

# Transform content creation with Creative Cloud.

Drive scale and productivity with generative AI at the heart of your workflows.

**Adobe Creative Cloud**







**In this solution guide**, you'll discover how, with Adobe Creative Cloud and Adobe Firefly generative AI, you can:

- Accelerate creative ideation ..... 9
- Boost creative production ..... 10
- Scale brand-specific content ..... 11
- Streamline collaboration ..... 12

Plus, learn how IBM, Havas, and Mattel found success and explore possibilities for your business.



# Staying competitive requires a new approach.

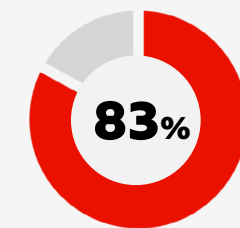
Demand for content is expected to grow between **5x** and **20x** over the next two years.

*Source: Dammann*

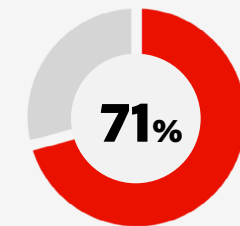
## Organizations need to rethink how they produce content.

Personalized content is the lifeblood of successful campaigns and meaningful growth. But creative teams are at capacity. Inefficient workflows, complicated legacy processes, and repetitive tasks stifle creativity and slow time to market. By automating routine manual tasks and infusing creative power into existing tools, generative AI offers an unprecedented opportunity to keep up with demand, reimagine workflows, and supercharge creative output.

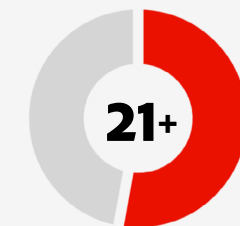
Exploding demand and outdated processes are slowing down creative output.



83% of decision-makers say their creative team's workload increased over the last year.



71% note challenges related to project management.



21+ hours: 4 in 10 creatives spend more than half their workweek on repetitive design tasks.

*Source: Adobe, Edelman Data & Intelligence, and Havas Play*



# Discover the comprehensive solution to supercharge creative teams.

Adobe Creative Cloud for business answers your content production needs. We've integrated revolutionary generative AI capabilities with best-in-class creative solutions on a single platform that is home to all of your favorite creative apps.

# 12x

productivity increase  
for image editing

Source: Pfeiffer

Amplify your organization's ability to ideate, create, and collaborate with:



20+ creative apps, including Adobe Photoshop, Illustrator, Adobe Express, Premiere Pro, and more



Adobe Firefly generative AI-powered features such as Text to Image, Generative Fill, Style Kits, and Object Composites



