

Adobe Summit



Creativity at Summit.

**Adobe Summit 2025: Content
creation gets bigger and better.**

Introduction

Everything shines brighter and bigger on the Vegas Strip. As did Adobe Summit 2025, the digital experience conference that brings the world's top brands together and ignites innovation. This year, the message mirrored the location: the demand for content has never been bigger or more important for businesses.

It's not just about creating more — it's about doing more without it costing more. It's about being able to let creatives have more time to ideate freely and execute efficiently. It's about creating higher-quality content that delights and engages customers. And it's about having the right data and being able to use it to give customers better journeys that lead to better business outcomes.

It's also about having the right technology to make all of that possible and having the right tools so that creatives, marketers, and analysts can work toward a common goal.

We present the Adobe Summit 2025 report to give you an overview of where we see the industry going as new trends and technologies emerge, as well as an overview of the products and features we announced to help you on your journey. The main takeaway? We're in a transformational time not only for content creation but also for the way we market.

"I really believe we're in the golden age of design, and enterprises all across the globe are investing in people and technology to elevate the look and feel of all of their communications."



Shantanu Narayen
Chair and CEO
Adobe

Adobe Summit



Transforming the content supply chain.

For the past two years, we've talked a lot about AI. We've theorized about use cases and speculated about all the ways it could help save time and money. And the early use cases have validated our assumptions.

Today, the role of AI that we envisioned has arrived and is changing the way businesses produce and deliver content. Those early adopters — including Summit customer partners like The Coca-Cola Company, Marriott International, and JPMorganChase — have redesigned their workflows around it and are never going back.

What's also clear is that AI is not only becoming essential to large-scale creative workflows, but AI tools are evolving rapidly, and businesses need to adapt if they want to stay competitive.

“Unlike the demand for content, budgets are not growing as fast, and there's a lot of pressure to deliver that content with less budget and more efficiency.”



David Wadhvani
President, Digital Media Business
Adobe

Creativity + Marketing + AI

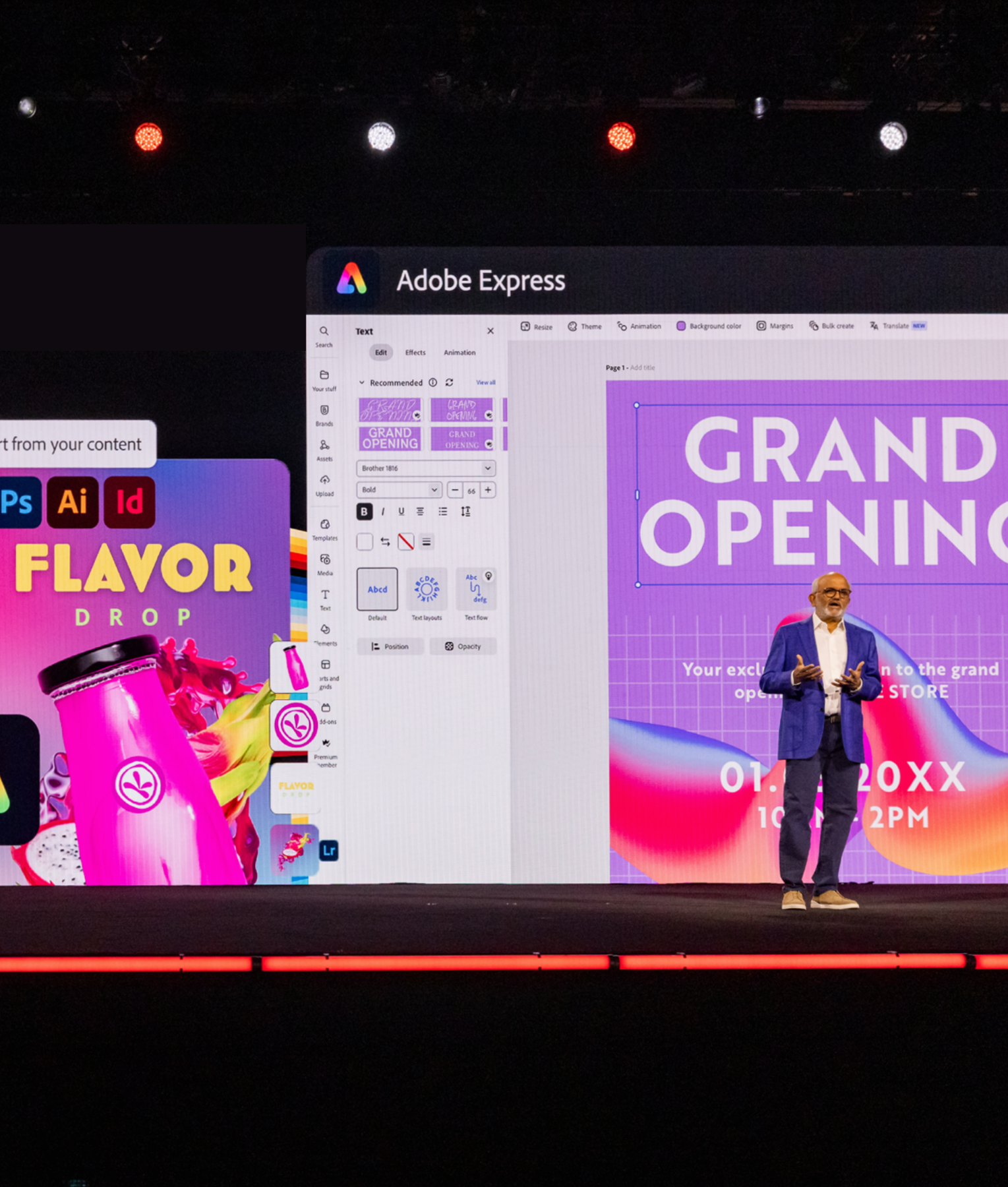
At Summit, we presented our new end-to-end content supply chain. With AI woven into the ecosystem of Adobe creative and workflow management tools, this integrated set of products is transforming content production for greater creative alignment, efficiency, speed, and scale.

