

CUSTOMER SUCCESS STORIES

Success unlocked:
**Real-world business
results powered by
Adobe Express**

Adobe



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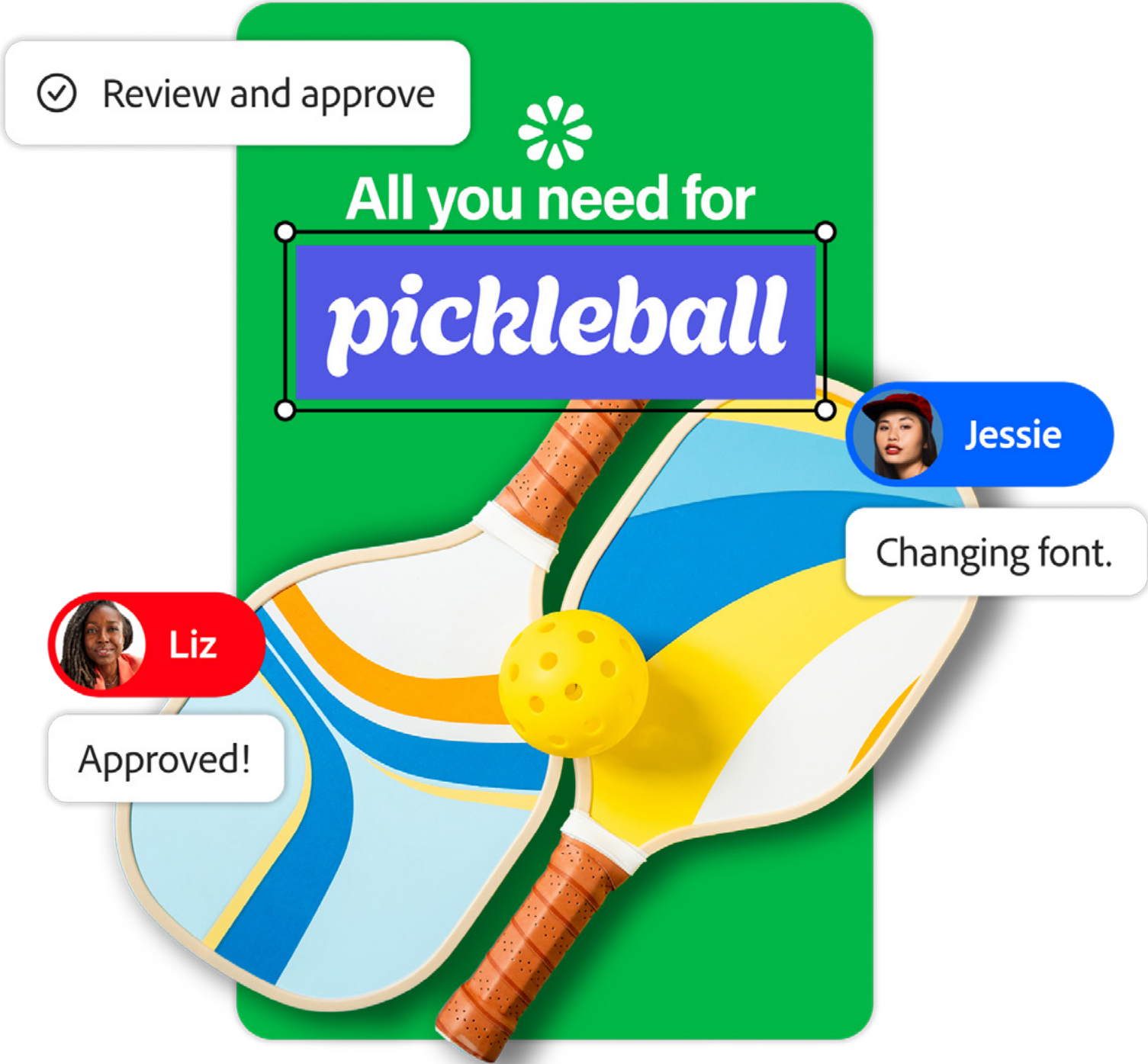
It's unanimous.

According to our customers, Adobe Express is living up to its billing as the “quick and easy app to create on brand content.”

From organizations like **Red Hat Marketing**, whose rapid expansion made it difficult to meet creative demands, to **Prudential Financial** adopting the mantra “create once, use many,” the stories we’ve gathered have produced consistent results including:

-  A higher volume of content output
-  Impressive time savings
-  An easier way to test concepts through AI ideation

-  Increased engagement with the content produced
-  The ability for those with no professional design experience to create professional-quality still or video assets





Since Adobe Express has become generally available, we've outlined its many features and benefits and how it empowers every team in your company to self-serve on-brand content, better engage audiences, and get to market faster—all integrated with the world's leading creative and marketing solutions.

But nothing demonstrates how well those features work like exploring actual customer use cases and hearing, directly from them, what they've learned from their experiences.

We hope this inspires you to try Adobe Express for yourself and to start reaping similar benefits at your organization.

Increasing volume, reducing time.

Whether you're creating content for a brand, a news outlet, or as an internal tool for educating and informing your team, you've already discovered that the demand for "more" continues to accelerate—along with the need to deliver it.

That's why the teams at **Seven West Media**, **Red Hat Marketing**, and other **top brands and agencies** have embraced Adobe Express as an adjunct to their Creative Cloud workflows, as well as using it as an all-in-one creative hub, to get their content to its destination quickly and more cost effectively.