Unlimited access to Adobe Stock assets inside creative apps



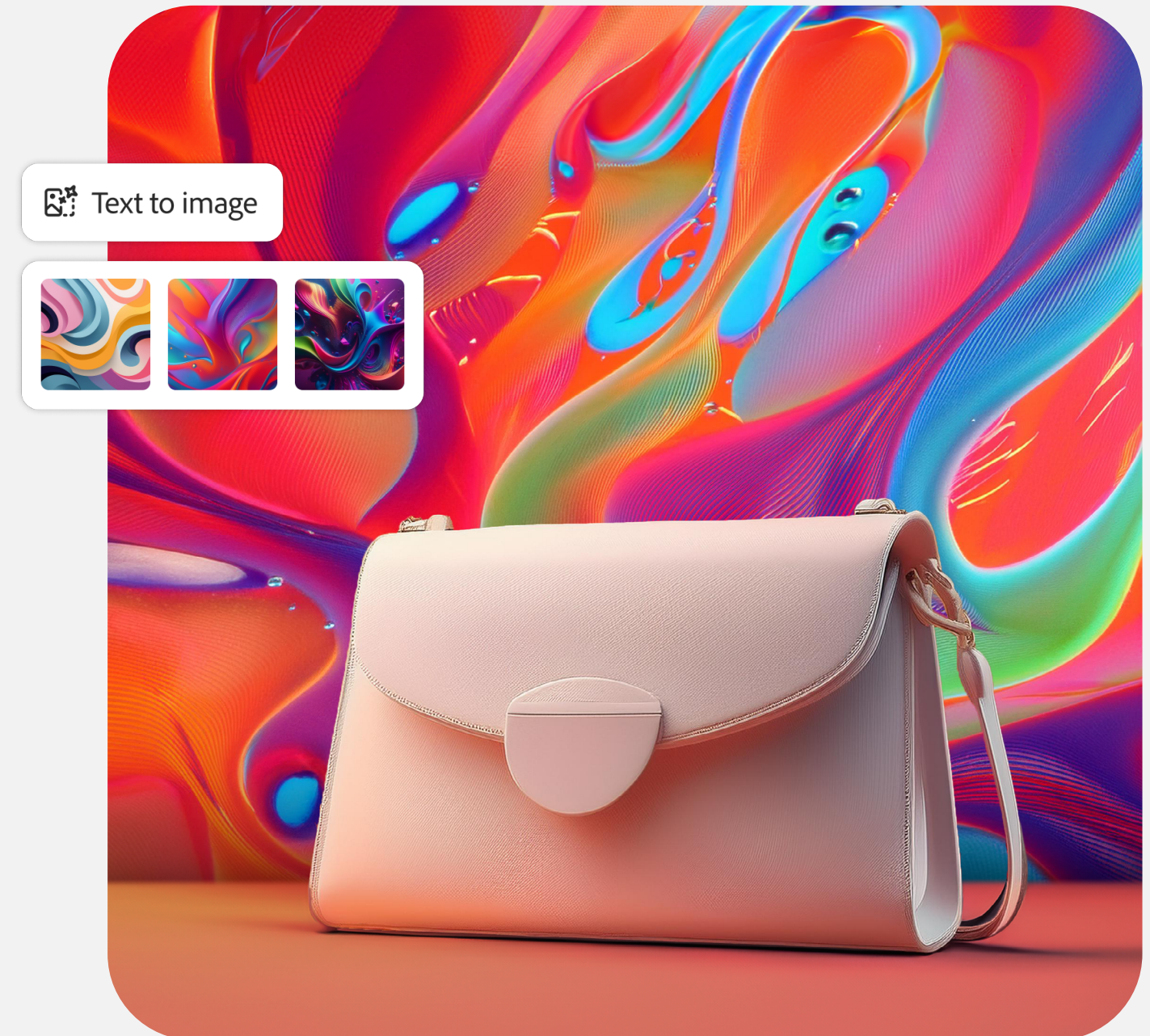


# Meet Adobe Firefly.

Adobe Firefly is a groundbreaking family of generative AI models integrated into Creative Cloud. With Firefly, users of any skill level can instantly turn ideas into content with features such as Generative Fill, Text to Image, Generative Expand, and many more.

Using generative AI to automate repetitive tasks like resizing can result in a **2x–8x increase** in creative capacity.

*Source: Adobe, "State of Creativity Report 2024"*





# The Adobe difference.

The vision for Adobe Firefly is to help people expand upon their natural creativity. As both a standalone website and a technology that powers features inside Adobe apps, Firefly offers generative AI tools made specifically for creative needs, use cases, and workflows. It is developed responsibly and designed to be safe for business.