Work managers rely on Workfront to create the roadmap and assign resources. Creatives begin their process by using Firefly in Creative Cloud to quickly ideate, iterate, and collaborate in Frame.io to align on the creative approach. Hero assets go through Adobe Experience Manager and are tagged with metadata for future use or distribution. Or, you can send them to Adobe GenStudio for Performance Marketing, where AI assists in creating variations for campaigns or channels — and then in analyzing the performance of your content so you can fine-tune it. Firefly Enterprise Services powers many parts of this process from ideation to delivery.

All of this underscores what we've asserted about AI: humans are the creative force behind the content that matters. AI can't replace what humans can do — but it amplifies our ability to create and share content that is unique and meaningful.

We've been clear about [our stance on responsibly training generative AI](#). We set those standards from the very beginning of our Firefly development and have never wavered in our commitment to them and to our customers by making Firefly safe for commercial use. Now, as we expand our AI offerings, we adhere to the same levels of trust, transparency, security, and guardrails to empower enterprises to use AI with confidence across their content supply chain.





Content creation for everyone.

Producing polished, on-brand, customer-facing content is a top priority for every large business. But there's also a vast amount of content that non-creative employees need to create. Marketers, social media managers, salespeople, and internal communications — in an organization with thousands of people, the volume of content they require for engagement, presentations, training sessions, HR, and more could keep a dedicated staff of designers busy.

Using Adobe Express, your designers can create templates that the non-designers can easily access themselves, as we've seen from customers like [Red Hat](#) and [dentsu](#). With locked template areas that ensure brand compliance and unlocked areas that allow for quick customization, along with the ability to use the power of Firefly generative AI and draw from the library of Adobe Stock images, Adobe Express opens the opportunity for virtually anyone to create beautiful, on-brand content for a wide variety of purposes. **And with Express, and now Photoshop, available as web and mobile apps, we're making access to creativity even easier and faster.**

Everyone wins when you can free up the designers to work on higher-value creative tasks while empowering new individuals and teams to expand their skill sets. Because you never know where the next great idea will come from, and giving creative tools to more people can only help creativity flow into more parts of your organization while keeping content on brand.

"Adobe Express enables creatives and marketers to do their jobs better. Now they can run two campaigns, where before they could only run one. It is also helping us streamline asset creation, making it easier to remix campaigns quickly while keeping content on brand. The ability to do more with the same resources is a big deal."