 Bulk create

employees.csv

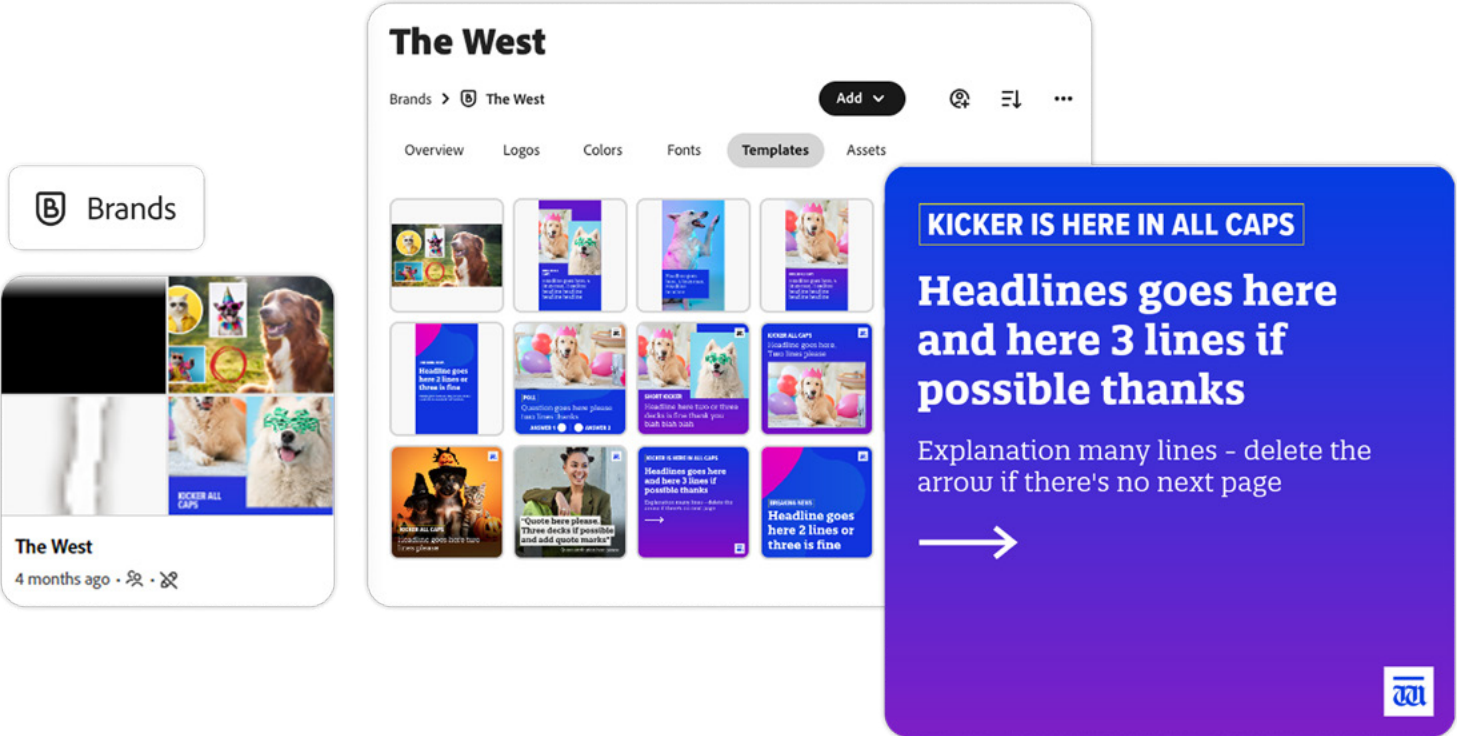
Image	Headline
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profile-1056.jpg	Ben Morris
	Smith



Seven West Media

The news never stops.

Serving a monthly audience of 14.4 million information-hungry consumers across Australia, Seven West Media’s portfolio of news brands publishes approximately 3,500 stories each week. To support this, social media managers, editors, and digital producers create approximately 60 Instagram posts and 70 graphics weekly using Adobe Express.



5 minute creation time

In the pre-Adobe Express era, a news producer might have spent an hour meeting with a designer for a single social media image.

After implementing Adobe Express, that time has been reduced to approximately five minutes by using pre-approved templates.

The team of professional graphic designers create the templates in Adobe Creative Cloud apps such as Photoshop, InDesign, or Illustrator, and use the integrations with Adobe Express

to upload their designs. These templates have certain fields that are “locked” so that only the designers can change them, ensuring that brand-specific elements stay consistent regardless of the user.

Anyone—no matter their level of design experience—can drop custom copy, images, or video into the templates to quickly create social media graphics, image collages, or author banners that adhere to Seven West Media’s high standards.

Seven West Media: The news never stops.

**“
We’re taking time
back and putting
more thought into our
designs because we
have the tools we need
to work faster.”**

—Jessica Hankinson, Senior Designer

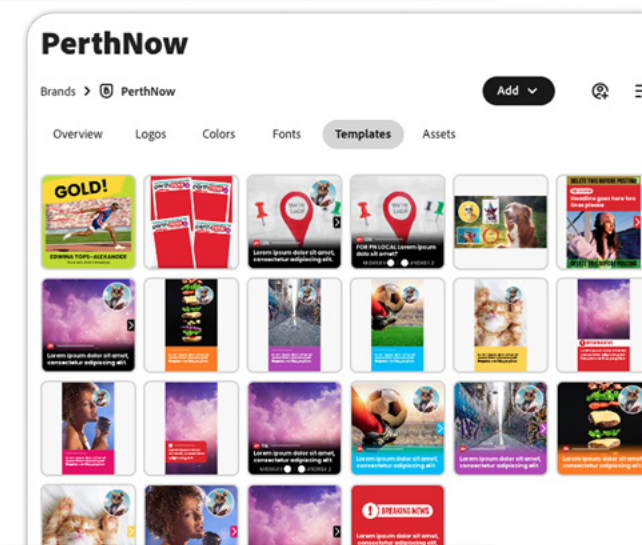


Adobe Express templates are accessible on any device, with no need for users to download software onto their computer. Even journalists covering a story in the field can quickly create a social media post to accompany their breaking news article.

The design specialists can devote more of their time to creating infographics or front-page designs to boost audience engagement.

The increased frequency and quality has helped popular brands like “PerthNow” realize significant gains in social media engagement, with their Instagram following increasing by several thousands in just 10 months’ time.