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**Adobe Firefly has enhanced our workflows with trusted capabilities, driving inspiration and productivity from ideation to execution.**

**Chris Down**

EVP and Chief Design Officer, Mattel

*Source: Adobe, "Adobe Releases New Firefly Generative AI Models and Web App"*

- We do not and have never trained Adobe Firefly on customer content.
  - We only train Adobe Firefly on content where we have permission to do so.
  - We compensate creators who contribute to Adobe Stock for the use of their content in training Adobe Firefly.
  - We do not mine content from the web to train Adobe Firefly.
  - We developed Adobe Firefly to prevent it from creating content that infringes copyright or intellectual property rights, and it is designed to be commercially safe.
  - We do not claim any ownership of your content, including content you create with Adobe Firefly.
  - We believe in protecting creators' rights and founded the Content Authenticity Initiative (CAI) focused on ensuring transparency in content ownership and how it was created.
  - We defend the intellectual property rights of the creative community through advocating for the Federal Anti-Impersonation Right Act.
  - We explicitly prohibit third parties from training on customer content hosted on our servers (such as on Behance).
- Protect your business**  
IP indemnification is available on select Firefly workflows.\*

\*Opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly under certain Adobe offers. Terms will apply.



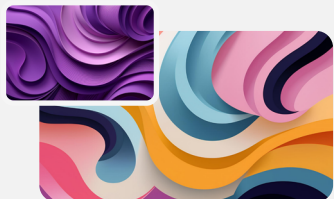
# Unlock endless possibilities.

Firefly makes it possible to instantly create, edit, and remix content. Some top Firefly features:



## Text to Image

Create unique images from a text prompt and apply style presets.



## Generative Recolor

Generate color variations of your vector artwork from a detailed text description.



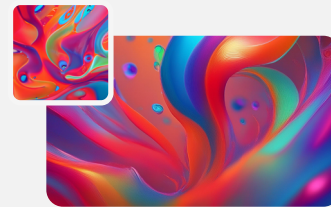
## Generative Fill

Use a brush to remove objects or paint new ones from text descriptions.



## Generative Expand

Enlarge or elongate images while ensuring they maintain their original quality and essence.



## Generative Match

Apply a style reference image to a prompt to create images with a consistent look and feel.



## Text Effects

Apply styles or textures with a text description.



## Text to Template

Generate editable templates for social posts, posters, flyers, and cards from a text description.

# Deliver better content, faster.

## Explore Creative Cloud for business capabilities.

Powered by Adobe Firefly generative AI, Creative Cloud for business offers expanded capabilities that empower your creative teams. With more than 20 creative apps on desktop and mobile, you can supercharge your organization's creative output.



### Create at lightning speed, courtesy of integrated generative AI

Work quickly with Firefly features integrated into workflows. Automate manual tasks such as resizing and removing backgrounds to save your creative teams from hours of tedious work while scaling asset production.



### Stay on brand and enhance storytelling

Make collaboration easy while maintaining full creative control. New capabilities include Style Kits, which allow you to create and share locked Firefly prompts and templates, and Object Composites, which enable speedy product shot variations.