Monty Hood
Senior Business Analyst, Marketing
Operations, Brand Automation
Red Hat

Unifying creativity and marketing.

For many people, the term AI has become synonymous with generative AI. But in 2025, agentic AI is now an equally important part of the conversation. Because content creation isn't an end in itself. You have to serve the content to the customer in a way that engages and delights them.

As we listened to Summit presentations by some of our largest customers, we heard them talk about customer experience. At a time when large businesses are increasingly pressured to create new, more personalized,

more interactive customer experiences, Adobe agentic AI is what drives that part of the content supply chain.

Fifteen years ago, Adobe pioneered the development of software products for customer experience management. **Today, only Adobe has the breadth of integrated products to connect the content, data, and journeys that empower organizations to unify around their customers — what we now call Customer Experience Orchestration (CXO).**



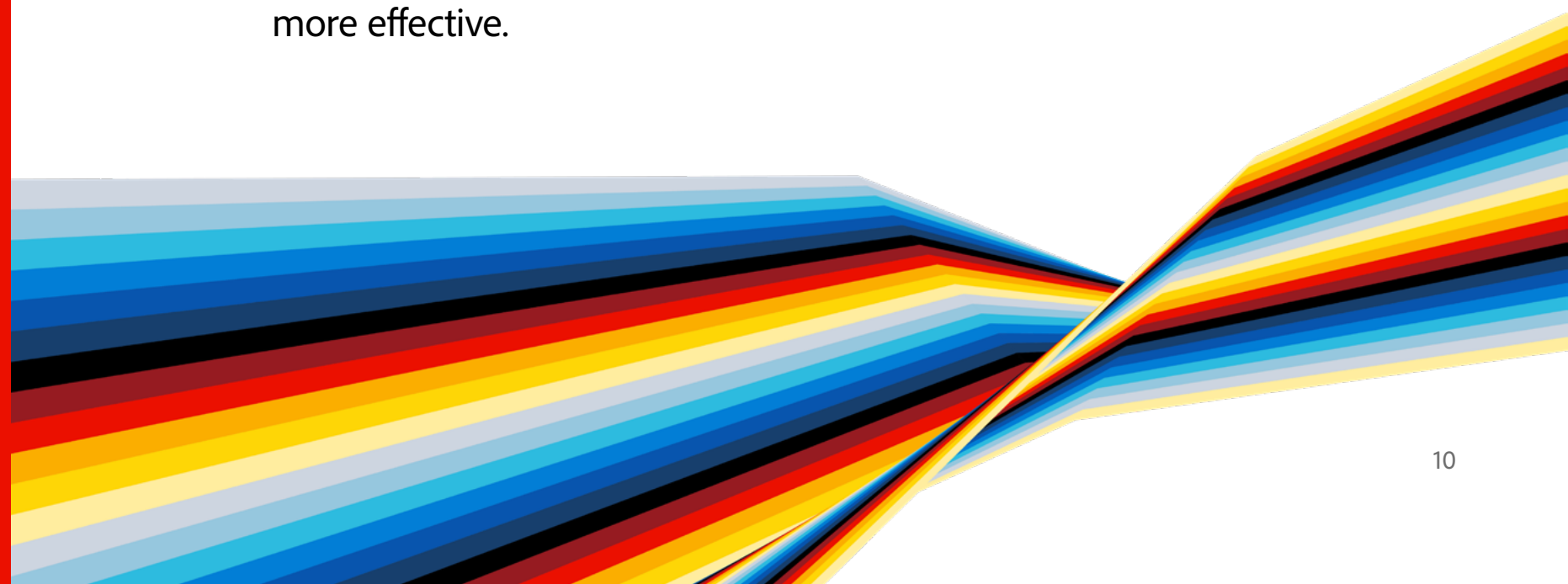
“I truly believe that when creativity, marketing, and innovation come together, it brings us together. It inspires us, and it transforms the world around us. It’s that ability to tell amazing stories, compelling stories with breakthrough images, video, sound design that creates personal connection.”



Lara Balazs
CMO Global Marketing
Adobe

The agentic framework is core to the Adobe Experience Platform, which brings together faster marketing execution, reduced content costs, and the ability to create localized and personalized content at scale, resulting in brand loyalty and lifetime value. Agentic AI intelligently measures the impact of customer interactions at every step of their journey and uses that data to make each engagement more satisfying than the last.

