

**Adobe**

# **The Creative Multiplier.**

The value of enterprise-wide on-brand content creation.



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# Foreword

Content creation has escaped the studio. AI is powering the design and editing of visual imagery across the enterprise, multiplying both opportunity and liability: one rogue asset can reach millions before brand teams even notice. Leaders now face several questions: As creativity becomes democratized in the organization, how do I ensure quality and brand integrity? How do I approach this challenge, and what is the value of the opportunity?

This paper outlines a progressive approach to democratizing content creation across the enterprise while mitigating brand, legal, and reputational risks. We also quantify the value to be captured from each phase of this transformation. To this end, Adobe partnered with Accenture, a marketing transformation and advisory services leader, to conduct surveys and provide expert analysis to gauge the potential financial impact.

We estimate that organizations can realize an average 9X ROI over three years from this opportunity, with upside extending across marketing to sales, HR, and any other team that uses content to communicate and represent the brand<sup>1</sup>. For more information on our research and methodology behind the financial projections, please refer to the appendix on page 13.

CMOs who tame that chaos can become change agents across the organization, elevating customer trust, brand equity and competitive differentiation.

1. Value estimated for a \$30B annual revenue organization.

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

Nearly every employee across the enterprise needs access to high-quality content, whether they are creating it themselves or relying on others to produce it. Yet demand increasingly outstrips supply, leading to missed opportunities or rogue content creation by functions that studio teams do not support.

To better understand this gap, we surveyed 1,457 professionals who create content and found:

- **72% of non-creative employees require weekly creative support**, yet over 50% report that support isn't available quickly or cost-effectively.
- **58% 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** feel confident in using generative AI effectively for content creation.

This leads not only to a content bottleneck, but also to significant risk to the brand and to the business at large. One mismanaged asset can result in millions in lost brand equity or legal liabilities, such as IP-infringements.

**Rogue Content:** Assets created outside of approved brand or governance systems. The following are sample potential outcomes of rogue content creation:

**Low quality, brand adherence or accuracy:** Off-brand assets, misaligned messaging, low resolution or inaccurate visual representation

**Rights violations:** Unauthorized use of copyrighted content, lack of disclosures, misuse of assets where rights have expired or are geo-gated

**Ethics and responsibility concerns:** Trust and societal harm due to bias, misinformation, insensitive content

The shift from relying on specialized teams to self-service of content creation is happening whether your organization is ready or not. Without a holistic approach to quality, consistency, and governance, the proliferation of content can dilute brand equity and create disjointed audience experiences.

**“** When every employee can create, the question isn't volume—it's brand integrity. CMOs and marketing leaders who give teams AI freedom and clear guardrails will reach customers faster, deepen loyalty, and accelerate revenue.”

**Rachel Thornton, CMO Adobe Enterprise**

# The value of democratizing content creation across the enterprise

Organizations that proactively equip the entire enterprise to create standout, on-brand content can ensure consistent and compelling experiences for their customers, employees and other stakeholders.

To seize this opportunity, marketing leaders can drive change both within and outside their remit, empowering three distinct groups of employees to create content independently while staying on-brand. The table below lays out these three groups:

Employee Group	Definition	Sample Functions (Non-Exhaustive)	
<b>Group 1: Marketing Teams</b>	The extended team—beyond core creatives—that brings the brand to life across campaigns, channels, segments, and markets.	<ul style="list-style-type: none"><li>• Regional Marketing</li><li>• Event Marketing</li><li>• Affiliate Marketing</li><li>• Field Marketing</li></ul>	<ul style="list-style-type: none"><li>• Social Media Marketing</li><li>• Brand Teams</li><li>• Content Strategists</li><li>• Product Marketing</li></ul>
<b>Group 2: Sales &amp; Business Development</b>	Customer-facing teams that drive pipeline and revenue by directly delivering targeted, quality communications.	<ul style="list-style-type: none"><li>• Account Reps</li><li>• Business Development Reps</li><li>• Customer Success</li><li>• Sales Enablement</li></ul>	<ul style="list-style-type: none"><li>• Sales Specialists</li><li>• Customer Care</li><li>• Retail &amp; In-Store Sales</li><li>• Inside Sales</li></ul>
<b>Group 3: Enterprise-wide Knowledge Workers</b>	A broad set of business functions that communicate with employees, partners and the public and need visually compelling, brand-safe assets.	<ul style="list-style-type: none"><li>• Communications</li><li>• Finance</li><li>• Community Outreach</li><li>• Research</li></ul>	<ul style="list-style-type: none"><li>• Human Resources (Learning and Development, Talent Acquisition, etc.)</li></ul>

