience Manager and Enterprise Content Platform — was streamlined using Workfront Fusion and custom macros, reducing tens of thousands of rows into manageable, structured data.

As assets were generated, Brand Studio reviewed and refined them, while localisation teams handled regional adaptations. Despite tight timelines and complex requirements, the team delivered, proving that with the right tools and collaboration, in-house production at scale is not only possible, it's powerful.

Looking ahead, we're exploring ways to further streamline reviews and revisions, including AI-assisted pattern recognition and real-time data-to-asset updates. For now, this project stands as a milestone in Adobe's journey toward a more agile, automated, and collaborative content supply chain.

Innovation with integrity.

Our creative technology team stepped up to one of the thorniest challenges — making sure our use of generative AI in marketing complies with legal and ethical standards. From image sourcing to usage rights, they've helped us adapt to this changing environment with care and accountability, setting a high bar for transparency and trust in the era of AI.

A unified design system for a unified brand.

To bring unity, personality, and scalability to our brand expression, we rolled out a bold, flexible design system called RED. This is not just a visual toolkit. RED is a strategic playbook for how the Adobe brand shows up in the world across channels, regions, and teams.

From Prism to RED.

We started with Prism, a design system developed during a 2020 brand refresh. Prism helped us codify templates and bring structure to our creative output. It laid the groundwork for something much bigger.

RED took that foundation and built a full-scale ecosystem.

- It defined how our brand communicates.
- It brought consistency to our visual identity.
- It created space for creativity and personality within a unified framework.



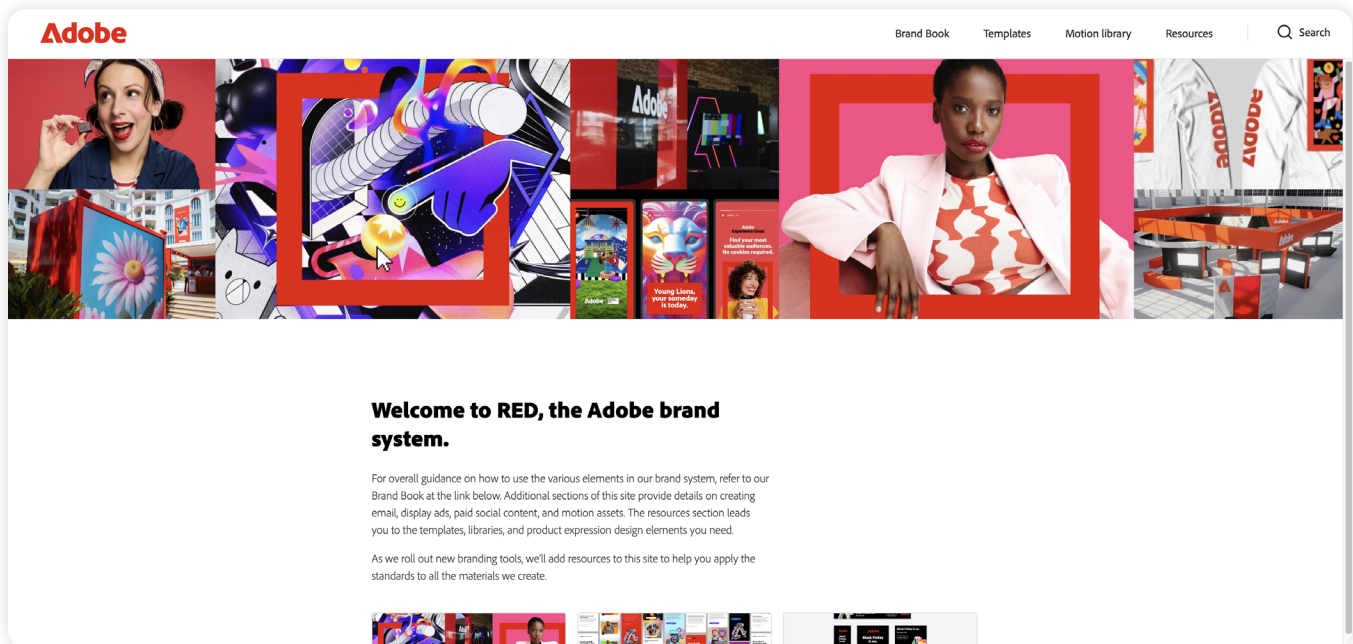
RED ensures consistency in foundational elements, driving brand cohesion and recognition. It enables efficient and scalable implementation across global markets while allowing the flexibility needed to adapt to diverse digital and physical experiences.