What it does for customer experience is huge. But what it does for the marketers is equally important. Because by giving the strategic marketers more granular analytics in real time, it lets them feed that information back to the creatives so they can more rapidly fine-tune the messaging. In other words, this kind of interactivity helps marketers help the creatives — and vice versa — making the whole process more unified, more productive, and more effective.



Personalization at Scale

Content

Data

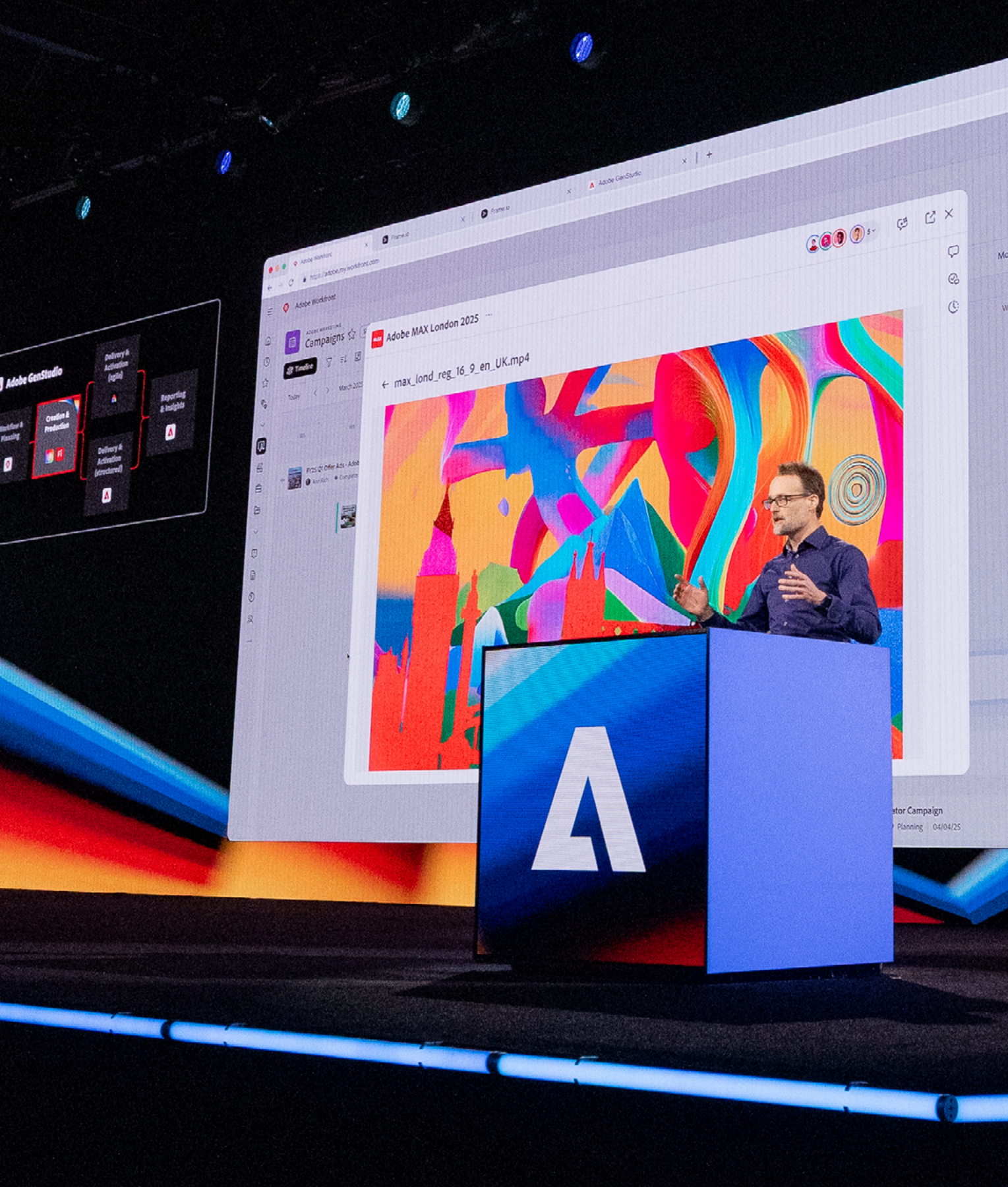
Journeys



Product announcements.