## Why it matters

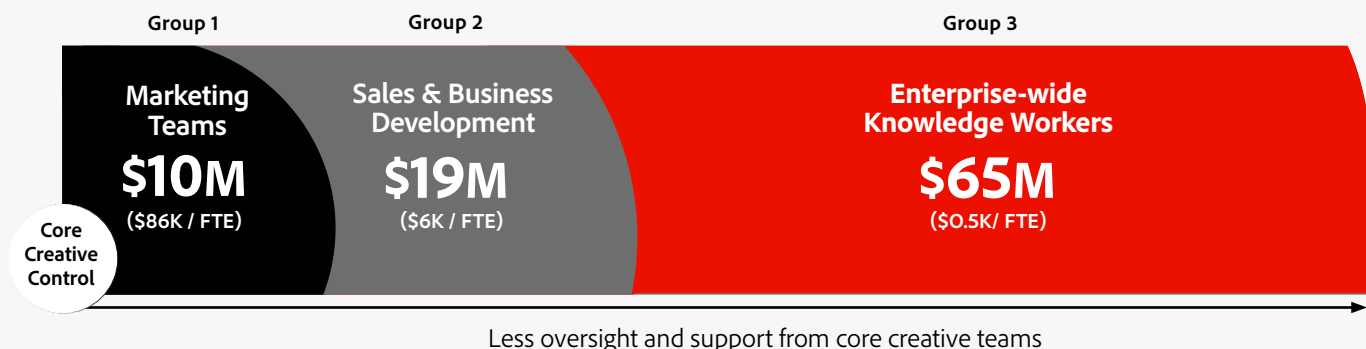
When every employee can create on-brand content, value compounds fast.

- Marketing teams gain speed and consistency, and can power more activations.
- Sales and business development teams can nurture and convert pipeline through more targeted communications.
- Knowledge workers can amplify culture, brand and trust internally and externally.

For a \$30B enterprise<sup>2</sup>, those layers stack to nearly \$90M in annual upside<sup>3</sup> and a 9× ROI – proof that AI-powered content self-service is as much a growth strategy as it is a governance one.

While the value scales exponentially as influence extends across the organization, value per FTE is highest the closer we are to core creation. See below how these estimates break out by group.

### Annual run-rate impact by employee group



### A systematic approach:

In this model, creative and brand teams are still critical in setting creative direction, brand standards and shared systems for the entire organization to use. Their remit now expands to develop the foundational backbone to help scale creativity across the enterprise, inclusive of brand kits, templates, approved libraries, and custom-trained AI models.

Next comes enabling and empowering every team to create. The following deep dives explore each of the three groups, outlining priority functions, common use cases, and best practices to guide your democratized content creation journey.



2. A \$30B organization represents an industry average for enterprise-sized organizations.

3. This value is the average across industries. The value by industry breakdown can be found in the Appendix.

## Group 1

# Marketing

The Marketing organization shapes and executes the brand strategy, orchestrates comprehensive campaigns, and creates critical pathways that convert demand into revenue. Nearly every program depends on on-brand, visually compelling content to engage prospective or existing customers.

While growth marketing and experience orchestration teams typically get support from centralized creative teams, other marketers tend to remain underserved, leaving opportunities on the table or resorting to sub-optimal content.

## Where the value comes from

A democratized content creation solution can change this. Below are representative marketing functions and corresponding use cases that will benefit from the opportunity:

- **Regional Marketing:** Localize approved campaign assets with more relevant imagery, language, pricing and cultural context.
- **Event Teams:** Craft content for conferences, trade shows, and local events, inclusive of signage, social promos, landing pages and email banners.
- **Social Media Teams:** Create, remix and resize content quickly to drive paid or organic engagement, inclusive of images, video, copy, animations and audio.
- **Affiliate Marketing:** Enable channel and go-to-market partners to easily adapt approved assets, delivering growth across the ecosystem.