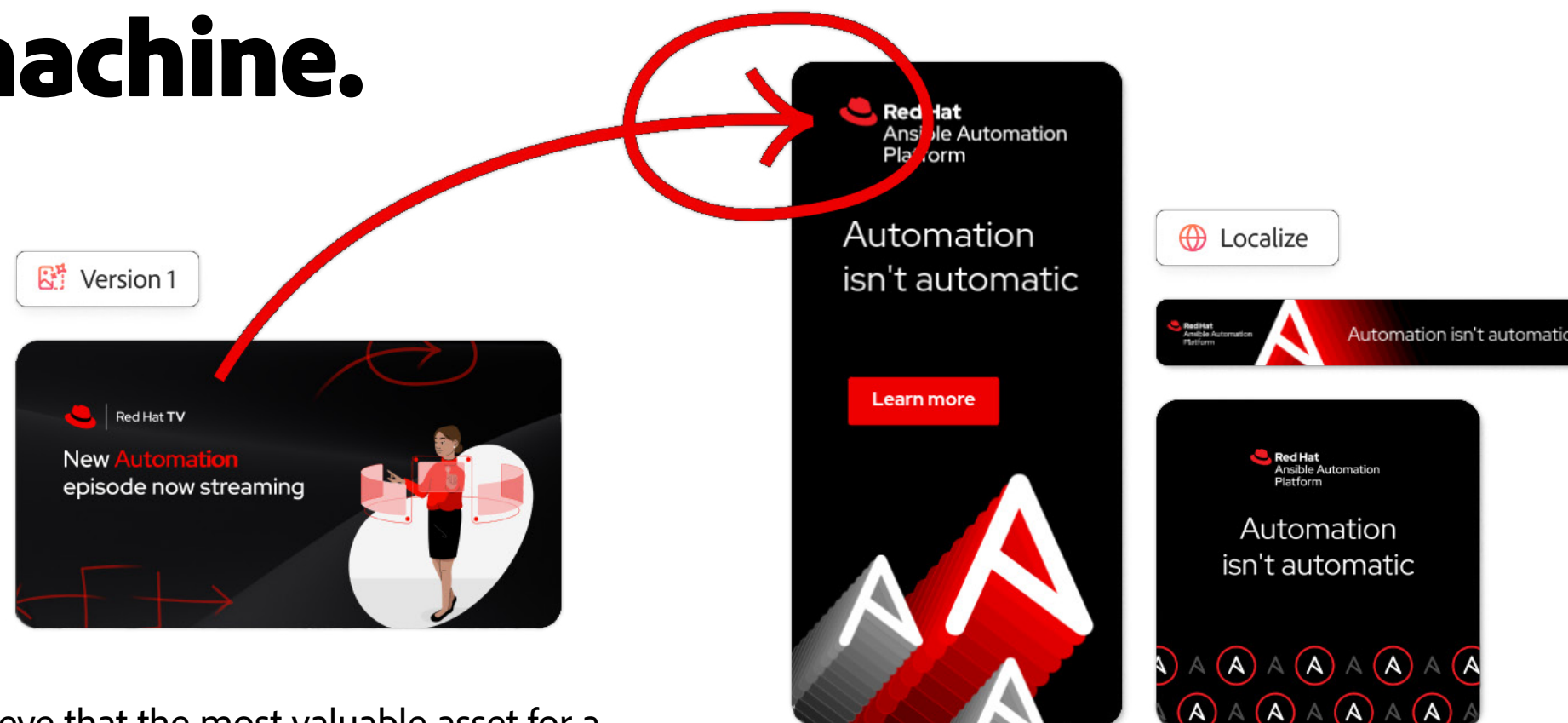
Start from a template



Red Hat

A marketing time machine.

When your company expands nearly tenfold—from 2,500 associates to a global force of more than 20,000—challenges abound. Red Hat Marketing, an IBM company, found themselves struggling to meet the demand to create more campaigns as they branched into new regions.



Red Hat invested in Adobe Express for Enterprise, training 400 of their marketers to create assets themselves. Again, designers created templates in Creative Cloud for the marketers to use in Adobe Express, which basically allowed them to double the number of campaigns they could handle while keeping all assets on brand.

“I believe that the most valuable asset for a marketer is time, and with Adobe Express we are able to reduce handoffs and automate certain steps in the process, yielding a tenfold increase in time savings,” said Monty Hood, Senior Business Analyst, Marketing Operations and Brand Automation.

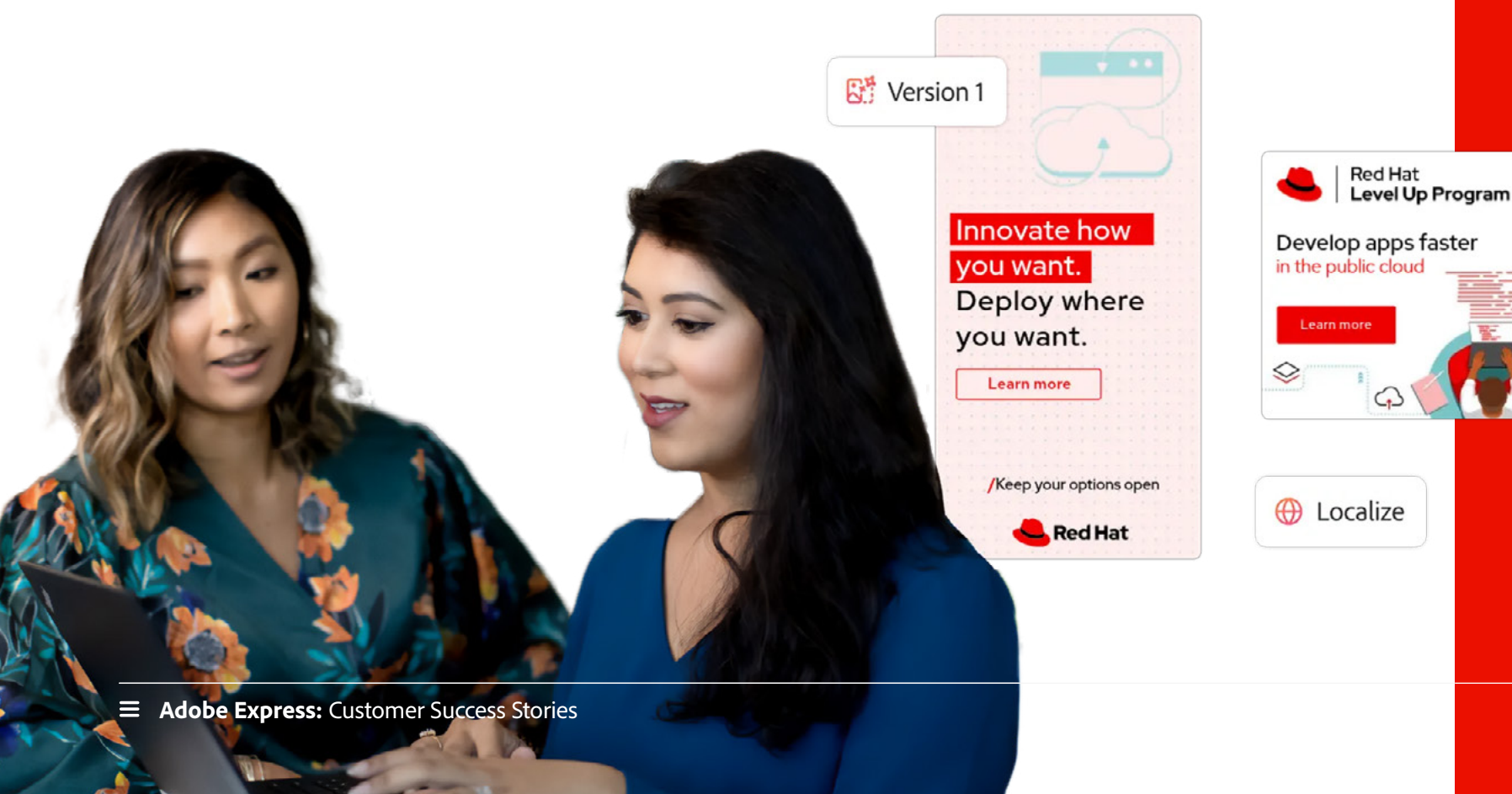
10x increase in time savings

Red Hat: A marketing time machine.

