

SOLUTION GUIDE

How leading companies are growing on-brand content with Custom Models.

Adobe **Firefly**



On-brand creativity at scale: A strategic priority.

Your brand identity is more than a look. In many cases, it's as valuable as the product itself. But as content demands surge, keeping everything consistent across channels, markets, and teams becomes more than a creative hurdle. It's a strategic priority.

Content demand isn't just growing. It's exploding. With 5x growth expected in the next two years and 85% of businesses already feeling the pressure, creative and marketing teams are being stretched in every direction.

A smarter way to scale.

Firefly Custom Models help brands create high-quality, on-brand content at scale. By training generative AI with your own brand assets, everything from campaign visuals to character designs can reflect your brand's unique style without sacrificing creativity or control.

Consumers want high-quality creative from brands they trust:

70% of consumers are more likely to buy from brands they trust.

4.6x higher marketing ROI comes from high-quality creative efforts.

Source: Adobe, 2023

Creative and marketing teams struggle to keep up:

80% of employees feel increasingly pressured to be more productive rather than more creative.

65% of marketers struggle with maintaining global brand consistency.

Source: Microsoft and Phrase

Great marketing starts with great visuals. Scaling them is the new challenge.

Across industries, companies are using Firefly Custom Models to make unparalleled gains in scale and efficiency while doubling down on brand integrity and human creativity. Whether it's a seasonal campaign ask or evergreen global assets, teams are using this technology to deliver creative work faster, without losing control.

Custom Models let you train generative AI on your own brand assets and fine-tune the results with tools like composition reference, style reference, and effects presets. And because they're built right into Adobe's creative apps, it's easy to localize and personalize content for different regions all within the workflows each team already knows and uses.

The following stories show how leading brands are already seeing results and how you can use Custom Models to level up your brand and content at scale.