Our goal for Summit 2025 was to bring to market the only complete content supply chain, powered by AI, that dramatically changes the way businesses are creating, marketing, and analyzing content, resulting in transformational business outcomes. With new products and features in Adobe Creative Cloud, along with new generative and agentic AI advancements, we're committed to helping customers deliver personalized experiences at scale.





Adobe GenStudio content supply chain.

Adobe GenStudio is Adobe's end-to-end content supply chain solution that covers every aspect of the content lifecycle from planning and organizing to ideating and creating, collaborating and managing assets, and delivering and measuring results.

Workflow and planning.

New **GenStudio Foundation** gives marketers and creatives a unified interface to bring together data from Adobe's full suite of content supply chain solutions. This provides a single place where you can access plans, projects, assets, and insights — without requiring navigation between different Adobe Experience Cloud and Adobe Creative Cloud applications.

Adobe Workfront announced new integrations at Summit this year to allow for better collaboration across teams and applications:

- The **Workfront Fusion connector for Frame.io V4** lets creatives collaborate in Frame.io while their progress is automatically updated in Workfront — so everyone has what they need to stay informed.
- The **Workfront Proofing Integration with Adobe GenStudio for Performance Marketing and Adobe Express** further provides an integrated review and approval experience.
- **Workfront Planning Integration with Adobe GenStudio for Performance Marketing** allows you to view GenStudio workspaces in Workfront, and vice versa, with customizable fields.





Creation and production.

Firefly enterprise solutions. Woven into the applications creatives already use, Firefly Services has expanded from image to vector, video, audio, and more, with new APIs to accelerate video and 3D workflows by handling high-volume, time-consuming tasks.

- **Translate and Lip Sync API** automatically translates spoken dialogue on video into different languages — with lip sync!
- **Reframe API** resizes videos into different delivery formats while keeping the subject properly framed.
- **Substance 3D API (beta)** allows teams to quickly create asset variations for existing product images or digital twins for use across channels such as ecommerce and digital marketing.
- **InDesign API (beta)** lets you create digital images destined for print.
- **Custom Models API** allows you to train Firefly on your assets to create commercially safe, on-brand content at scale.

Creation and production.

Firefly creative production. Powered by Firefly Services, the no-code interface can handle a variety of repetitive production tasks, such as intelligently removing backgrounds or cropping assets for different marketing channels, including social media and ecommerce. Teams can more efficiently create thousands of variations while freeing up creatives to focus on more strategic work.

Third-party models. Enterprise customers will now have the option to enable non-Adobe AI models if their organization wants creative teams to use them to experiment with different aesthetic styles. For now, models from Black Forest Labs (Flux1.1 [pro]), fal (upscalers), Google (Veo 2, Imagen 3), and Runway (Runway Frames) are supported with more coming soon.



Creation and production.

Adobe GenStudio for Performance Marketing.

The workflow application that lets marketers and creatives produce and deliver on-brand paid social ads, display ads, marketing emails (and more) with generative AI just became even more powerful.

- Asset creation for display ads is now available for advertisements served through Microsoft Advertising Platform and Google Campaign Manager 360. We've also expanded our collaboration with LinkedIn Ads so teams can quickly create campaign assets for B2B use cases.
- The new AI Content Production Agent lets teams upload a marketing plan and automatically receive recommendations on visual styles and tactics for the campaign. The agent will then create on-brand marketing assets for the channels you choose.
- Adobe's extensibility framework empowers businesses to connect with third-party solution providers, including IntelligenceBank, Acxiom, Lithero, PwC, Saifr, and Stensul, extending functionality to regulated industries such as healthcare and financial services.
- Enhanced insights now provide performance data from a broader range of channels that help you optimize content, while support for custom metrics equips marketers with deeper, more useful analytics.
- With integrations in Adobe Journey Optimizer, Adobe Marketo Engage, and Adobe Experience Manager sites, you have a more efficient workflow for downstream activation.

Asset management.

Adobe Experience Manager Assets, our customizable digital asset management system, lets you organize, find, and activate millions of assets easily. We announced new features at Summit to help you work more efficiently.