Improving design through communication.

Even beyond saving time and increasing output, Red Hat Marketing discovered that there was a less quantifiable but equally important result: the communications between the designers and marketers vastly improved.

Marketers could, for example, identify which banners were driving better engagement and tell the designers, who could modify the templates based on the feedback, allowing them to easily remix and reuse assets for campaigns more effectively.



“Designers and marketers can collaborate more effectively.”

“A designer can make a tweak in Adobe Illustrator or Adobe Photoshop and quickly make it available to all marketers without needing to change the template they are using. This means marketers are always working with the latest version, and there’s no more back-and-forth—just a smoother, more efficient process.”

—Monty Hood, Senior Business Analyst, Marketing Operations and Brand Automation

Expanding creative output and impact.

We've talked about the demand for more content, but more isn't always better. At a time when everyone is creating more, what you're really after is the ability to create more that stands out in a rising sea of content.

That's why you hire the best creatives (or agencies) you can afford—and why you need to give them the tools and time it takes for them to come up with great ideas.

Adobe Firefly is helping creatives from agencies like **dentsu** and **Owen Jones** test their concepts faster, which means they can focus more on their clients' more strategic initiatives rather than spending time on repetitive manual tasks.

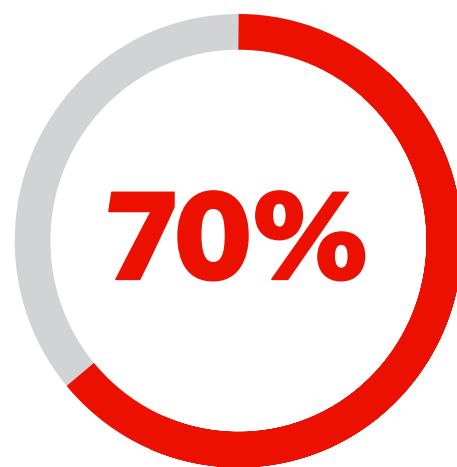


dentsu

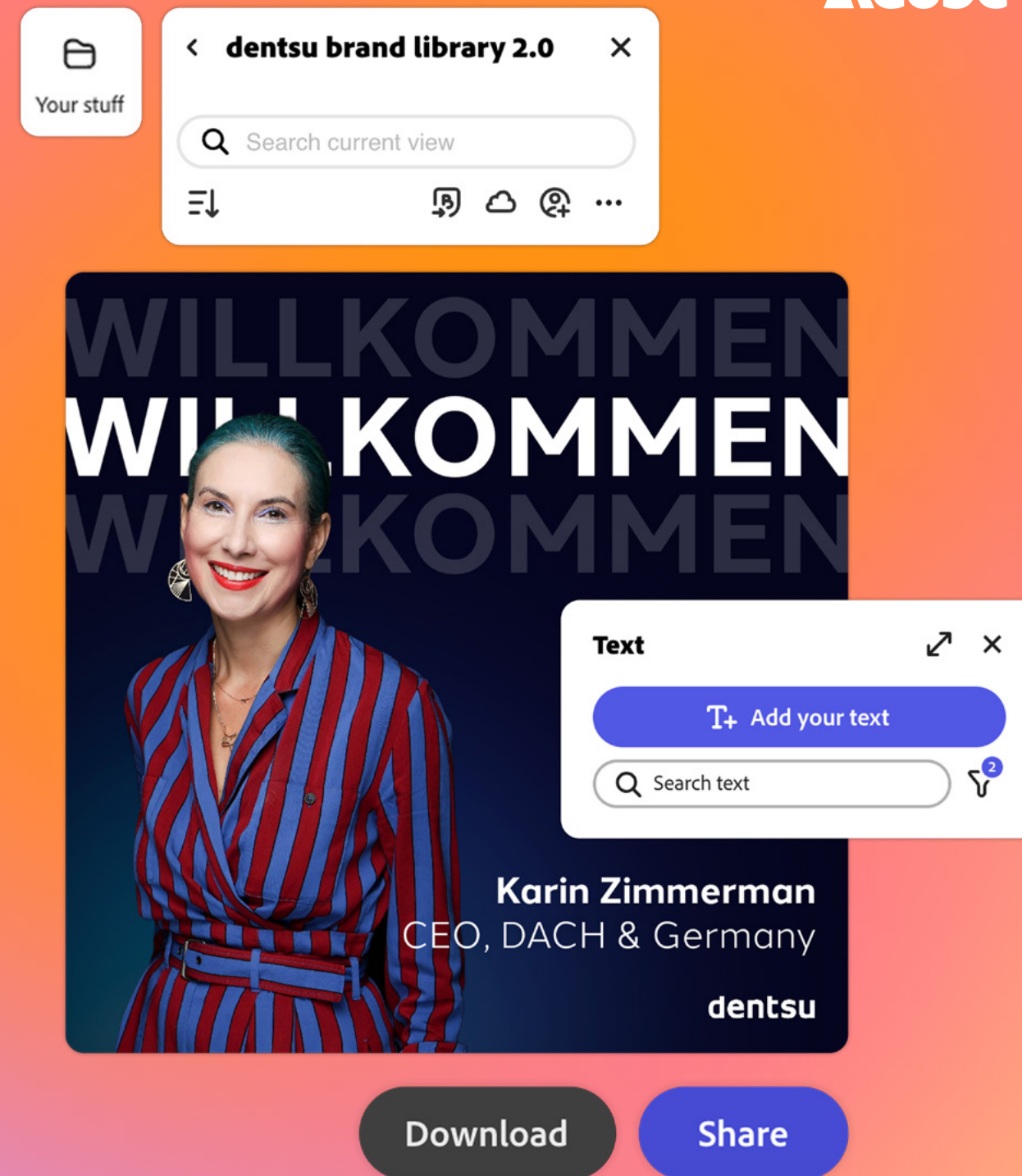
Something for everyone.

With more than 72,000 employees in 145 markets, dentsu is among the top marketing and advertising agencies, handling some of the world's biggest brands.

As the demand for more content across more channels has grown, the need to enable people in non-design roles to produce content themselves led them to embrace Adobe Express in addition to Creative Cloud. And by doing that, they gained a 70% faster time to market with the content the marketers created.



**faster time
to market**



dentsu: Something for everyone.

**“
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. I get more meaningful feedback because everyone can see what I’m imagining.”