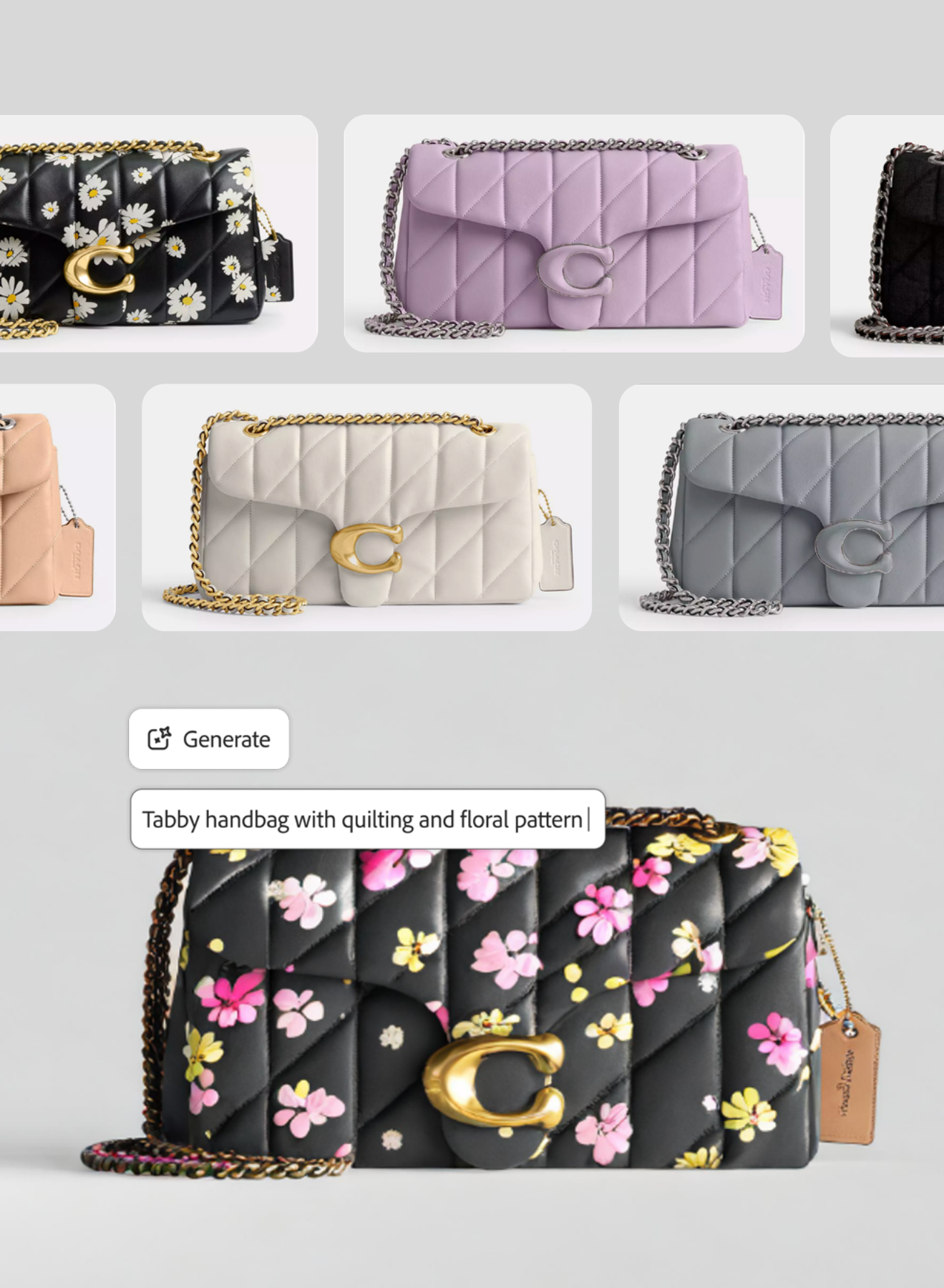


CUSTOMER STORY

Coach trained Adobe Firefly generative AI on its own assets.

Digital twins, virtual replicas of physical products, have become so popular in recent years that they've reshaped the fashion industry. Created through a mix of photoshoots and CAD technical drawing, digital twins enhance the product development cycle, making it possible for teams to experiment with new concepts more easily while bringing in direct consumer feedback. They are also used for everything from social media campaigns to in-store merchandising.

Demand for digital twins has exploded for companies like Tapestry, the parent company behind Coach, Kate Spade New York, and Stuart Weitzman. To meet this growing demand, Tapestry embraced generative AI through Adobe Firefly — a commercially safe family of creative generative AI models — by training Firefly with its own proprietary assets and creating a custom model. This means that when text prompts are used to generate a new image with Firefly, the generation will match the brand's identity.