- **Semantic search** lets you use natural language so you can describe exactly what you're looking for.
- **Content advisor** looks at the performance of past content to recommend the most relevant content to be used or adapted for new campaigns.
- **Unified search capabilities** help you discover content no matter where it lives through Experience Manager, Content Hub, or third-party repositories.

Reporting and insights.

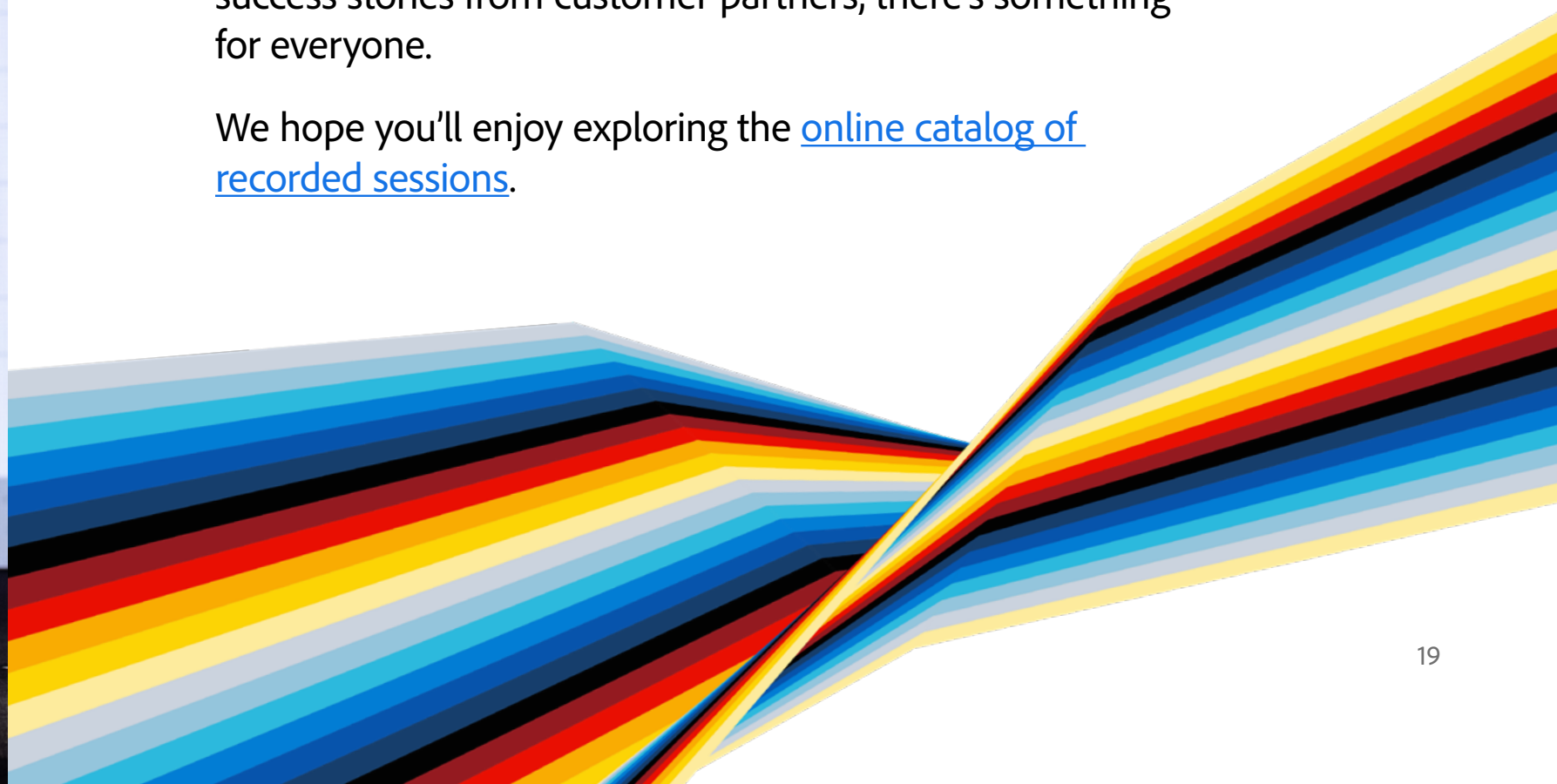
Adobe Customer Journey Analytics

- **Adobe Content Analytics:** AI-powered Content Analytics lets businesses measure the performance of their web images within the customer journey. Using that information, they can make real-time adjustments to websites and applications to boost engagement and conversion goals, bridging the gap between creation and performance. These insights, combined with audience segments in Adobe Experience Platform, help businesses deliver more personalized and performant experiences for their customers.
- **Adobe Customer Journey Analytics B2B Edition (coming soon):** As the first purpose-built B2B customer journey analytics application, Customer Journey Analytics B2B Edition gives analysts and marketers valuable insights that help shape marketing strategies throughout the customer lifecycle. The result? The ability to optimize journeys to grow key accounts and build product value.

Learn from the experts.

The Adobe Summit sessions this year spanned a wide variety of topics, from discussions around the present (and future) of AI-powered workflows to more tactical sessions for implementing new solutions and workflows. Along with success stories from customer partners, there's something for everyone.

We hope you'll enjoy exploring the [online catalog of recorded sessions](#).



Keynotes and strategy sessions

Adobe leadership hosted two days of kickoff and keynote sessions that were informational, inspirational, and tactical. On [day one](#), we introduced our newest Customer Experience Orchestration product releases and featured customer partners The Coca-Cola Company, Eli Lilly and Company, and Prudential Financial to hear how they're elevating customer experiences using Adobe AI-powered workflows.

[Day two](#) featured presentations around the new generative and agentic AI products that empower customer journeys, followed by demos of our expanded content supply chain with customer partners Marriott International, NVIDIA, ServiceNow, and Unilever.



Featured sessions

Content Transformation with AI

[The AI Inflection Point: How to Implement AI Responsibly in Your Org](#)

Learn what security and IT professionals focus on when it comes to AI implementation, discover the framework that best supports ethical deployment of AI within your organization, and learn best practices for AI governance in the enterprise.