—Sakura Martin, Global Brand and Design Lead

Adobe

More time for what matters.

But Adobe Express didn’t just help the designers by letting the non-designers self-serve. The designers, who found themselves with 20% more time, began using Adobe Express to create more impactful content on tight schedules.

20%
more time

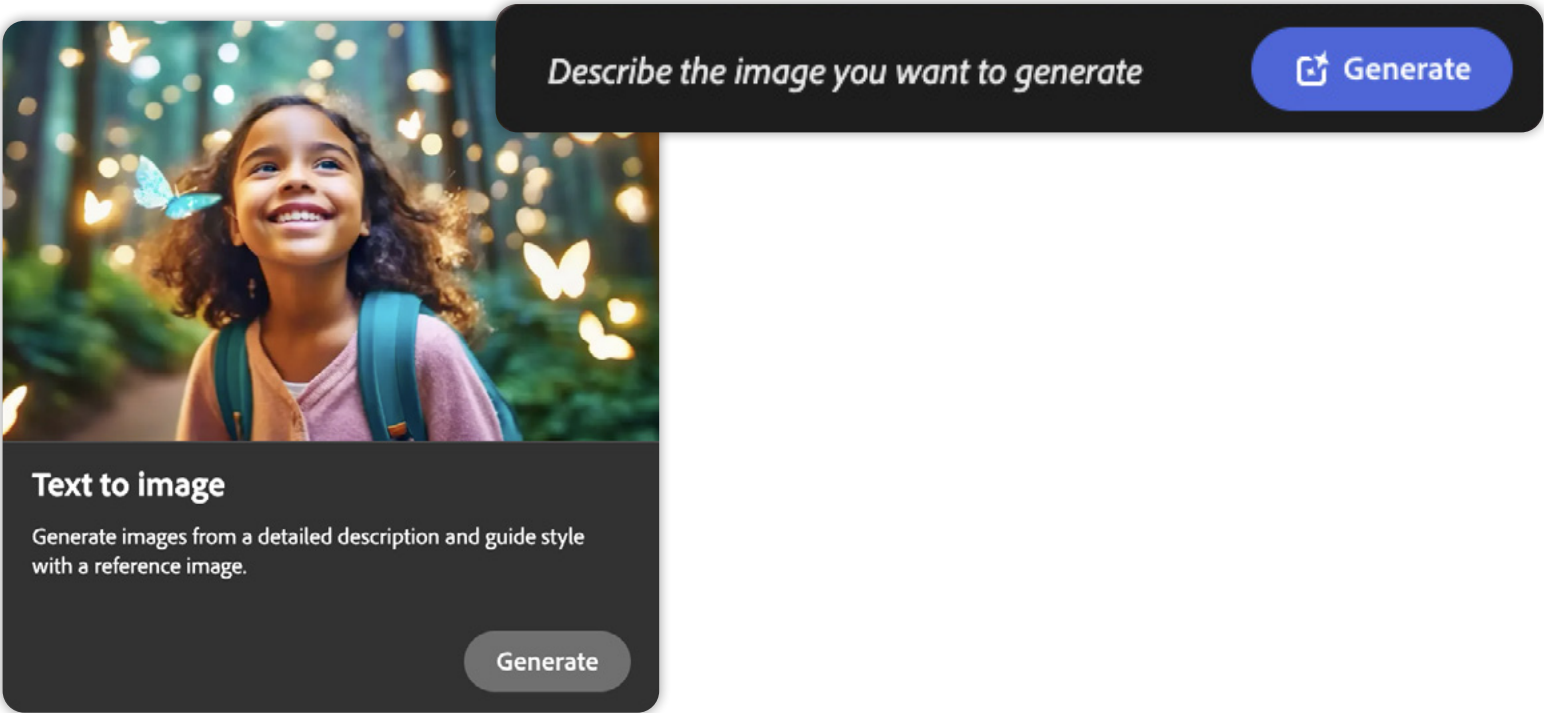


dentsu: Something for everyone.

Enhancing mockups with Firefly.

For example, in preparation for the Cannes Lions Awards Festival, the need to create mockups for event-related posts used to be a time-consuming task that involved creating numerous sketches and diagrams.

But using Firefly in Adobe Express allowed their design lead to quickly iterate on the posts by using Generate Image or Generate Text Effect to play with designs and add or change elements to create multiple versions in minutes.



“
By empowering all employees to become efficient brand content creators, we help people focus on doing their best work and bringing value to our clients.”