Angela Fisher

Senior Creative Director, Adobe

Creativity, connected.

RED unified our brand presence, making us more aligned, efficient, and in line with our brand standards. Now, our internal teams and agency partners move faster and more confidently — knowing they're building from a shared system. Every asset feels unmistakably Adobe.



Creative technology in motion.

As we integrated more AI into our creative processes, gaps became apparent. Our creative teams responded by shifting focus from bespoke creations to reusable templates and standardised systems. We invested in tight integrations, reliable workflows, and a single source of truth so our teams could spend less time reinventing and more time creating.

Establishing a single source of truth.

To keep teams aligned and moving fast, we created a centralised hub for templates, creative architecture, deliverables, presentations, and storyboards. Because this hub is connected to our design tools and creative plans, we're working faster and leadership is providing feedback earlier and more often. Everyone knows what's needed, the parameters for success, and the best path forward.

Our creative operations team keeps everything up to date. They make sure creatives don't have to start from scratch and can focus on crafting compelling content rather than worrying about formatting or branding. This single source of truth also helps us work better with our agency partners. They can see what we expect, what needs review, and how to work with us, creating a shared operational baseline that makes the entire creative process smoother for everyone.

Revamping voice and tone guidelines.

We work with creative teams across the country and around the world, and we've prioritised showing up as one brand no matter the location. In addition to RED, we created — and continuously maintain — comprehensive voice and tone guidelines to keep copywriters and content creators true to our brand's style and messaging.

Building shared libraries.

Nothing's worse than being pulled out of the creative zone to hunt down an asset or find the latest version of a file. That's why we built shared Adobe Creative Cloud libraries and a centralised Marketing Hub powered by Adobe Experience Manager Assets. Teams can grab what they need on the fly without having to dig through hard drives or scattered folders on Dropbox.



We created the foundational guidelines that keep Adobe's brand strong — defining voice and tone, building shared libraries, refining taxonomy, and establishing responsible AI standards. These critical frameworks ensure consistency across teams, empowering creators to focus on innovation while also maintaining brand integrity.

Erin Kelleher

Senior Creative Director, Adobe Brand Studio

Improving taxonomy.

When assets, campaigns, and content follow shared naming conventions and logical structure, teams can collaborate better and avoid costly confusion. We improved our taxonomy and made it easier for creative, marketing, and operations to find what they need and stay in sync.

Developing generative AI guidelines.

As the flagship user of our generative AI tools, we had a responsibility to lead by example. The creative technology team partnered closely with brand expression and legal to define guidelines for responsible AI use. Meanwhile, our copy teams crafted the messaging, voice, and tone to ensure our AI-generated content reflected a human-centered approach. Human oversight remains essential to keep the work creative, responsible, and true to our brand.

Scaling creativity, delivering results.

When we brought together our people, processes, and the power of generative AI, the results were dramatic. Speed increased. Scale expanded. Creative output soared.

Adobe Express MAX activation

At Adobe MAX 2024, our annual creativity conference, Brand Studio created an immersive installation to showcase Adobe Express. Inspired by the work of multidisciplinary visual artist Jen Stark and powered by Adobe Generative Expand and AI, the team rapidly iterated designs under tight deadlines.

The result: Towering 10-foot walls of dynamic art, motion-responsive elements, and a hands-on demo where attendees designed custom tote bags — all brought to life in just weeks instead of months.