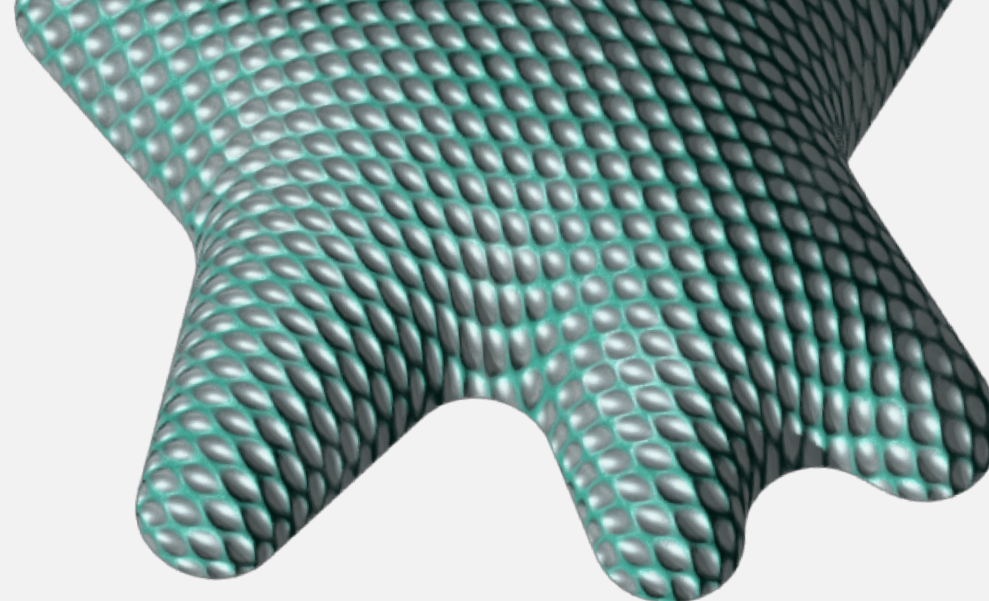
### Collaborate effortlessly

With asset libraries instantly accessible across Creative Cloud and features like Share for Review, distributed teams have everything they need to speed up the creation and review process.



### Create securely

Enterprise-grade security, customizable controls, and world-class support from Adobe allow you to create while maintaining peace of mind and full control of your IP.





# Accelerate creative ideation.

## Bring more ideas to life faster.

Accelerate ideation and creation with dynamic generative AI tools that power Adobe's suite of creative apps.

Whether your team is grappling with the pressure of a blank canvas or trying to speed up a time-consuming brainstorming process, Adobe Firefly integrated into Creative Cloud can help creatives visualize and explore concepts faster than ever.

**IBM saw a 75% reduction in ideation and storyboarding time with the use of Firefly generative AI.**

*Source: Reisman*

### **Increase the breadth of new ideas**

With image, vector, and design models powering features such as Text to Image, Generative Fill, and Generative Match, Firefly helps teams create concepts at the speed of their imagination, increasing the number of high-quality creative concepts they can pitch.

### **Scale ideation with Adobe Stock**

Gain unlimited access to 450M+ high-quality assets with AI-powered search. Together with Firefly, you can replace, delete, expand, and more, customizing assets and creating original concepts.

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**Adobe Firefly gives me a whole new way of working. I can try out new ideas very quickly, and they look much closer to the final results compared to my quick sketches.**

**Sakura Martin**

Global Brand and Design Lead, dentsu

*Source: Khougassian*

# Boost creative production.

From concept to final product in a fraction of the time.

Modern content production is costly and time-consuming, bogged down by a high volume of manual tasks like asset resizing. Creative Cloud for business empowers you to increase speed without sacrificing quality so you can free up your creative teams, scale quickly while managing costs, and get work out the door faster.

Teams can **complete creative tasks up to 80% faster**, freeing up capacity to support more campaigns.

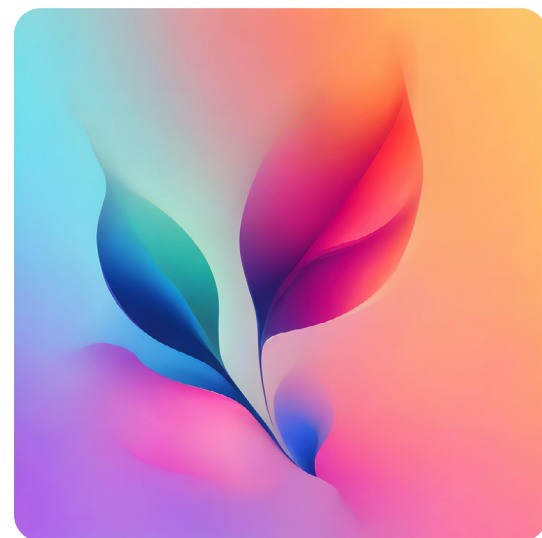
Source: Pfeiffer

## Edit at the speed of Firefly

Use Firefly features, like Generative Fill, Generative Expand, Generative Recolor, and more, to instantly complete changes that would take hours to complete manually.