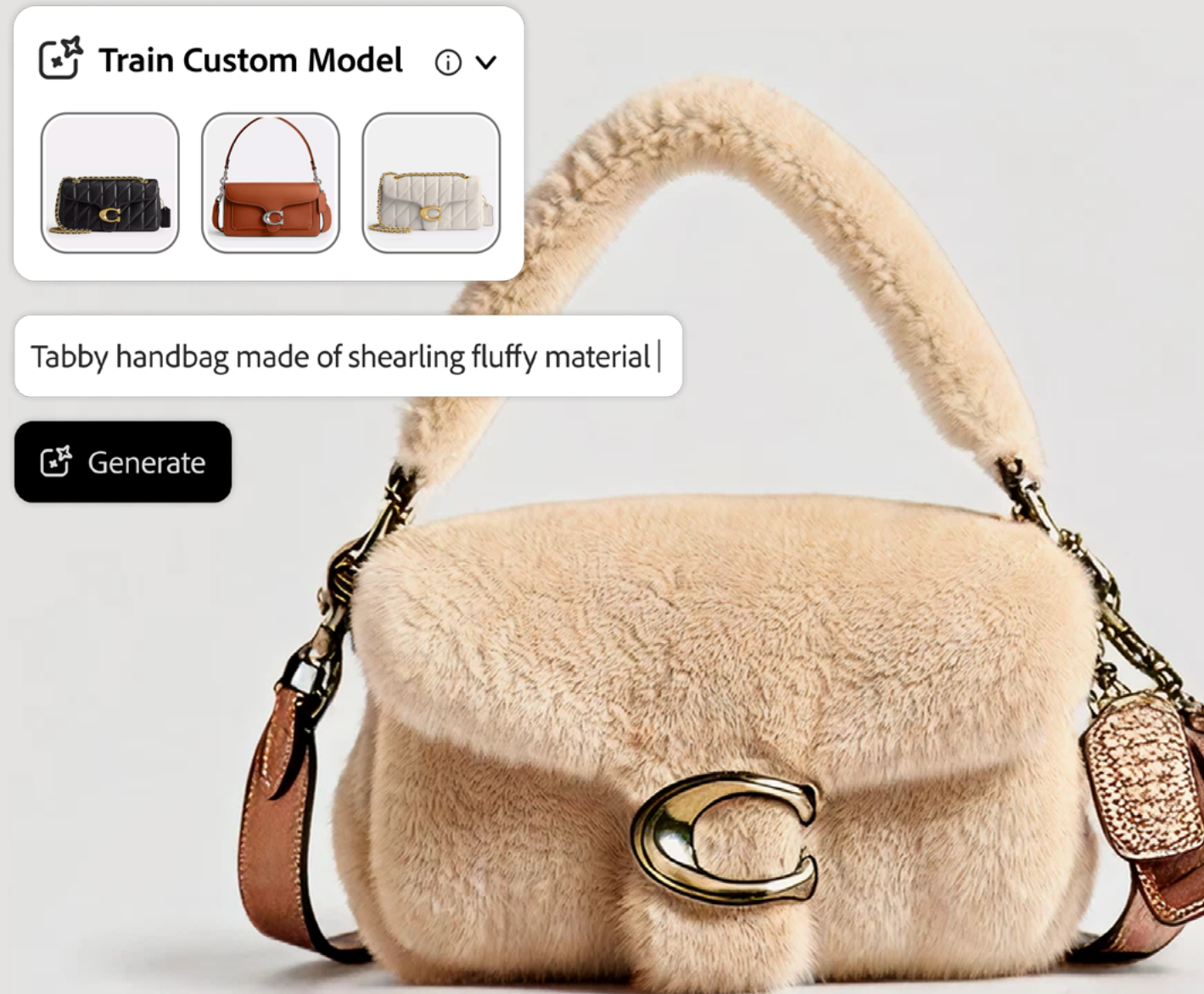


Scaling creativity while staying on brand.

After training Firefly with its proprietary assets, the team tested a prompt: “Tabby handbag made of shearling fluffy material.” The AI-generated image reflected the same details and materials as a real Coach Tabby bag already seen on store shelves. It was an epiphany for the company that provided it a way to scale a critical internal service — allowing teams to better ideate and deliver products that resonate with customers.

When their data science is enhanced with digital twins, teams can extract knowledge and insights that can be used to inform decisions and predictions on how they create, make, and sell products. By tapping customized models, teams will be better equipped to fulfill staggering demand without any sacrifice to quality or consistency.

With digital twins now central to product design, Coach is using this technology as both an efficiency driver and a creative tool, transforming the way it brings its iconic handbags to life.






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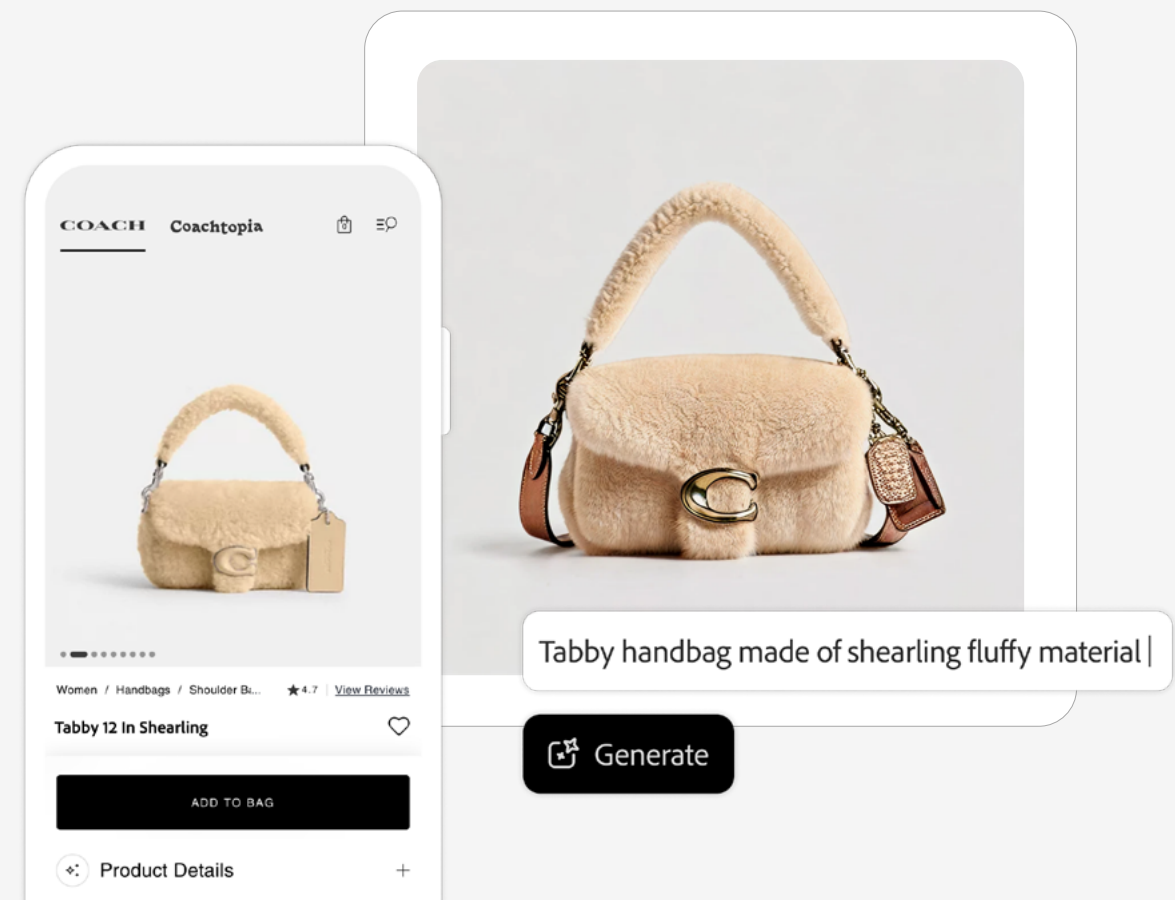
At Tapestry DPC, we understood the potential for generative AI to alleviate the bottlenecks that were preventing us from scaling our digital twins, but we needed a trusted partner that was reliable and ethical in their approach to the technology. We have a long relationship with Adobe, and our teams love their design tools. We felt confident in what Adobe Firefly could generate, and the result from our customized model will dramatically change how we support our brands from concept to consumer.