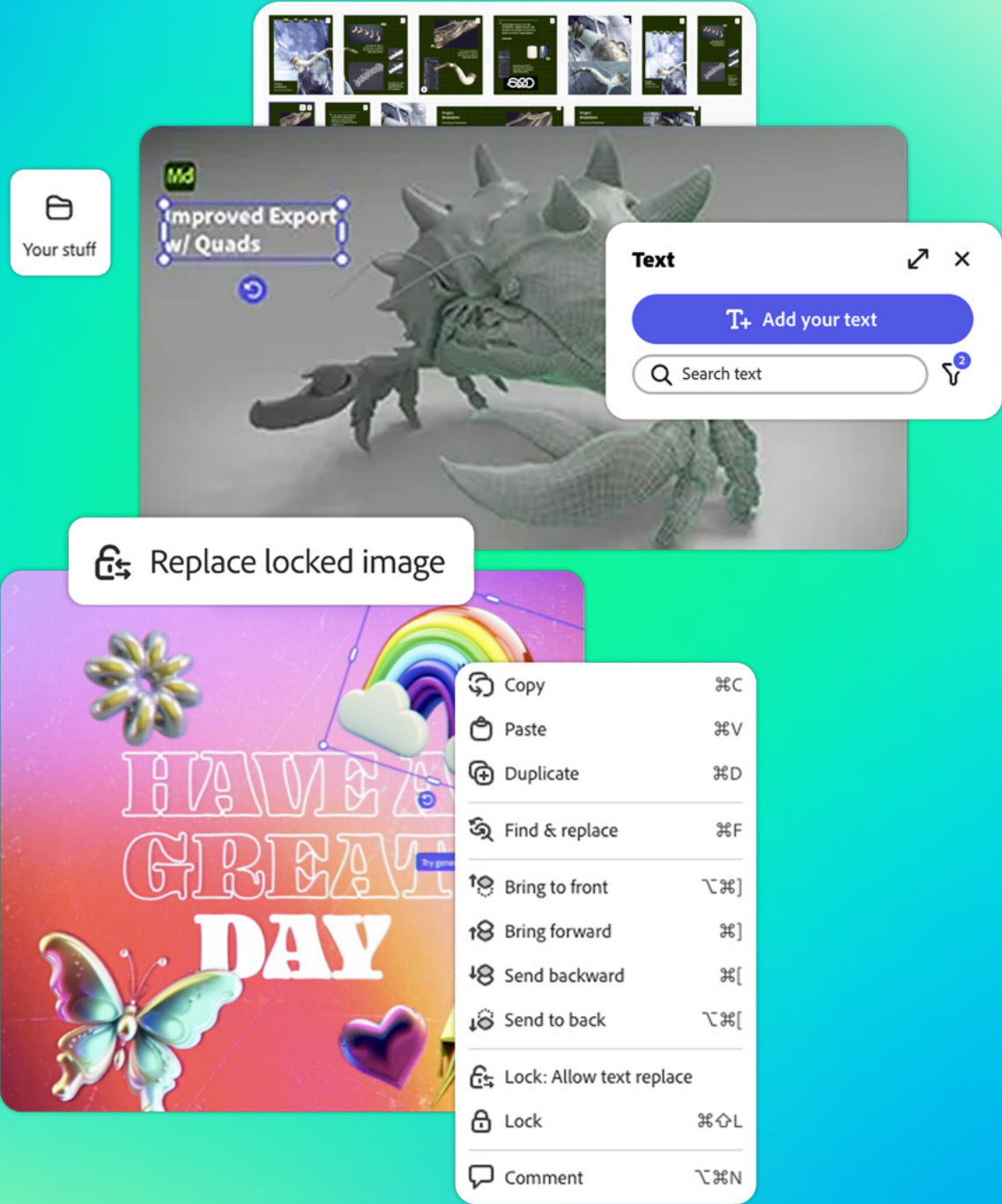
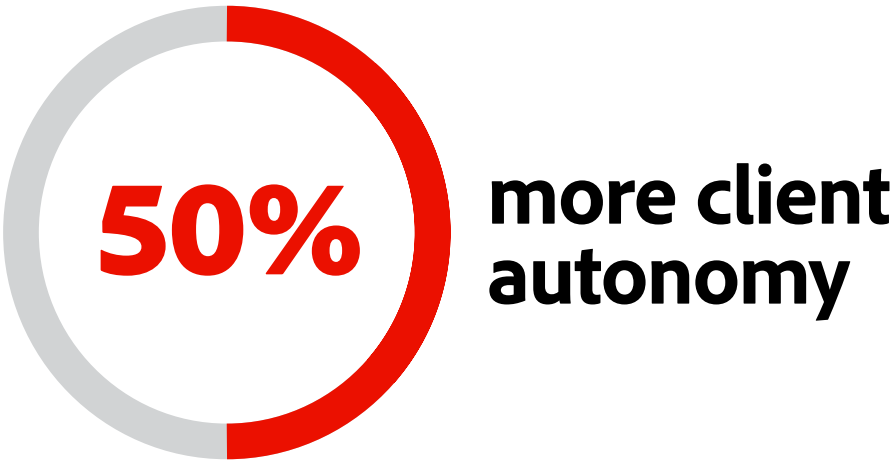
—Sakura Martin, Global Brand and Design Lead

Owen Jones

Improving client partnerships.

Portland-based agency Owen Jones, whose client roster includes Nike, Lyft, and Chipotle, adopted Adobe Express for many of the same reasons as any other customer: to create time-saving templates that make tasks like customization and localization more accessible to non-designers. Except that in this case the non-designers are actually their clients.

By giving easily editable Adobe Express templates to their clients, they calculate that they’re reducing their ongoing involvement by 50% by allowing the clients to perform those tasks internally. That way, the creatives at Owen Jones can focus on doing more strategic work for their clients, maximizing their spend on their services.



**“
Generate Image in
Adobe Firefly supports
early ideation as we
generate rough drafts
in seconds to determine
whether our ideas
will work.”**

—David Feldkamp, Associate Creative Director

Expanding results.

Like dentsu, Owen Jones' designers were excited about the generative AI features in Adobe Express to expedite and enhance their creative process. The designers also rely on features like Generative Expand in Photoshop to extend a background horizontally or vertically, allowing them to

use images for assets of any aspect ratio or to expand the background of an image to add more neutral space for copy, rather than simply fading to white. The overall results: Owen Jones now delivers files approximately 15% faster and has cut revision time by 40%.

15% faster delivery time

40% less revision time

Making better impressions.

The point of increasing content production and velocity isn't just for the sake of making more—it's to make that content more engaging and to give consumers a more personalized experience.

By making collaboration easier, **The Ad Council** and **Prudential Financial** saw more meaningful engagement with the content they produced for their clients and their organizations, while reducing their cost to create it.