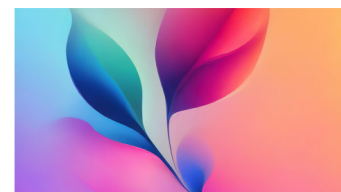
## Get on the same page faster

With real-time collaboration and integrated workflows across Creative Cloud, distributed teams can work simultaneously on projects, keep track of progress, and get immediate feedback, significantly speeding the process from idea to execution.



 Generative Expand

Image



 Layers



Nurture  
your look

Text



Product



Background



# Scale brand-specific content.

## On-brand content at the click of a button.

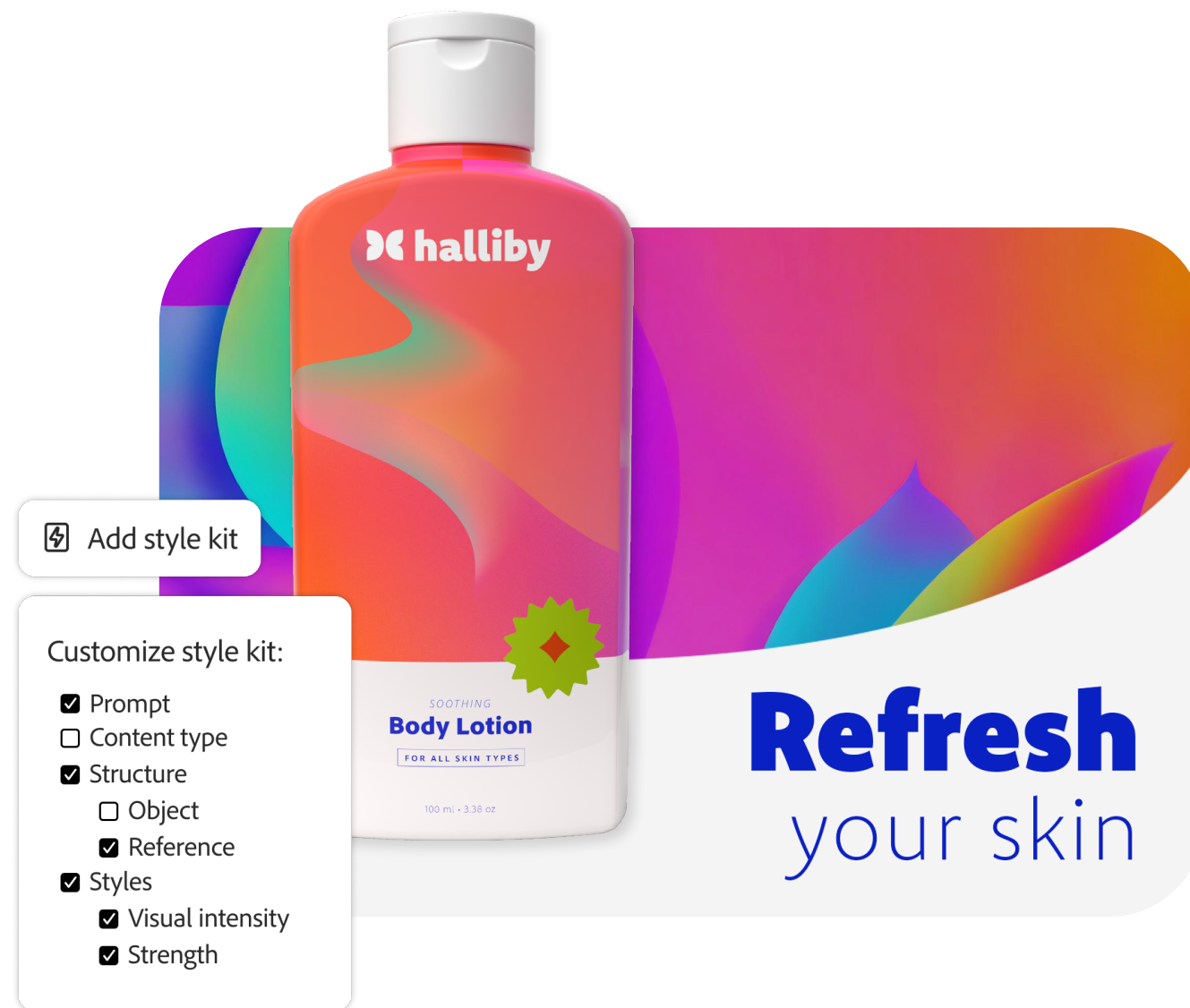
It takes time to conceptualize and create content tailored to your brand. Firefly is built to work within your unique brand standards, ensuring polished, on-brand assets instantly.