J.J. Camara
Senior Director of Digital Product Creation
Tapestry

Business Impact:

-  **Faster ideation:** Designers could rapidly test new concepts and take advantage of cultural trends.
-  **Scalable on-brand content:** Rapid creation fueled marketing campaigns with consistent imagery.
-  **Consumer insights:** Focus groups engaged with digital prototypes before physical production.





CUSTOMER STORY

IPG's Studio Rx brought a bold new brand to life 5x faster.

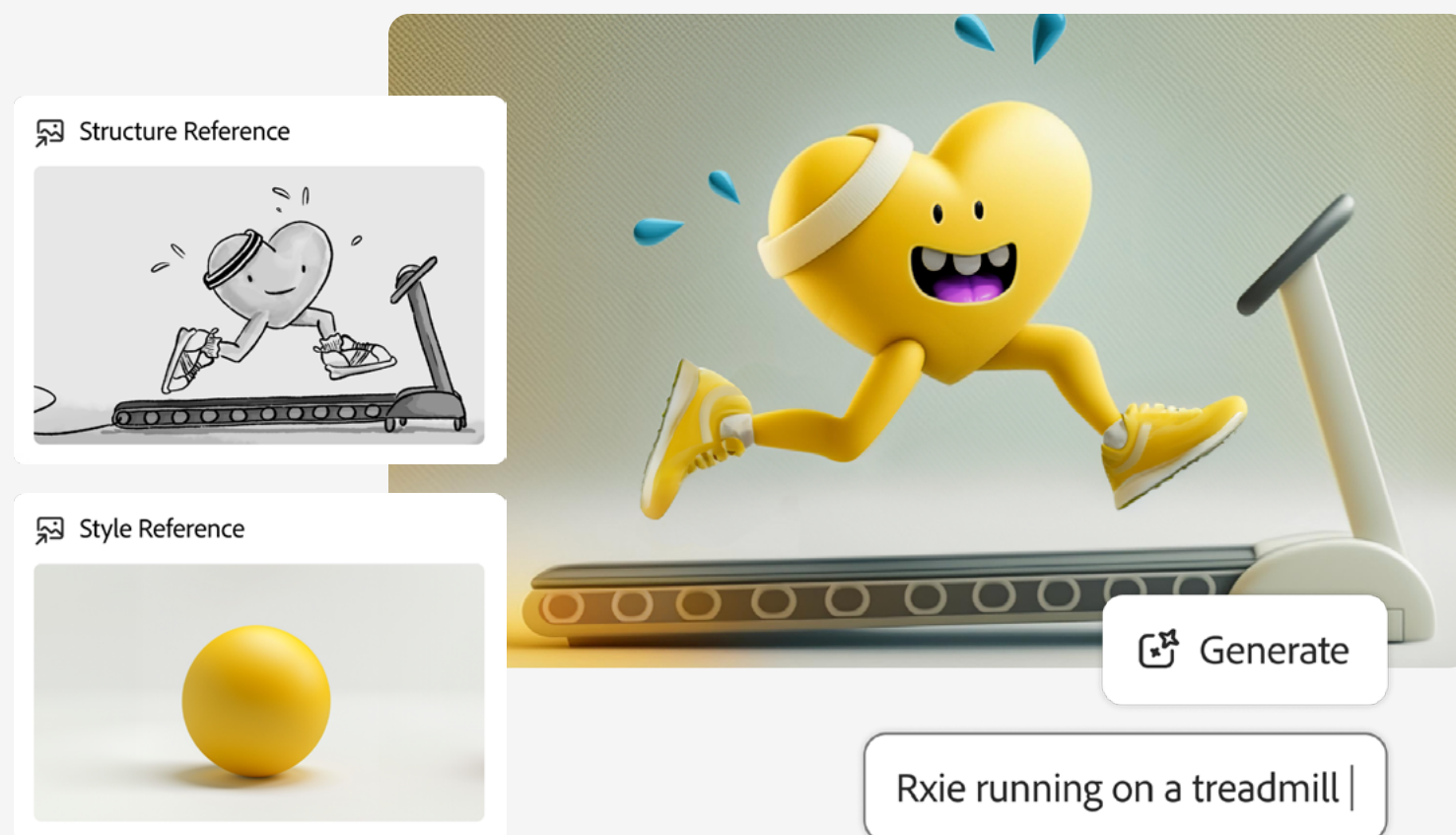
Character themes can infuse a campaign or brand with a strong, engaging identity, and Custom Models make it possible to create character-driven content at lightning speed.