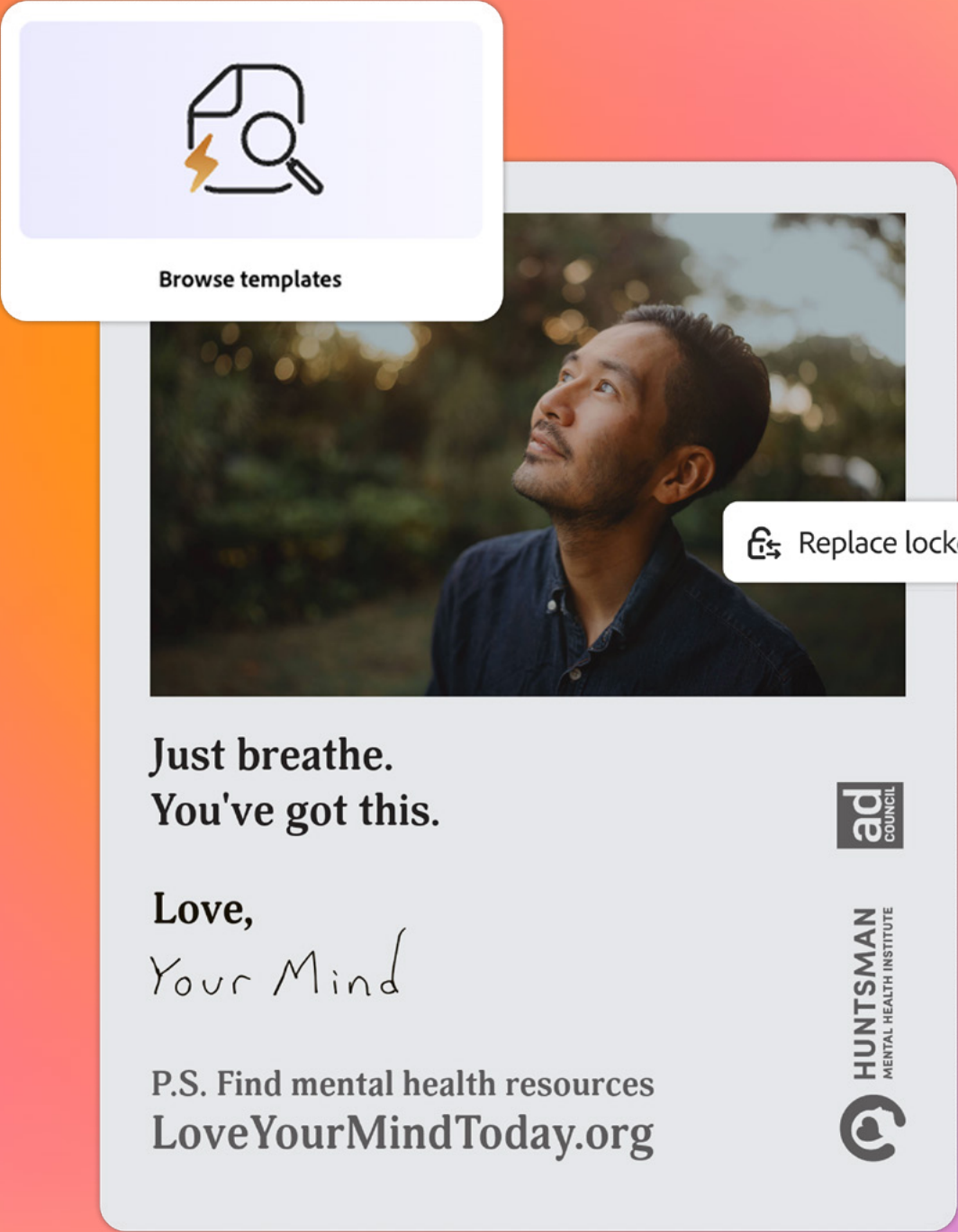
The Ad Council

Sharing powerful messages.

When The Ad Council partnered with FCB Chicago and New York to create a project for the Mental Health Initiative, clear collaboration was critical. The campaign, called “Love, Your Mind,” was designed to address the mental health challenges that diverse groups experience through a series of PSAs, social media posts, billboards, and more.

Personalizing the content for the different groups was key to driving engagement with the important messaging, and Adobe Express was the ideal tool for the job.

The FCB teams created the main campaign concept and, from there, a “playbook” with templates (available online) that allowed campaign partners to create their customized content, while also controlling branded elements like logos for overall consistency.

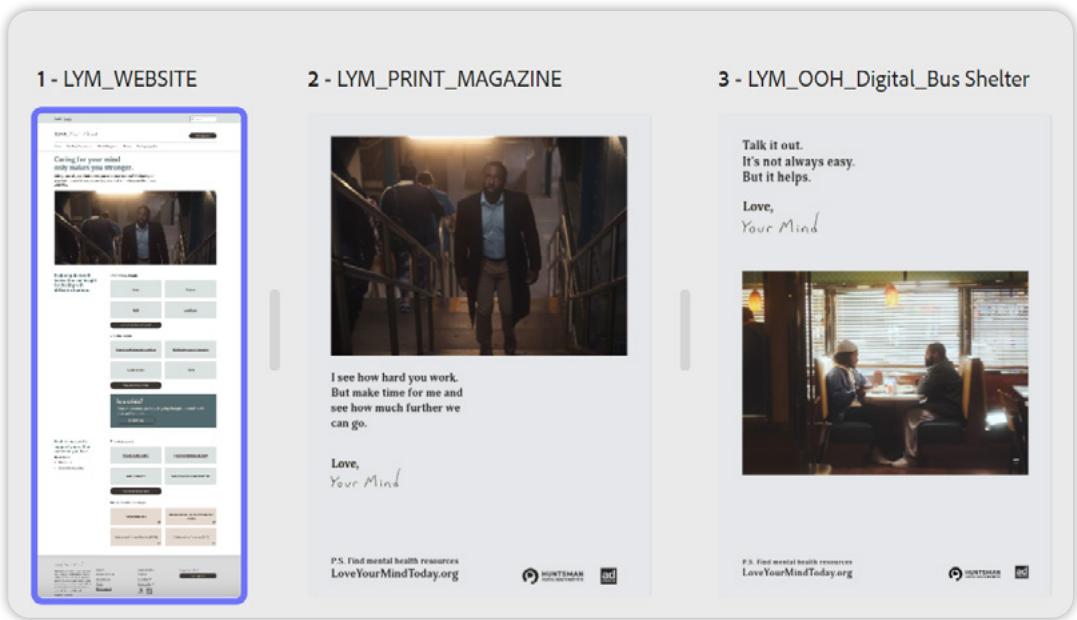


The Ad Council: Sharing powerful messages.

Maximum reach, minimal effort.

The Ad Council shared the “Love, Your Mind” playbook with a wide range of partners including Meta, Pinterest, and Reddit, and because it was so easy to use, anyone could work with it from professional design agencies to mental health influencers.

The best part is that the campaign has garnered more than 900,000 visits to the LoveYourMindToday.org site, which means that the campaign has been measurably effective in reaching (and helping) its intended audience.



“
Adobe Express is very easy to use and gives us a collaborative space where our FCB New York creative teams can share ideas and edits with our Ad Council contacts in real time. That’s invaluable.”

—Michael Aimette, Chief Creative Officer, FCB New York

Prudential Financial

Making a great impression.

Prudential Creative House, the in-house marketing team for Prudential Financial, achieved similar success with the expanded creative bandwidth Adobe Express has afforded them.

A co-sponsorship with Playbill for Curtain Up Broadway Festival, a three-day theater experience in Times Square, resulted in an ROI of 1.24x, engaging 5,600 people on site, a 365% increase YoY.

Curtain Up was mentioned along with Prudential more than 3,000 times across social media channels and in more than 2,000 articles with a net positive sentiment of 94%, and consumers who engaged were 11% more likely to consider Prudential.



**“
Being able to self-service certain capabilities, like cropping an image five different ways, gives our creatives more time to focus on other high-impact work.”**

—Terry Chu, Director and Product Owner of the creative and collaboration stack for the Martech team

Empowering creative production.

Adding Adobe Express to their existing Adobe content workflow (including Adobe Workfront, Creative Cloud for enterprise, and Experience Manager Assets) helped alleviate the load on the creatives by allowing more of the non-designers to participate in the creation process.

Customizing social posts, email banners, flyers, and other assets from branded templates freed designers from manual work and gave them more time to focus on more innovative campaigns like the one for Curtain Up, which let them flex their creative muscle and proved to be resoundingly successful.