### Seamlessly create new brand images

With Object Composites, seamlessly blend product images and other objects into high-quality, AI-generated scenes with harmonious tones, colors, lighting, and textures—all in seconds. Resize, move, and place objects to produce variations while maintaining full creative control.

### Create new content while maintaining brand consistency

With Style Kits you can save, share, and reuse Firefly prompts, reference assets, and presets. Share the templates across teams and apps to make collaboration easy and ensure that everyone's generative AI output looks cohesive.





# Streamline collaboration.

## Centralize workflows on one platform.

Fragmented workflows lead to delays and missed opportunities. Creative Cloud for business gives distributed teams the ability to share, comment, and brainstorm in real time, improving collaboration and speeding time to market.

### Centralize digital assets across Creative Cloud

No matter which Creative Cloud app you're working in, use Libraries to manage, organize, and keep creative elements at your fingertips. Images, colors, logos, and more are instantly accessible and empower teams across your organization to create seamlessly while staying on brand.

### Share for Review

With the Share for Review feature, stakeholders can access and comment on work directly in Creative Cloud apps. Reply, address feedback, and make updates—all in real time.

### Collaborate seamlessly with Frame.io

Frame.io is a cloud-based creative management platform. A single place to manage assets and projects means no more endless searching or wasted time.



# What Frame.io can do for your organization.



**50% faster time to market**

*Source: Adobe, "Unleashing a Lifestyle"*



**20% fewer revisions**

*Source: Frame.io, "VMware by Broadcom"*



**2x improvement in review workflow speed**

*Source: Adobe, "Improving Health with Compelling Video"*



## **Boost creative focus**

Stay in flow with an intuitive and beautifully designed interface that facilitates your best work.



## **Increase efficiency**

Reduce time spent screen hopping and resolving process bottlenecks. Centralize, organize, and build all of your end-to-end, asset-driven creative workflows at scale in a single cloud environment.



## **Streamline collaboration**

Tighten the loop between creative teams and stakeholders to achieve clear feedback, centralized reviews, fewer revision cycles, and faster delivery of media assets.



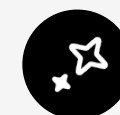
## **Improve security**

Keep your work-in-progress creative material safe with nuanced roles and permissions and enterprise-grade security features. Frame.io is secure by design.

# Take creativity to the next level with Adobe Express.

With Adobe Express and generative AI, empower teams across your organization to create content for any channel, market, and audience while staying on brand.

- **Creative teams** can focus on high-value projects by offering reusable, on-brand templates.
- **Channel marketers** can quickly produce asset variations with single-click edits and copy creation.
- **Regional marketers** can localize content and images easily, including translation into over 40 languages.
- **Sales teams** can create industry-specific visuals for personalized presentations.
- **HR teams** can create customizable, on-brand content to enhance employee engagement.



## Expedite

Deeply integrated generative AI helps teams save time by instantly generating, translating, customizing, or repurposing multichannel assets quickly with just a few clicks.



## Simplify

Integrations with Creative Cloud and Experience Cloud streamline workflows and increase asset reuse for on-brand resources every time.





## Protect



Adobe Express facilitates brand consistency with creative controls, including Brand Kits, template locking, and role-based locks.