When Studio Rx, a global production company under the IPG Health network, set out to reinvent its own brand identity, the studio's campaign centered around the "Rxies," a family of characters representing Studio Rx capabilities and offerings.

While the characters started as hand-drawn sketches, the team was determined to use their expertise in generative AI to make the campaign truly come to life. With Adobe Firefly, over 20 final assets were delivered and showcased on the website in just 10 days, speeding up the previous process by 5x.

Creating a character theme with a cohesive aesthetic.

The team was impressed by the level of creative control and quality delivered by Firefly. Using Structure Reference and Style Reference, which use a reference image's style and structure to create multiple variations, the ideas on paper were quickly transformed into final digital art.

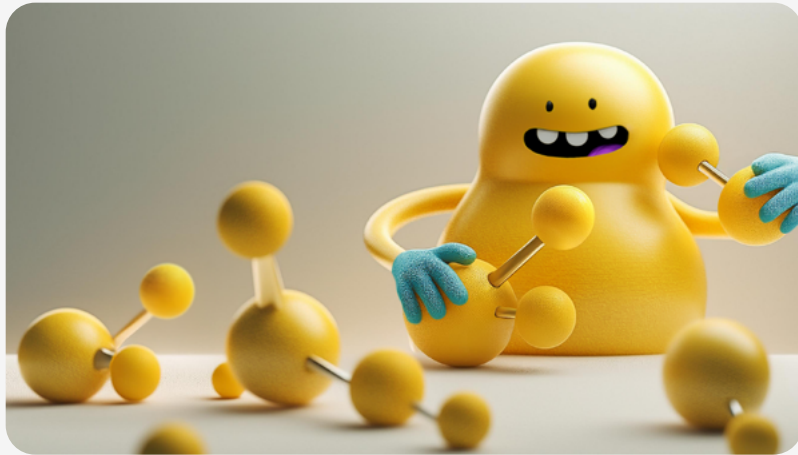


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When we used Adobe Firefly for this campaign, we knew we had trusted technology that could provide the efficiency gains we were looking for while enabling us to maintain creative control over the content. What made it really special was how Firefly allowed us to retain the personality and style of our artist's work in the finished images, a critical aspect of how we wanted to portray our brand.



Matt Hall
Executive Creative Director
Studio Rx






Scaling the results.