Seeing other people walk up and engage with it, being fascinated with it, especially the interactive portion, was incredible. [A group of conference staff] were doing pirouettes and playing with it. That's burned into my brain forever.

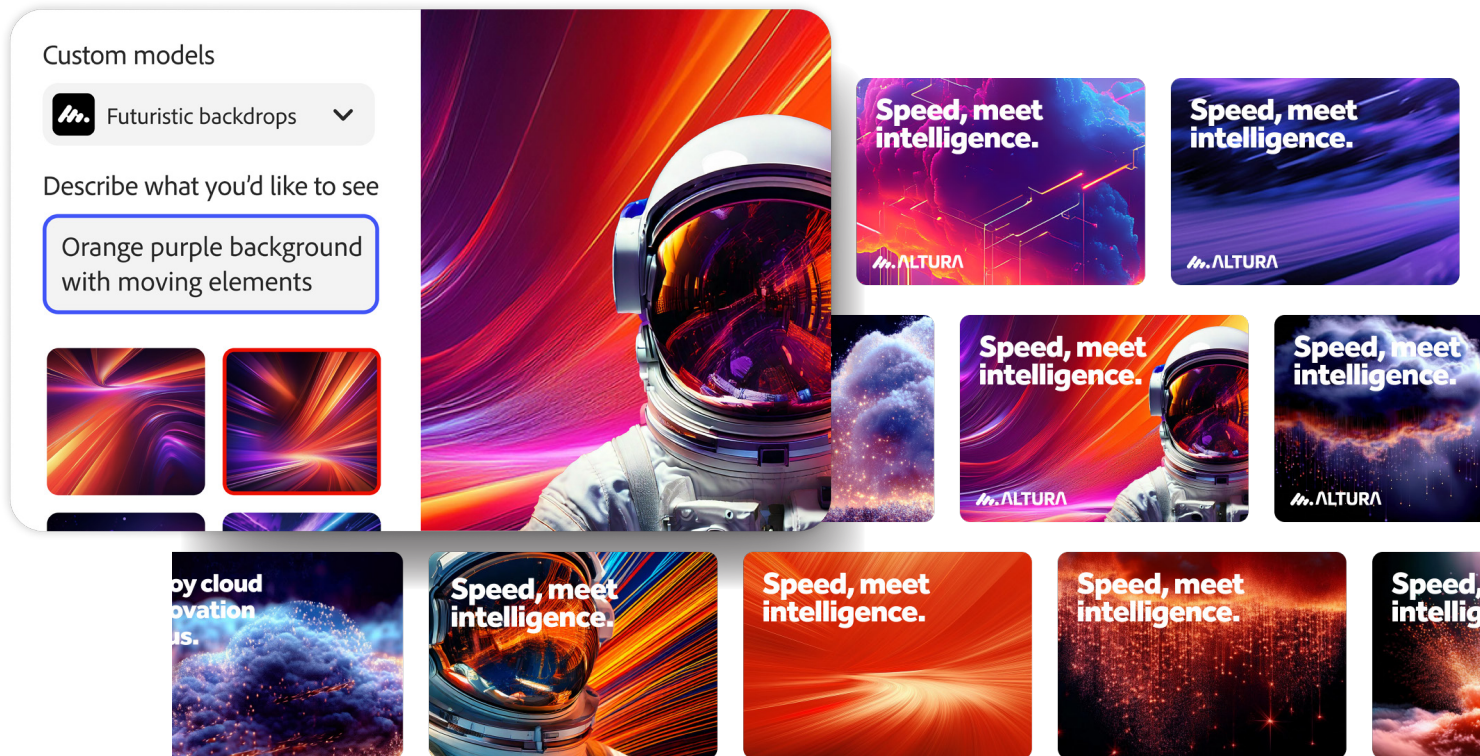
Rachelle Hollabaugh

Art Director, Adobe Brand Studio

Firefly Custom Models

Just weeks before Adobe Summit 2025, our premier digital experience conference, a small team of creatives banded together to create a webpage and video for Adobe Firefly Custom Models, a tool that lets teams train Firefly using their own assets and brand guidelines.