# Do even more with powerful add-ons.

Take the power of Creative Cloud for business to the next level.

-  **Firefly Custom Models**  
Generate on-brand imagery by training a custom Firefly model with your own style and subjects. Everything from product images and brand kits to past campaigns can be used to train models that can create content specific to your brand, speeding up ideation and brand-consistent asset generation.
-  **Firefly Services**  
Choose from a complete suite of Firefly and Creative Cloud APIs to automate workflows, save your creative teams from hours of menial work, and seamlessly create content at scale. Instantly perform 20+ repetitive tasks such as cropping, resizing, translating into 40+ languages, removing backgrounds, and more in one workflow. Automate bulk asset creation for different markets, channels, and audiences, and speed up time to market.

-  **Adobe Stock Premium Assets**  
Add unlimited access to millions of high-quality videos, music, premium images, and more from some of the world's most talented artists.
-  **Adobe Support Plans**  
Add a comprehensive range of technical resources to help your organization achieve peak performance and optimal value from Adobe solutions.



# Boost efficiency. Bring back time for creativity.

Learn how these Adobe customers are using Creative Cloud to supercharge content production.





# IBM was looking for efficiency and scalability to create high-performing content.

## What they did

Used Adobe Firefly to generate images for IBM's "Let's Create" brand campaign.

## How they did it

Their social media team used Text to Image to generate 200 initial assets and over 1,000 derivative assets for a paid social campaign. To speed campaign delivery, they used Adobe Firefly to automate storyboarding and retouching tasks.

## The results

- **26x higher** engagement
- **75% reduction** in ideation and storyboarding time
- **5x increase** in efficiency by using generative AI for retouching

## Products they used

Adobe Firefly, Creative Cloud

*Source: Reisman*



“

**The power of Adobe Firefly generative AI is that it can take what we have in our heads and more accurately portray that vision on digital paper.**

**Sal Velazquez**

Barbie Staff Packaging Designer, Mattel

*Source: Still*



# Mattel was looking for ways to scale and support expanded new toy lines.

## What they did

Used Adobe Firefly to expand how they ideate and to generate more compelling creative concepts in less time, freeing up time for higher value tasks.

## How they did it

Creating rough sketches for packaging concepts is often time-consuming as designs are fine-tuned with stakeholders. Adobe Firefly allows creatives to more quickly produce high-fidelity results, achieving earlier and stickier alignment.

## The results

- Strategic and efficiency gains
- More room for creatives to finesse and polish
- More time to explore new creative avenues
- Aligned marketing and creative efforts

## Products they used

Adobe Firefly, Creative Cloud

# HAVAS wanted to streamline workflows and give teams more time for creativity.

## What they did

Used Firefly features and Adobe Stock assets inside Creative Cloud apps to speed creative ideation.

## How they did it

Havas used Generative Fill and Generative Expand within Photoshop to automate manual editing tasks that would have taken their creative teams hours to complete. They further improved their creative process by using Firefly to customize Stock images.