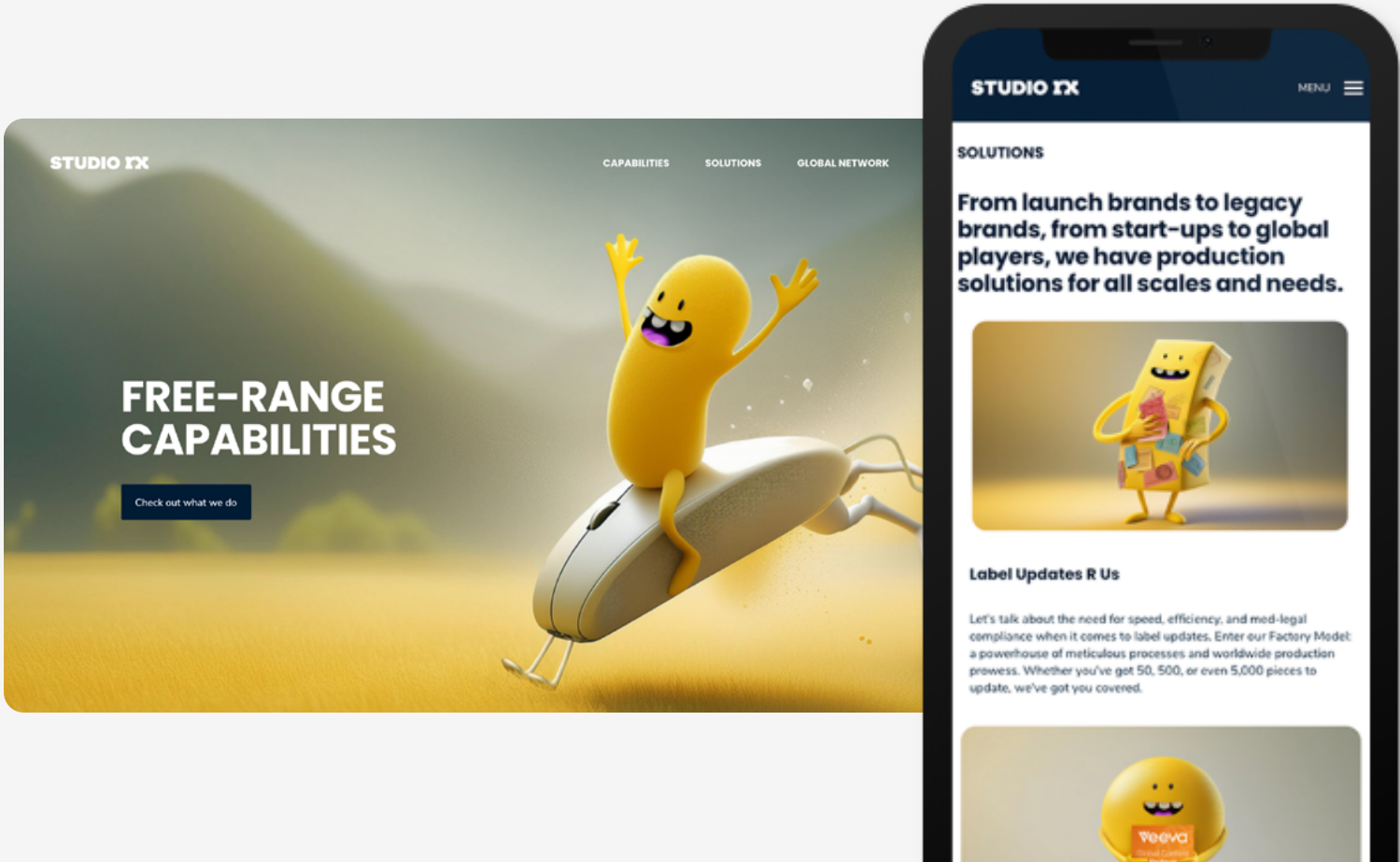
When the team needed to multiply the initial 20 assets across everything from email campaigns to social media posts, they used Custom Models.

By training Firefly with the initial set of 20 Rxie images, they crafted a customized solution that could instantly produce new backgrounds, subjects, and foregrounds for the characters — all while maintaining brand consistency.

By fine-tuning Firefly in this way, the team could scale content creation for a wide variety of use cases without too much retouching. Working directly from text prompts, the agency can continue to place Rxies in new environments, poses, and styles that suit its needs.

Business Impact:

-  **5x faster production:** Assets delivered in weeks instead of months.
-  **Creative control:** Generated assets retained the original, hand-drawn personality.
-  **Scalability:** New iterations of on-brand assets created for multichannel use.



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AI tools like Adobe Firefly enable Studio Rx to deliver high-quality content with remarkable efficiency and are scalable to manage the content needs of our healthcare clients. But it also opens up new possibilities of what can be created, such as hyper-personalized content for patients or healthcare providers, and that’s something our clients are really intrigued by.



Graham Johnson
Chief Production Officer
IPG Health



“What used to take weeks can now be done in just a couple of days with the Adobe tools. It’s a game changer for us and for our clients, who see us as incredibly agile and responsive.”



John Van Der Holst

Technical Practice Lead

Multimedia Strategy, Environment, Canada
AECOM

CUSTOMER STORY

Empowering teams across the enterprise.

When producing vast amounts of content was pushing brand teams to their limits, the global infrastructure consulting firm AECOM turned to creative tools powered by Adobe Firefly.

For AECOM, success depends not just on what they build but on how they tell the story. To inspire client confidence in pitches and mockups for projects, ranging from the Brisbane Olympics to railways, all communications have to be consistently branded.

After combining visuals generated by Firefly with their expertise to create storyboards in days instead of weeks and using branded templates in Adobe Express to establish global consistency, AECOM’s brand and creative teams now have plans to explore Firefly Custom Models and scale workflows globally.