The result: Within an hour, they generated a sizable collection of on-brand imagery and met the deadline in record time.



Generating images can sometimes feel like a lottery. You win some and lose some. What I love about Custom Models is that I have full control of how the model is trained and get dependable results every time I click Generate. Sometimes the images it produces will go into new territories I never even thought to try.

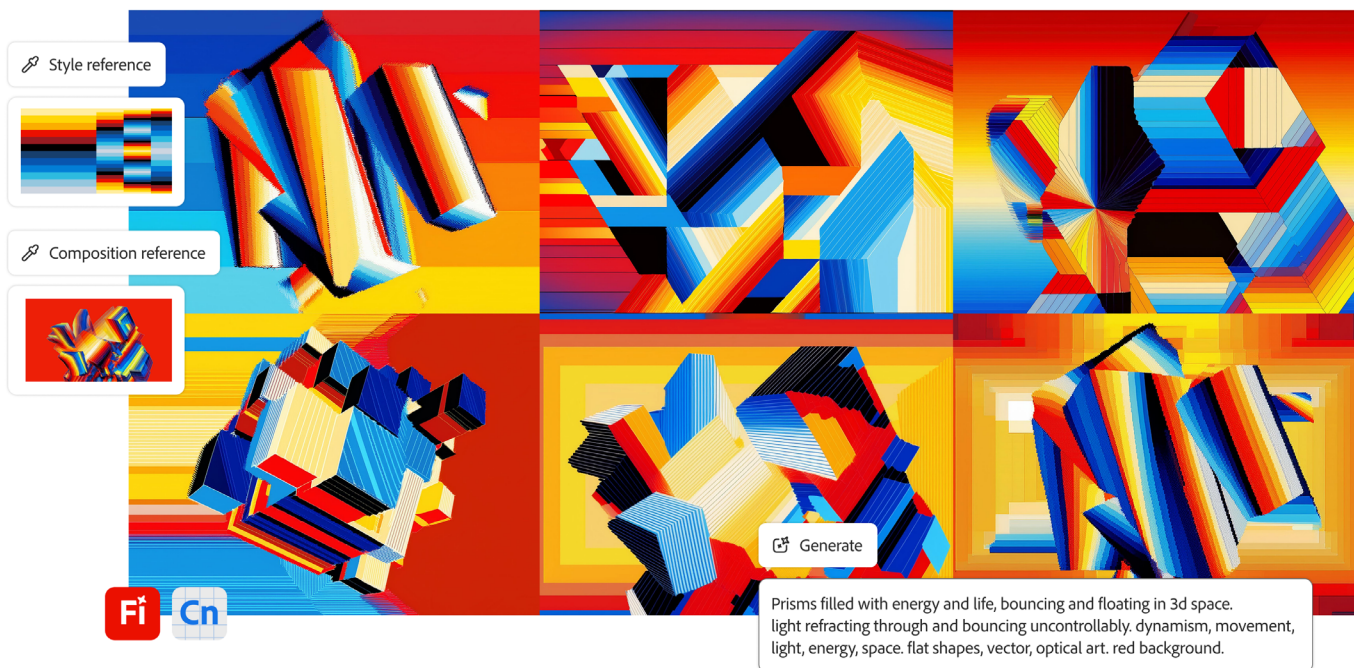
Noah Kuddus

Associate Creative Director, Adobe Brand Studio

Adobe Summit Bash identity

For Summit Bash 2025, Brand Studio used a collection of Adobe technologies to develop a bold, prism-inspired identity. They began with collaborative moodboarding in Firefly Boards. Then the team transformed the winning ideas into vector art in Adobe Illustrator and animated them using Firefly, Adobe Premiere Pro, and Adobe After Effects.

The result: A color-saturated, multi-surface visual experience blended human creativity with AI acceleration.