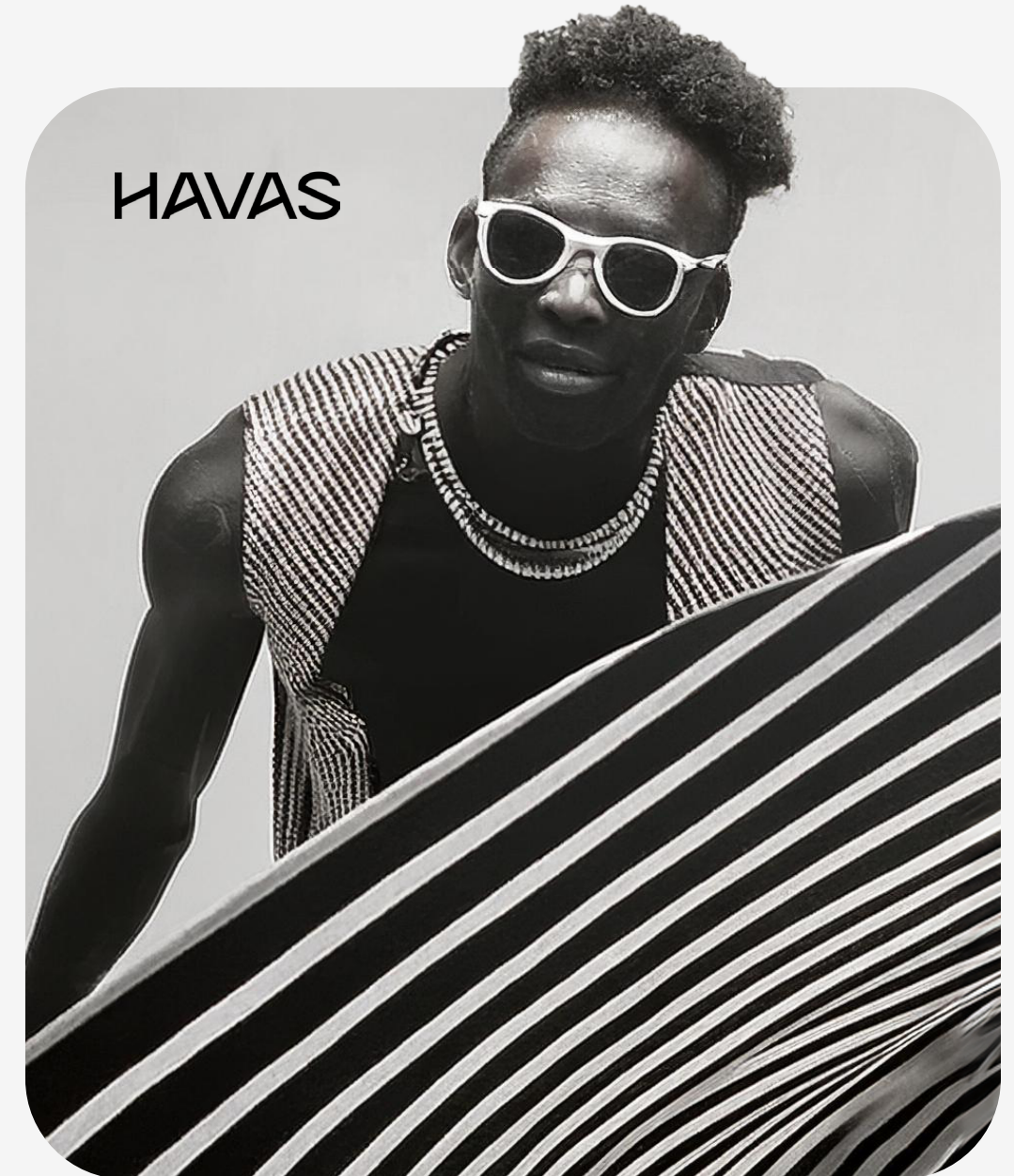
## The results

- The team spent less time searching for images
- Edits that once took five or six hours took a fraction of the time
- Teams gained the space to think and develop new ideas for campaigns with meaning and longevity

## Products they used

Adobe Stock, Adobe Firefly, Creative Cloud

*Source: Khougassian*





# Tap into endless possibilities with Creative Cloud.

**On-brand. At scale. Next level.** That's content production fueled by Creative Cloud.

With groundbreaking generative AI capabilities integrated into over 20 creative apps and powerful add-ons, Creative Cloud offers an unprecedented opportunity to reimagine creativity and stay competitive in this content-hungry market.

Every project, every step of the workflow, every concern covered.

**Discover what's possible with Creative Cloud.**

Reach out to a rep today to find out how your team can create amazing on-brand content at unprecedented speed and scale with Creative Cloud.

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# Adobe

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