AECOM’s plans to explore Firefly Custom Models highlight how generative AI offers the opportunity to think large and wide about new ways to accelerate ideation and empower marketers to scale on-brand content across a large enterprise.

CUSTOMER STORY

Scaling campaigns while staying on brand.

As a digital-first company, Monks pushes the limits of what technology can do, handling everything from artistic direction and production to strategic and technical support for the world's biggest brands. But no matter what challenges clients face, they need a steady stream of powerful visuals that appeal to diverse audiences.

This award-winning marketing and technology services company uses Adobe Creative Cloud and Adobe Firefly to remove bottlenecks and automate creative journeys. The next stage involves generative AI powered by Firefly within all Creative Cloud apps to combine, enhance, or generate images to better illustrate designers' concepts. Using Custom Models, designers can train Firefly on a client's specific style, making it easier to scale content quickly while staying on-brand.

With the ability to adapt and tailor the outcome, Custom Models are especially useful to organizations that serve diverse audiences with an unending variety of visual concepts.



“The real benefit for brands is that AI helps reach larger audiences. Because we can create variations faster, people will get to see content made for them on their preferred channel, strengthening their connection to a brand.”



Michael Dobell
Executive Vice President of Innovation
Monks



“We were able to build our brand in a way that allows our teams to personalize their work, all while staying consistent with brand guidelines and freeing up creatives to do deeper, more innovative work.”



Mark Singer
US Chief Marketing Officer and Agency Lead
Deloitte Digital

CUSTOMER STORY

Blending speed and storytelling with generative AI.

With Adobe Firefly, Deloitte Digital reshaped its global visual language and sped up asset creation across 30 markets. Central to this transformation was the Orb Foundry, a tool allowing teams to generate striking three-dimensional orbs embodying Deloitte’s brand essence. Simple prompts produced custom 3D orbs with rugged clusters of jagged stone and swirling marbles of molten metal, created in seconds, each unique and brand-approved.

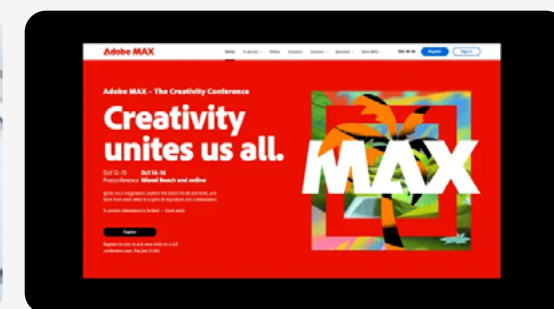
Previously, creating new brand assets was a complex, time-consuming process. Integrating Firefly for on-demand asset creation for their Orb Foundry product revolutionized the workflow for teams across 30 international markets, drastically reducing production timelines while maintaining brand integrity and cohesion.

CUSTOMER STORY

A creative process powered by AI, led by people.

Adobe Brand Studio pioneered an innovative creative process that blends generative AI with human creative control. Inspired by the vibrant creative culture of MAX's 2024 Miami Beach location, the team used Adobe Firefly to adapt abstract designs into psychedelic explosions of color and texture across massive surfaces — both physical and digital — larger-than-life installations and undulating animations that brought the united vision to life.

The creatives produced hundreds of unique and on-brand assets that reflected the year's MAX expression, "creative possibility," all while maintaining the integrity of human ingenuity. By pairing human-led design with generative power, the team expanded what was possible without losing what made it personal.



"We wanted Firefly to be a key part of the process, but we didn't want to lose the hand of the creator."



Michael Jarrott
Creative Director
Adobe

What's next for tailored, on-brand generative AI.

The stories in this guide highlight how Adobe Firefly Custom Models are helping teams across industries rethink what's possible. Coach used them to accelerate ideation and campaign visuals while Studio Rx and Deloitte Digital built entirely new brand identities. Adobe Brand Studio pushed creative expression to a new high for a global event.

Every brand's needs are different, and that's exactly the point. As organizations like AECOM and Monks expand their use of generative AI, they're finding faster ways to create, more flexibility in how they work, and new opportunities to energize their content strategy. The momentum is real, and the creative payoff is already here.

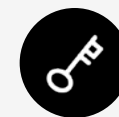
Scale creativity. Stay in control.

With enterprise-level **security and governance**, Custom Models ensure that your brand's assets are only made available to your organization.

We will not train our foundational Firefly generative AI models on your enterprise content.