Firefly Boards is a tool to take your time with and experiment. To explore your ideas. You source things from everywhere, drop them in, see what everyone else is doing, and iterate from there. That's what I love.

Chris Bartoldus

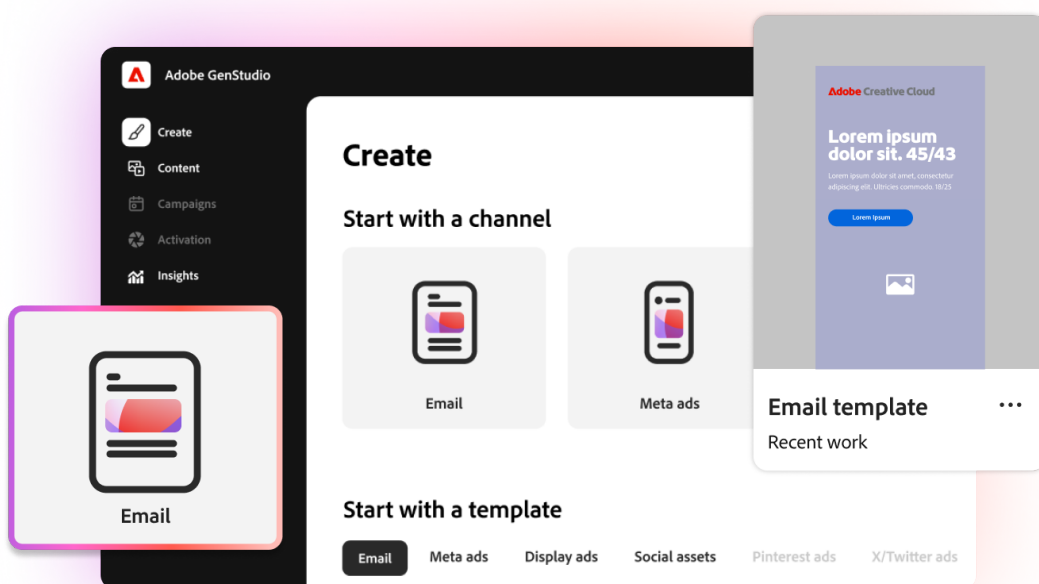
Senior Designer, Adobe Brand Studio



Adobe GenStudio for Performance Marketing

Studio's creative technology team partnered with the product and performance marketing teams to shape the voice and visual systems behind Adobe GenStudio for Performance Marketing — a generative AI tool that empowers marketers to create personalised ads and emails at scale. On the copy side, Studio acted as subject matter experts to help the product team build a brand voice intake system and tested it weekly with real briefs. On the visual side, Studio developed an image schema, distilling 45 pages of visual standards into concise prompts the model could act on, enabling marketers to generate on-brand imagery without being brand experts.

The result: The tool is still learning, but thanks to collaboration between Studio creatives and product developers, it's getting closer to brand-quality copy every day.



Generative AI is getting better and better each day, which makes it possible for anyone to create content. But that doesn't mean we should overlook the value of trained creatives who know how to craft compelling, on-brand ads. What's great about GenStudio for Performance Marketing is that a creative must be the one to set up and test the brand guidelines, so when marketers step in they're working within a strong, consistent framework.

