

Supercharge creative teams with generative AI.

Adobe Firefly works alongside the tools creative teams already use, bringing generative AI into familiar workflows to unlock speed, scale, and efficiency. Purpose-built for enterprise, it empowers teams to create more, faster, without compromising on quality or control.



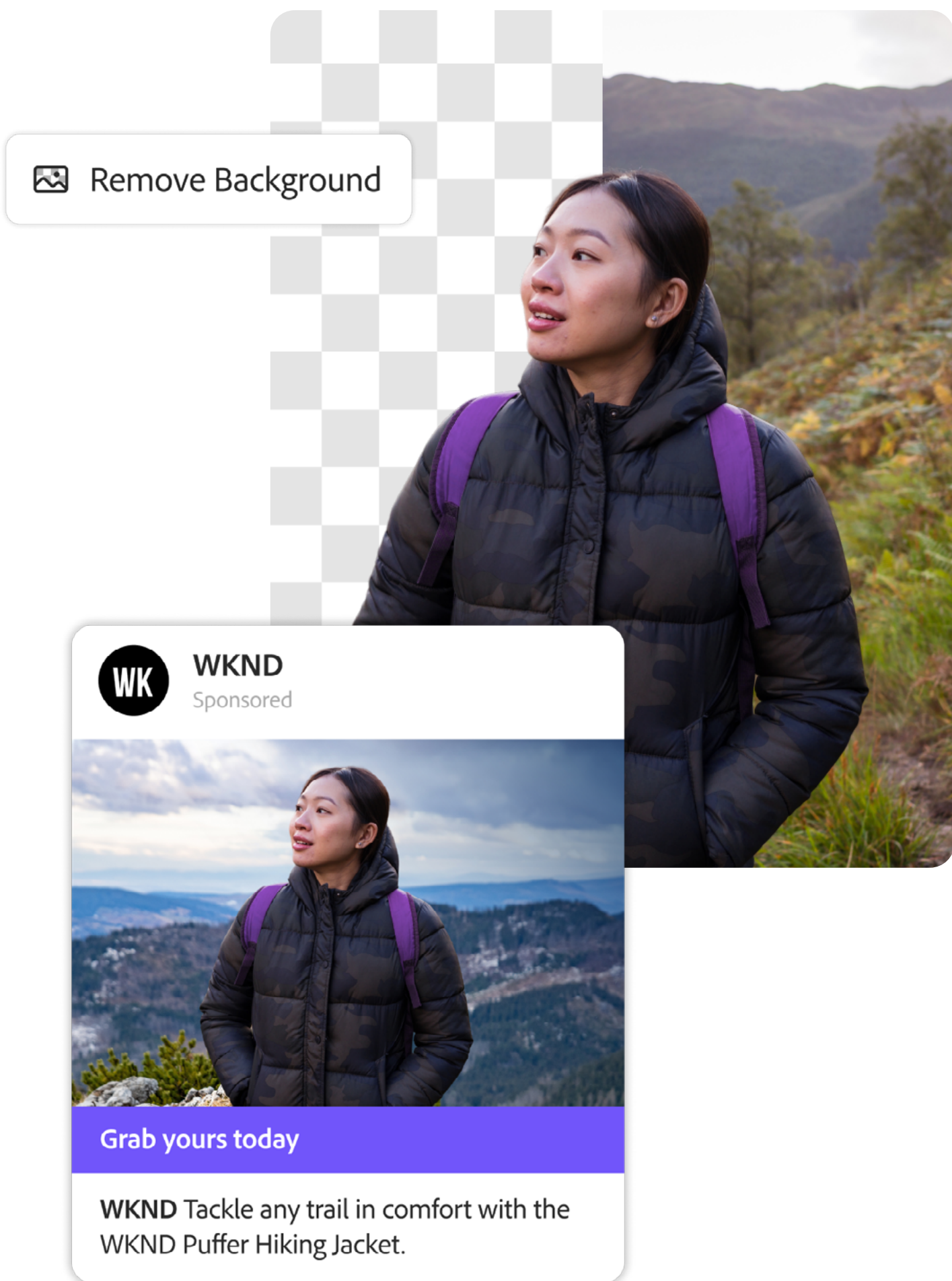
For enterprises using Adobe creative solutions powered by Firefly generative AI, Forrester found:

30%–70%
improved productivity for ideation

65%–75%
less time spent reviewing and fixing

70%–80%
scaled production of asset variants

60%
faster hero asset creation



Designed for enterprise needs.

When you apply any powerful technology in business, you need confidence that it's reliable, ethical, and safe. You can't compromise on quality. You also need tools that are flexible and relevant to your organization's needs and workflows. Adobe Firefly is built to meet these needs.

- Over 20 ways to control generative outputs across formats — including images, video, audio, and vectors
- Built-in capabilities across Adobe creative and marketing tools deliver value at every step
- Trainable to your brand's content with Custom Models, allowing your teams to create on-brand assets with simple text prompts

Responsibly developed and safe for business, Firefly is trained on licensed and public-domain content with a special focus on minimizing bias and harmful content.

Explore how top brands are putting Firefly to work.

