

# Adobe MAX 2024 Digest.

Adobe MAX 2024 brought us to Miami as we explored fresh new perspectives on creativity and the influence AI is having on how we use it for ideation, creation, and distribution. Here's your chance to catch up on our major announcements and get a taste of some of the sessions that inspired us.



## Top 5 MAX announcements

### 1. GenStudio for Performance Marketing

Purpose-built to accelerate the process of producing digital campaigns, GenStudio for Performance Marketing uses an AI-powered workflow to help marketers quickly iterate through variations while gaining valuable performance insights to create accurate, high-performing content with greater agility.

### 2. Adobe Express Bulk Create

Designed for organizations with assets that need to be repurposed into thousands of customized and personalized versions, Bulk Create speeds through the process automatically, leaving your team free to do higher-value creative work.

### 3. Frame.io V4

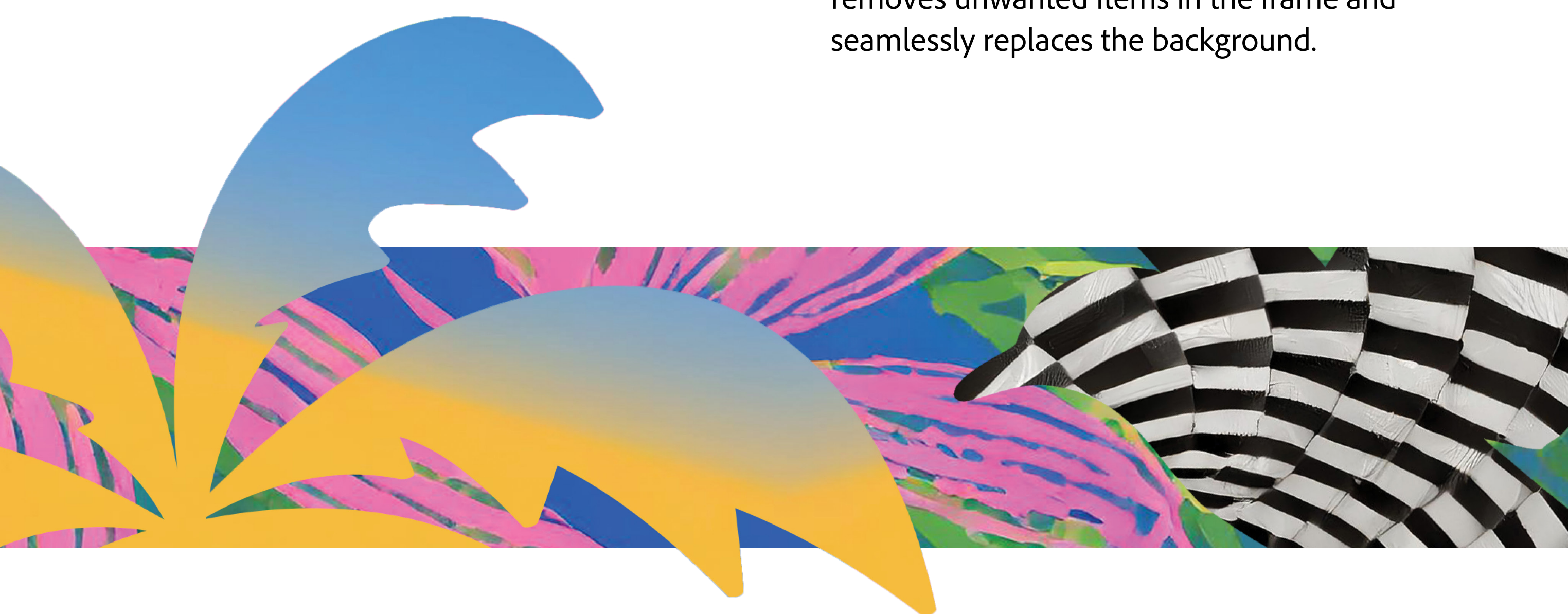
All your assets, collaborators, and stakeholders stay unified within the creative management platform that takes you from pre-production through final delivery. Creatives and their teams can effortlessly organize and manage assets while designing custom workflows that boost productivity and foster creative alignment.

### 4. Premiere Pro Generative Extend

Generative AI now enables editors to extend a video clip by creating extra frames to better fit their creative needs without having to choose a different take or request a costly reshoot.

### 5. New Photoshop Generative Workspace and Remove Distractions tool

The new Generative Workspace empowers faster creative ideation and iteration with Text to Image generation, while the Remove Distractions tool removes unwanted items in the frame and seamlessly replaces the background.



## Session summaries

We were fortunate to have incredible thought leaders from some of the world's biggest brands and agencies sharing their insights and experiences in creating new AI-enabled workflows, including:

### **PepsiCo's Generative AI Strategy: Customer Built for Brand Creatives**

PepsiCo design managers Daniela Maldonado and Veronica Campbell showed us how Adobe Firefly is helping their creatives ideate more freely and expansively while also accelerating the more process-oriented tasks of content personalization and distribution on a global scale.

### **New Creative Flows: The GenAI Jump-Start**

Watch creative leaders from Amazon, Paramount+, and The Microsoft Garage discuss the possibilities that generative AI offers. See how they overcome challenges, embrace adoption, and empower their workforce as they explore the generative AI landscape.

### **Barbie, Hot Wheels & More: Unboxing Content at Scale with Mattel Packaging**

Creating unique customer packaging at scale is key to Mattel's success. Learn how VP of Packaging Jamie Dunn "unlocks the power of play" by harnessing the power of Adobe Firefly to create delightful unboxing experiences for their global customers!

### **Red Hat/IBM**

Monty Hood, brand automation lead at Red Hat, talks you through how they're using Adobe Express and Firefly to help creatives design templated content that's easier for non-creatives to use. The result? Each group maximizes their skills, yielding more creativity, increased productivity, and higher satisfaction across the entire design and delivery workflow.

## Explore the 2024 Adobe MAX on-demand sessions.

Re-experience 2024's global celebration of creativity by accessing our Adobe MAX webinars.

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**The tools are absolutely important and will supercharge what we're doing. It is about these tools empowering creative people, not replacing us.**

Clayton Ruebensaal  
CCO, Comcast

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