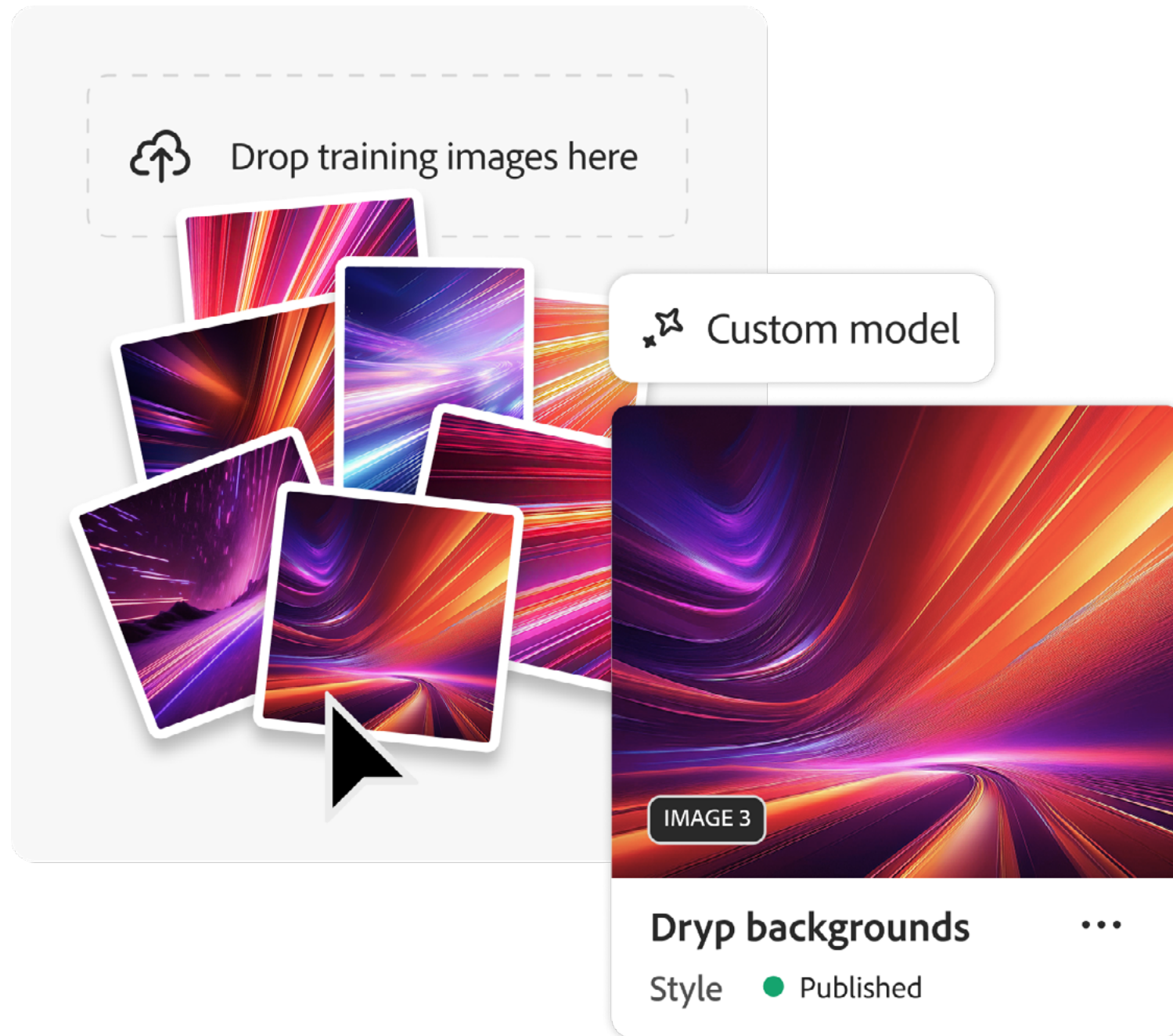
See where it came from. Content credentials and provenance details attach to every asset, so you can track what was created using a custom model.



Control who sees what. Permissions let you manage who can train, access, and use each model across teams and workflows.



Build on a secure foundation. Firefly models are trained on licensed and public domain content, designed to be safe for business use. Your custom models are built on top.



Custom models are easy to train.

Train Firefly with your brand assets to create your unique custom model.

- 1** Click *Train a model*.
- 2** Drag and drop 10+ images that represent your creative vision.
- 3** Review the autofill captions and press *Train*.
- 4** Preview and test the outputs to verify they match your style.
- 5** Publish for your team to use.

Unleash the full power of your brand.

With the ability to train models on your own assets, fine-tune results with advanced style tools, and stay secure across workflows, Firefly Custom Models help teams move faster without losing their creative edge or brand identity.

Explore what's possible.

[Request a demo](#)

[Learn more](#)

Sources

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