

Amplify your internal communications with engaging content.

Do it all while staying on brand.

The demand for content is booming, and you're expected to keep up. Meet Adobe Express, the all-in-one content creation app. Speed up production with generative AI, designed to be safe for business, integrated throughout your workflows. HR can use it to create on-brand content without weighing down creative teams or waiting for agency support.

Challenge

Inconsistent branding can confuse employees and cloud your internal communications strategy. However, scaling on-brand internal content often depends on HR and internal communications teams, who can quickly become overwhelmed with repetitive tasks.

How we're solving it

With Adobe Express, HR and internal comms teams are empowered to create engaging branded content quickly and easily without bogging down busy creative teams. Use Adobe Express to:

- Energize internal teams**
Create flyers, banners, graphics, and other content to promote internal events, celebrate exciting announcements, and highlight achievements.
- Get organized with Style Kits**
Allow creative and marketing teams to save and share style presets to create new branded content quickly.
- Explore generative AI with Adobe Firefly**
Use Firefly to generate brand-consistent images based on your company's brand kit.



Business impact

- Speed up your project time significantly.
- Enhance your company's agility and responsiveness.
- Free up creative teams to work on high-value projects.
- Ensure brand compliance and consistency.

Drive 26x higher engagement than IBM's average paid social assets.



Accelerate time to market by 70% by empowering marketers to handle edits or even end-to-end content creation on their own.



50% lower agency involvement, plus improved speed and accuracy, by allowing local teams to edit content.



Adobe Express can empower you and your team to easily and quickly produce incredible on-brand content. Reach out to a sales representative to learn more.

[Get in touch](#)