When marketers can easily self-serve, adapt, and publish approved assets, the organization moves faster, spends less, and grows revenue. With intuitive AI-assisted tools, we estimate that these groups can free up 12 hours per week to focus on higher-value work.

In all, our analysis shows that these benefits represent an estimated **\$10M annual upside for a \$30B organization**, split between productivity gains (60% of the value) and incremental revenue growth (40% of the value).

## 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.

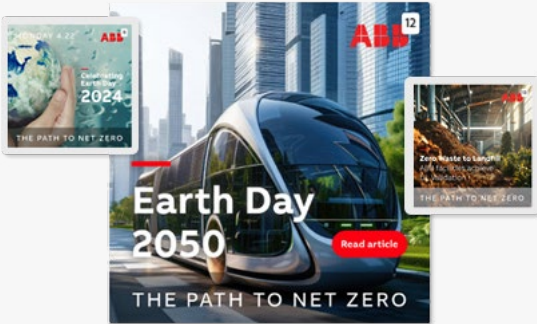
Marketers today spend

**24-27  
hours**

per week creating or  
retrofitting visual content<sup>4</sup>

## Group 1: Marketing

### Bringing it to Life



#### ABB empowers global teams to create faster

ABB, a global leader in electrification and automation, empowered its marketing teams across 100+ countries to create quality, on-brand content with Adobe Express. From customizing social media posts, to captioning video content, to translating, localizing and re-sizing assets, marketers across ABB are now able to deliver content that is on

brand faster and with less effort. Initial results include a reduction **from 8 days to 30 minutes** in localization and translation, **and 6X higher engagement** rates vs. prior baselines. [Read more here](#)



## Group 2

# Sales & business development

Sales teams and their supporting ecosystems are under immense pressure to build relationships, create pipeline, and ultimately close. Next to marketing, they are often the top external ambassadors of the brand, yet often lack the time, ability, or resources to create visually compelling content tailored to customers, partners or sales strategies.

The result: teams resort to retrofitting old materials, searching the web for what they need, and piecing together what they can. Not only does this detract from valuable time spent selling, but it often leads to a poor representation of the brand.

## Where the value comes from

Empowering sales and business development teams to easily create and adapt content can take many forms. The following are sample roles and related use cases to consider prioritizing within this group:

- **Sales representatives:** Enhance and customize customer-facing communications (e.g., email visuals, templated presentations, leave-behind materials)
- **Business development leads:** Create compelling imagery for social prospecting, promotions or email outreach that stands out
- **Sales support teams:** Bring customer-facing documents to life and tailor them as needed (e.g., brochures, manuals, detailed product overviews)
- **Sales enablement teams:** Build fit-for-purpose training materials, templated presentations or sales collateral, video tutorials and other informational resources

**Our research has found that 33% of individuals in sales organizations spend more than 20 hours a week on content creation.** Deploying AI-powered, easy to use creation tools can help them reclaim 10 to 13 hours each week of lost time.

For a \$30B organization, the opportunity can unlock up to **\$19M in incremental productivity** gains. This represents roughly \$6K of annual value per individual in this cohort. Additional revenue tied to allocating more time to be customer-facing and utilizing more effective content were not quantified in our model and would be incremental.

## 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.

### Group 3

# Enterprise-wide knowledge workers

Roles across the organization such as Talent Acquisition, Corporate Communications, Learning & Development, Investor Relations and Community Outreach are increasingly creating content to engage their stakeholders.

As with sales teams, these groups get limited support from creative teams. Hours are lost searching for assets in brand portals and trying to adjust them with sub-standard tools. Ultimately, this leads to content that does not perform—and worse, can damage brand perception.

## Where the value comes from

The opportunity to support teams across the organization with this capability is vast. Below are examples of roles and use cases where a self-service approach can drive results:

- **Talent Acquisition:** Attract and engage with quality candidates via visually compelling job postings, correspondence and social outreach
- **Communications:** Create and update on-brand content for external-facing corporate collateral (e.g., announcements, press releases, blogposts)
- **Learning & Development:** Craft and easily update onboarding and training materials, uplevel learning portals and on-demand experiences to drive engagement.
- **Employee Experience:** Effectively promote internal events, corporate updates, calls to action and announcements (e.g., townhall meetings, newsletters, open enrollments)
- **Finance:** Enhance investor relations presentations, financial reports, and other collateral for analysts with visually compelling content

Our research estimates that equipping knowledge workers with this capability can unlock approximately **\$65M in annual value** for a \$30B organization. This larger amount is driven by the wide reach of the solution, impacting the most employees by increasing both the efficiency and effectiveness of their communications.