[Elevate and Empower Teams with Agentic AI for Exceptional Experiences](#)

Join Coca-Cola's VP of Global Design and VP of Global Marketing Technology to learn how they implemented Project Vision, powered by Adobe Firefly Services, to automate and scale their global content production while ensuring that all of their content stays on brand and is executed flawlessly from the first idea to thousands of assets.

[Scale Content for Your Brand with Firefly Services & Custom Models](#)

Learn how our guest partners, Burt's Bees, use Firefly Services and Custom Models to automatically generate thousands of personalized assets, localize and regionalize campaign content, and accelerate campaign refreshes to reach more audiences, channels, and markets.

"Coca-Cola has a history of design innovation. When you think about AI, it's natural that you want Adobe to take the lead on this. In this new moment of AI, we continue the journey together."



Rapha Abreu
Global VP of Design
The Coca-Cola Company

Featured sessions

Content Supply Chain

[How Adobe Uses GenStudio to Supercharge Its Global Marketing Organization](#)

dentsu, Adobe's lead global creative and content agency, shares how it has reinvented its operating model to scale content production in tandem with Adobe's GMO.

[Adobe's Top 10 Generative AI Capabilities to Accelerate Your Content Supply Chain](#)

Along with customer partner Lenovo, learn how Adobe is revolutionizing the content supply chain with generative AI innovations integrated into the tools they already use. We explore five powerful AI features that our customers are using and the exciting new features on the horizon.

[Paving New Ways to Seamless Content Creation at Newell Brands](#)

Newell Brands is revolutionizing its global content supply chain to scale and accelerate content creation across brands like Sharpie, Rubbermaid, and Yankee Candle. Powered by AI and integrated with tools including Adobe Experience Manager Assets, Adobe Workfront, and Adobe Firefly, this transformation streamlines workflows, optimizes metadata and taxonomy, and boosts automated content creation to meet growing business demands and increase marketing ROI.

“I love what Adobe's done to start having the same unified environment where you can plan, create, produce, review, publish, and measure all in the same space. That really is a game changer.”



Jason Oke
Global Client President and
Integrated Client Leader
dentsu

Featured sessions

Adobe Express

[On Brand, On Time: 3 Ways to Scale Content Creation with Adobe Express](#)

Paramount+ shares three actionable approaches to help its teams create engaging, on-brand content by intelligently deploying generative AI for scaled production using Adobe Express self-serve templates with AI automations and brand controls. Learn how locked templates can keep marketing teams on brand and on schedule without studio resources.