Explore how Firefly performs in the real world. These use cases highlight how leading brands are using Firefly products to accelerate workflows, cut costs, and create at scale.

Adobe

Produced 20,000 on-brand banner ads for a Black Friday campaign, cutting time-to-market

COACH

Used Firefly Custom Models to generate accurate digital twins of products, helping speed up ideation, product testing, and internal alignment

dentsu

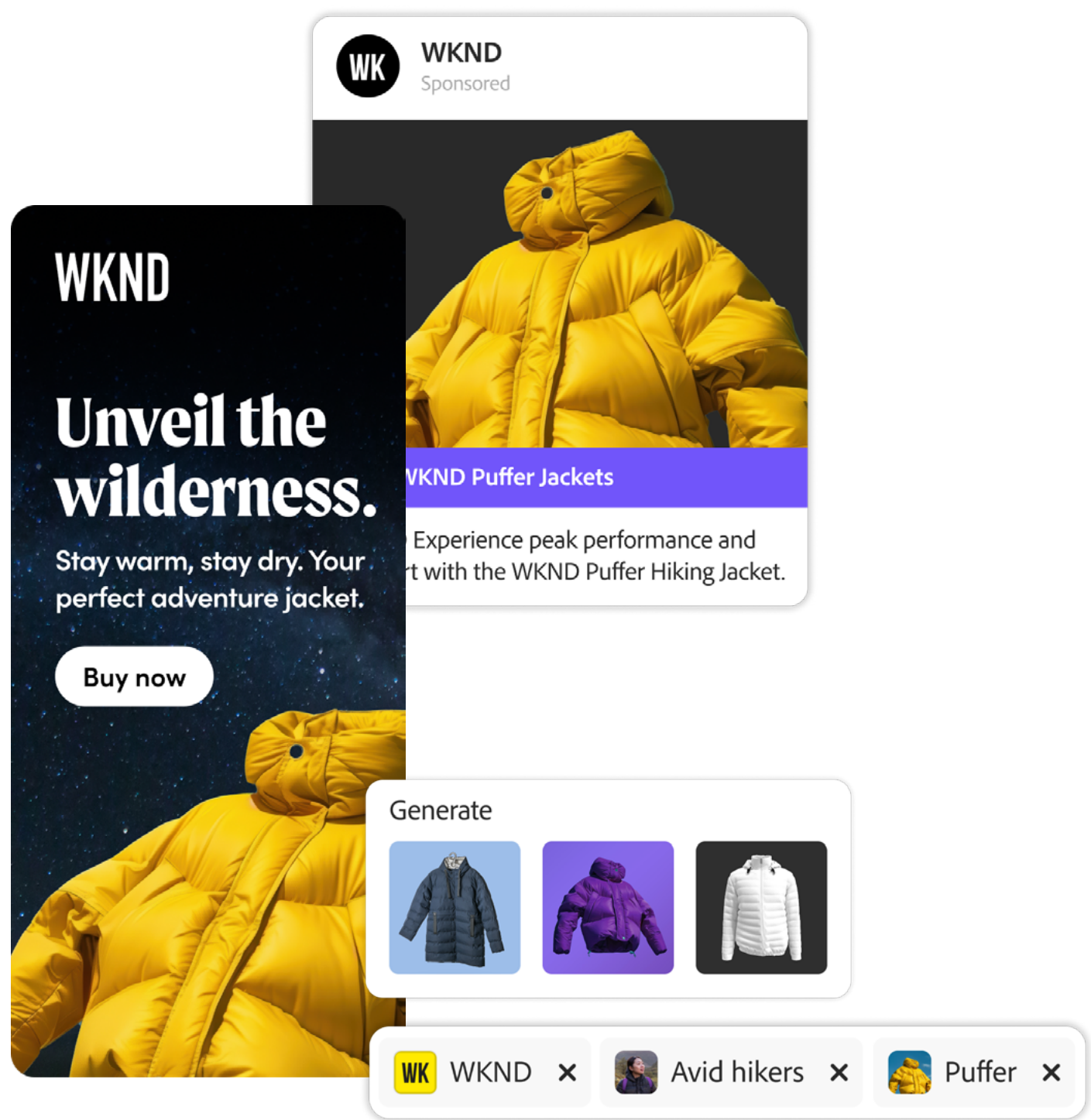
Streamlined content creation across 145 markets by centralizing branded assets with Firefly and Express

GATORADE

Allowed customers to design their own squeeze bottles using personalization tools powered by Firefly while keeping each design on brand

Personalization at scale.

Gatorade used Firefly to let users customize squeeze bottles while staying true to their established brand.



Adobe generative AI difference.

- Firefly is safe for business. Models are trained on 375M+ high-resolution, high-value Adobe Stock assets, ensuring content is ethically sourced and attributed.
- Adobe reviews and refines Firefly data, output, and approaches to prevent biases and harm.
- Assets generated by Firefly automatically include content credentials and provenance details to indicate AI-generated content and provide IP indemnification in select 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 the power of Firefly generative AI to scale content creation.

Contact us

Get the full guide

Adobe Firefly