## 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 and show up to every audience—from candidates, to investors, to regulators and more—with a single, consistent brand voice.

## Group 3: Enterprise-wide knowledge workers

### Bringing it to Life



#### Ricoh reimagines content creation to increase learning

Ricoh Japan's HR Development Center supplies learning content to 18,000 employees. To boost the appeal of its training platform, the group leveraged Adobe Express, creating a library of 200,000 templates and rights-cleared assets for team members to craft eye-catching content. AI-

powered tools keep visuals on-brand while a single, self-service hub replaced lengthy design queues. Results include **higher learner adoption**, with usage rates jumping from 30% to 75%, and **50% faster creation** for elements such as video thumbnails or course graphics. [Read more here](#)

# Best practices to empower content creation across the organization

Without an enterprise standard, quality and brand consistency fracture across silos. By leading the charge on an intuitive, centrally governed solution, CMOs can help meet functional needs while preserving brand expression and reducing risks.

To this end, organizations must establish (1) a strong brand and creative foundation, (2) a governance structure that both empowers and protects, and (3) technology solutions that fuel growth without sacrificing control. Below are five best practices to consider:

## 1. Establish a steering committee

Form a cross-functional SteerCo among Marketing, IT, Legal, and other key functional leaders to gain alignment and oversee strategy, priorities, and governance.

## 2. Lean into AI safety and integrations

Select tools that support responsible AI practices, IP protection, and brand safety. Prioritize solutions that easily integrate into your existing content supply chain ecosystem to ensure faster adoption and higher asset re-use.

## 3. Deploy a scalable creative foundation

Work with brand and creative teams to create modular brand kits, templates, and guardrails that can be centrally managed, customized, and updated. Ensure templates, libraries and approved assets are available directly from creation tools.

## 4. Pilot and learn via early adopters

Start with strong internal sponsorship from Marketing and one additional functional team. Identify priority users and business needs to focus on first, celebrating early wins to build momentum and excitement.

## 5. Expand across the organization

Use insights from early efforts to refine best practices and strengthen broader enablement efforts. Then, expand the program to additional teams based on readiness, need, and strategic priorities—turning early efficiencies into enterprise-wide growth.

## Ready to get started?

Whether you are embarking on your journey to democratize creativity across the enterprise, or are looking to optimize existing efforts, Adobe is here to help you navigate complexities and deliver value. Contact an Adobe representative today to learn more.