Soni Obinger

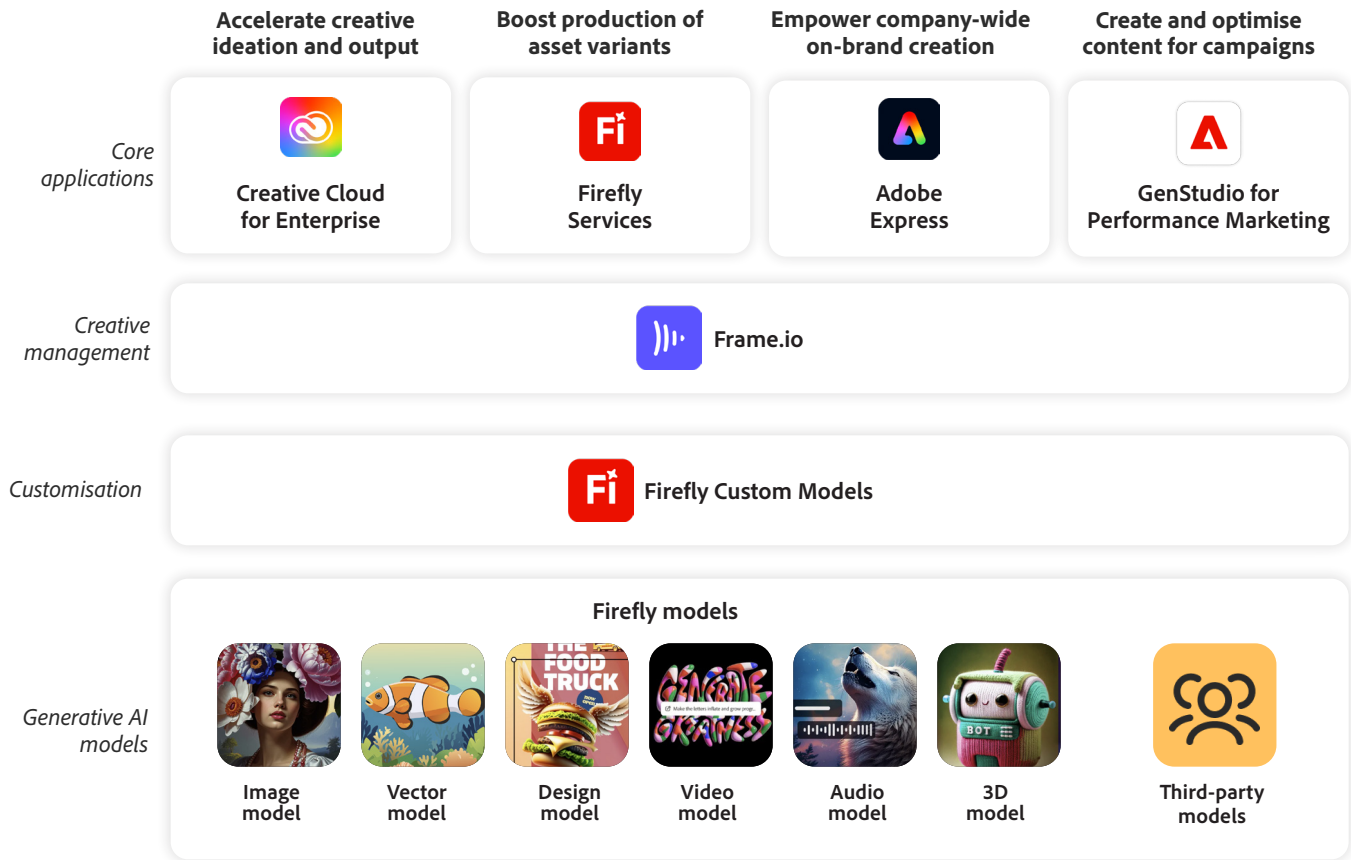
Associate Creative Director, Adobe Brand Studio

Pushing the boundaries of what's possible.

At Brand Studio, we're constantly evolving how we work to drive better creative outcomes. We're digging deeper into data to understand what works, why it works, and how to do it better.

By expanding access to performance data and integrating it directly into our workflows, we're helping creatives make more informed choices. We're also exploring how specific creative elements — like color, tone, or layout — resonate with different audiences. With the right inputs, teams can pitch their creative choices with confidence, clarity, and strategic alignment. It's not about whether someone likes the music. It's about whether your message moves the needle.