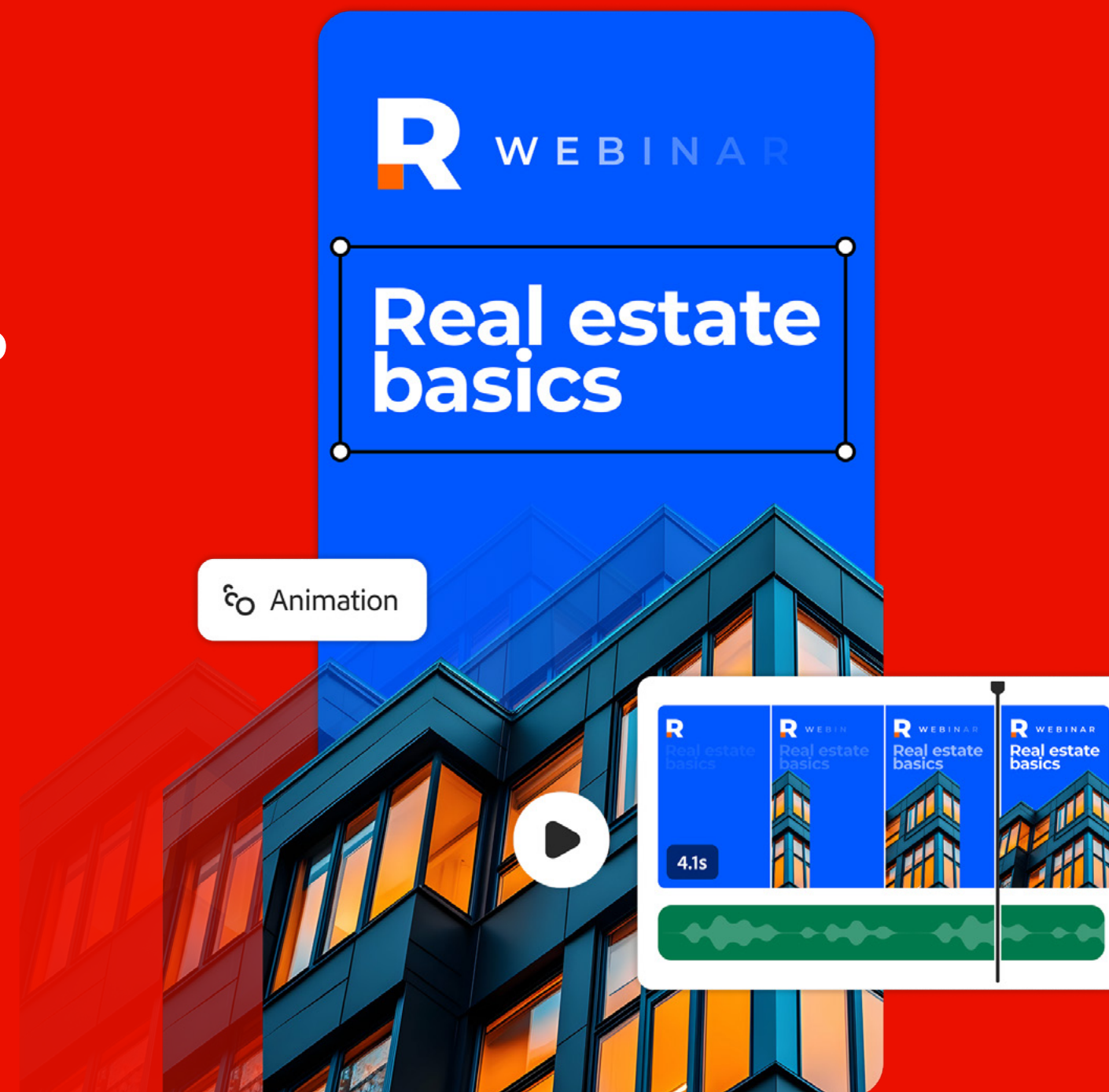
Using Adobe Express has also given Prudential Creative House a new mantra: “Create once, use many.” Creating assets in Photoshop, InDesign, and Illustrator that can be remixed in Adobe Express reduces the “cost per asset” by maximizing its reuse—an important factor for an organization that’s managing more than 8,000 assets each year.



Quality in motion.

Companies of all sizes are making not only more content, but more video content—which by most accounts people find more engaging. And although Adobe Express makes creating static content faster and easier, it's also an incredibly easy and accessible way for non-video pros to create more effective video content.

At **ABB**, creative professionals and non-creatives both benefitted from the speed and quality that Adobe Express gave them, allowing them to extend their reach and audience.



ABB

Creating engaging videos.

ABB is a 140-year-old global technology leader in electrification and automation, with a focus on a sustainable and resource-efficient future. With more than 105,000 employees, they're committed to accelerating industrial transformation and to attracting more eyes to corporate ideas.

For a Countdown to Earth Day campaign, for example, their director of visual storytelling created basic infographic panels using templates sized perfectly for display on LinkedIn. The infographics were created in Adobe Illustrator, and a mix of corporate photography, AI, and traditional imagery was pulled from Adobe Stock.

Key to saving time was using the built-in captioning capability in Adobe Express to generate subtitles for the videos, increasing its reach and engagement in minutes.



ABB: Creating engaging videos.

Saving time with video.

Similarly, ABB teams are embracing video for its superior ability to explain complex ideas creatively. Although some of the expert video creators have relied on Premiere Pro previously, they've found that Adobe Express is helpful for simpler videos and social media projects. And using AI features in Adobe Express makes it easy for even non-experts to create animations, transitions, and voiceovers at professional quality.

"As animation and video become more in demand, Adobe Express will save us a lot of time, especially for social media posts where the ability to quickly resize assets can triple production speed," said Julie Macie, Multimedia producer, Motion System Drives.

3x faster
production

"We achieved engagement rates up to 21 percent during the campaign—6x higher compared to regular engagement. Part of this success comes from learning to work so quickly with Adobe Express."

—Kristen Smith, Director of Creative and Visual Storytelling

Creative empowerment.

According to our customers, Adobe Express is living up to its billing as the “quick and easy create-everything app.”

But there's also the kind of success that can't be measured by stats—the intangibles of introducing a tool that everyone can use creatively. There's a kind of empowerment that people feel when you remove technological barriers and let them explore their creative abilities. Even here at Adobe we've seen copywriters start doing their own layouts for publication or salespeople prepping their own materials for client presentations. It not only reduces the burden on the designers, it helps our employees gain valuable new skills and confidence in their abilities.


See how Adobe Express can benefit your organization.

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Speak to the team about Adobe Express.

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 Start from your content

 report.indd

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Sources

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