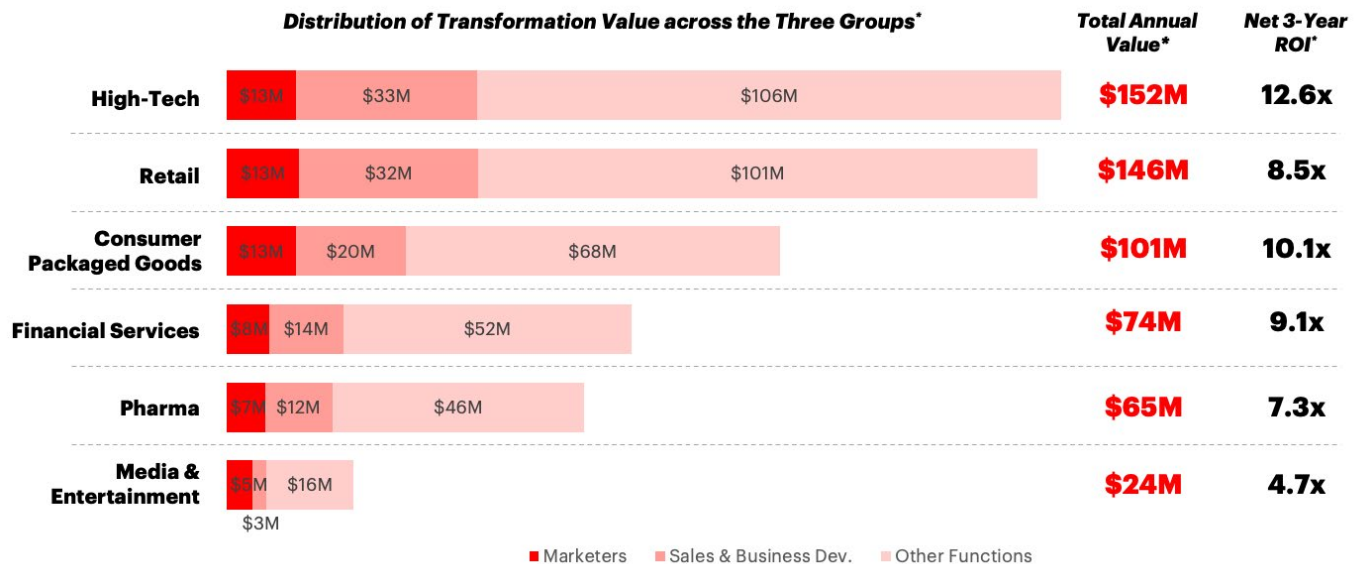


## Appendix

### A. Variance across industries:

Industry differences in estimated value center mostly around three factors: how much time employees spend producing on-brand content, the size of the potential user base, and the scale of AI-enabled efficiency gains.

The table below summarizes the opportunity by grouping and ROI for the industries we evaluated:



### B. Methodology

**Research approach:** Adobe and Accenture partnered to estimate the financial impact of a content creation and production transformation across 6 areas of value in six distinct industries. Insights are rooted in four research components: survey data, expert interviews, econometric analysis and secondary research.

**Company-wide survey:** Two 30-question online surveys gathered insights from 1,457 respondents who actively work on content creation during October and November 2024.

- **Geography:** Respondents were based in the US and Canada.
- **Roles:** All respondents held full-time positions at the Manager level or above and demonstrated active involvement in the creation of creative content for their brands, yet fall outside of core creative teams. Functions in the surveys include marketers (both creatives and non-creatives), sales and business development and knowledge workers.
- **Industries:** Retail (n=318), Consumer Packaged Goods (n=269), High Tech (n=214), Financial Services (n=203), Pharmaceuticals (n=217), and Media and Entertainment (n=236).
- **Statistical Significance:** Survey results maintain a margin of error of  $\pm 8$  percentage points for percentage-based statistics and  $\pm 2$  percentage points for estimates such as averages, assuming a 95% confidence level for both.

## Appendix

**Expert interviews:** 37 individual interviews were conducted to gain qualitative insights across industries. The following subject matter experts were interviewed:

- **9 Accenture creative and design experts** (panel of Accenture employees)
- **15 Accenture industry experts** (3 in Retail, 4 in CPG, 1 in Financial Services, 2 in Pharma, 3 in High Tech, 2 in Media and Entertainment)
- **8 Accenture marketing transformation experts** (panel built including former CMOs and advisors)
- **5 Adobe Experts**

**Econometric analysis:** The following outlines the assumptions and sources used to build the value case model to quantify the value of transforming content creation and production workflows:

- **Company size:** All calculations based on an organization with \$30B annual revenue
- **Value capture:** 30% in Year 1, 50% in Year 2, and 100% in Year 3
- **Risk adjustment:** 20% to reflect realistic estimates
- **Discount rate:** 10%
- **Costs:** Projected ROI calculations based on estimated benefits and costs of implementing AI-tools.
  - **Estimated Benefits:** Projections are based on survey respondents' self-reported estimates on the impact of AI-tools in current end-to-end workflows in content creation and production. Findings from the survey pool were then validated by Accenture experts by industry based on observed outcomes from supporting clients in implementing Gen-AI in marketing functions.
  - **Estimated AI-tool Implementation Costs:** Calculations based on estimated incremental costs for technology licensing and support (provided by Adobe), and change management and training required to realize value opportunities.
- **Operational efficiency:** includes time savings from streamlined tasks, increased asset reuse, and simplified review and approvals (based on fully loaded hourly costs), in addition to reduction of hard costs (e.g., physical production costs and agency spend).
- **Revenue growth:** projected revenue lifts from enhanced content impact from more personalized and targeted campaigns and higher volume of content, based on industry average CTRs, impressions and conversion rates.



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