Replace from:

Libraries

Design assets

Apply brand

< Paramount+



STAR TREK
STRANGE NEW WORLDS
Paramount+
ORIGINAL

B Assets



Summit Sneaks

This year, Ken Jeong brought his irreverent, unpredictable energy to Adobe Sneaks, the annual showcase where Adobe engineers reveal groundbreaking tech that could shape the future of creativity. Creating personalized videos at scale, real-time app tracking, AI agents that streamline campaign creation — these are just a few of the entertaining demos you can view [here](#).



**“All these sneaks are just incredible!
This is so inspiring on so many levels.”**



Ken Jeong
Actor, comedian, physician



Beyond Summit

We're thrilled to announce our newly refreshed resource center for enterprises — business.adobe.com. Think of it as your portal to product information, webinars and events, reports and white papers, customer stories, and so much more.

Ebooks and solution guides

You'll find a selection of eBook product and solution guides that step you through Adobe workflows and provide insider tips for implementing these workflows for yourself.

[The Adobe Video Ecosystem: Elevate Your Video Production Workflow](#)

Learn how Adobe Creative Cloud for enterprise, including Premiere Pro and Frame.io, streamlines the video production process from ideation through final delivery for companies from Princess Cruises to Monster Energy, Red Bull Media House, and WebMD.

[Real-world Business Results Powered by Adobe Express](#)

Nothing demonstrates how Adobe Express works like exploring actual customer use cases and hearing, directly from them, what they've learned from their experiences.

[Adobe Firefly Services: Scale Creative Asset Production](#)

Discover how Firefly Services can automate content production workflows to increase the speed and scale of content creation.

[Adobe Firefly: Mastering Text-to-Image Prompts](#)

This handy guide walks you through some best practices for crafting text prompts that help you achieve your vision quickly and accurately.



Beyond Summit

Reports and surveys

From trends in business, creativity, productivity, and innovation, professionals will want to explore the facts and findings across the industry.

[The Forrester Report: The Total Economic Impact™ of Adobe Creative Solutions for Enterprise Powered by Firefly Generative AI](#)

Adobe commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study to examine the potential return on investment enterprises may realize by deploying new AI solutions.

[Report: Adobe 2025 AI and Digital Trends](#)

Learn how organizations are using connected data and AI to redefine how they connect with customers, streamline operations, and drive innovation.

[Report: Creative Trends 2025](#)

Discover how the creative landscape is evolving and explore key 2025 trends you may want to incorporate into your creative work.

Blog articles and videos

Read educational and tactical articles or view videos that can help answer your questions about Adobe creative and business products.

[Creating a Content Supply Chain That Stands the Test of Time](#)

A recent overview of what could be breaking your content supply chain and the five building blocks of creating one that works.

[Boost Content Workflows with Creative Cloud for Enterprise](#)

Discover how Creative Cloud for enterprise can help you streamline the creative process, scale production, and elevate video production on a single platform, powered by Adobe Firefly generative AI.

[Adobe Express Brings On-brand Content Creation for Marketing, Sales, and HR to Adobe's Content Supply Chain Solutions](#)

Learn about new features coming this summer to Adobe Express for Enterprise, including an integration with Adobe Workfront, a native review and approval workflow, and one-click brand setup.

Beyond Summit

Customer success stories

From global brands like [The Coca-Cola Company](#), [Coach](#), [Delta Air Lines](#), [The Estée Lauder Companies](#), [Mattel](#), [Nissan](#), [Pfizer](#) and more to media and entertainment giant [Paramount+](#) and educational institutions like the [California State University](#) system, our customers share stories that inform, educate, and delight — at scale.



Join us for upcoming in-person and digital events.

Make it.

An exclusive B2B event for creative and marketing leaders that explores Adobe's vision for the future of creative technology. We'll showcase our latest generative AI innovations with Adobe Firefly and hear from featured speakers who share their ideas about how they keep their teams strategic and competitive.

Explore more [upcoming events](#) and opportunities for discovering new tools and trends, making new connections, or learning new skills.

Our [library of webinars](#) contains a wealth of information and inspiration. Search by product or by your industry.

Speak to your account manager to learn about upcoming Adobe events near you.



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