With our creative operations and creative technology teams at the helm, Brand Studio is streamlining content operations by tapping into the full power of Adobe GenStudio. Our writers, designers, and creatives use Creative Cloud tools to build content that's on brand and on target across channels and markets. Natively integrated Adobe Experience Cloud tools, like Adobe Experience Manager Assets and Adobe Experience Manager Sites, connect every stage of the creation process in a unified content supply chain that improves communication, collaboration, and accountability. From project kickoff and management in Adobe Workfront to seamless integrations with Creative Cloud applications like Adobe Express and Frame.io, Studio collaborates closely with marketing teams so there's far more speed and far fewer bottlenecks to content execution and delivery.



Best practices for scaling creativity with AI.

Technology evolves fast. And so must our strategies. When building out your company's creative merger with AI, keep these best practices in mind:

1. Executive sponsorship is essential.

Any time there's major change within an organisation, whether it's integrating new tools, overhauling workflows, or shifting company culture, you'll want active support from senior leadership. You'll need to prove how your strategy will improve scale, costs, and speed — but once executives are on board, the entire organisation listens. Leaders make sure teams have the resources, stay focused on shared goals, and inspire trust and commitment in the transformation.

2. Empower creatives with data.

Creatives are your strategic partners, so keep them connected to data inputs. It's not enough to just hand them the insights. Integrate creatives into the process and encourage collaboration. Data tells many stories, and creatives can help question, test, and shape them.

3. Make information central to leadership.

When teams are equipped with the clarity and support they need, they make smarter decisions. Make this a core philosophy and the quality of the work, the strength of the brand, the speed of delivery — and yes, the bottom line — will improve. This mindset is especially critical for organisations that are evolving, restructuring, or scaling.

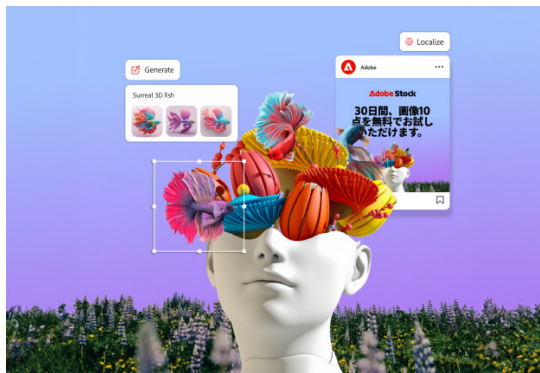
4. Keep evolving.

To stay ahead, scale your teams strategically, sharpen your talent, and evolve your content operations to drive greater speed, productivity, and creative impact. Leverage new technologies that accelerate creativity and efficiency, especially as AI becomes a bigger part of the process. Strengthen your brand by fostering a culture of experimentation and prepare your teams for what's next. That includes supporting new ways of working and emerging roles like the creative technologist.

Take the next step toward smarter creativity.

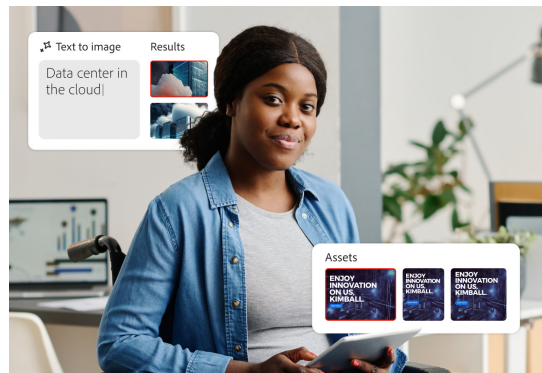
The future of visual and narrative work is strategic and data-informed — powered by AI but led by human creativity. Brand Studio's journey shows that with the right foundation in place, creative teams can scale content production, lead innovation, and deliver exceptional experiences at speed and scale.

Explore how Adobe solutions can help your organisation amplify its creative output while supporting the people behind the work.



Get a behind-the-scenes look at how Adobe's Global Marketing Organisation scaled content creation with GenStudio for Performance Marketing.

[Read the story](#)



Learn how we transformed our enterprise content supply chain to deliver faster, smoother content workflows.

[Find out more](#)



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