

ADOBE ON ADOBE EXPRESS:

# The Customer Zero Experience.

Adobe





# Introduction.

As we develop our products, we always return to our core values—enabling everyone to create digital experiences. What can we do to make content creation more accessible? What are our customers' use cases and workflows? What features do they most rely on? What features do they wish we'd add?

When we began using Adobe Express internally, we asked ourselves those same questions. What would transform the way our teams work? And how would that deliver value for our business?

In this guide, we'll recap our firsthand experience enabling creatives in our marketing org—along with non-creatives across a variety of other departments—to use Adobe Express. From brand roll outs to global event programs, Adobe Express enabled us to create and scale on-brand content across our business. When we saw how transformative it was for us, we felt confident that it would transform how you work, too.



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**Remix and Theme option enables us to create on-brand content, which can be further repurposed by others to maintain brand consistency. This gives us an 80% time savings, versus creating something similar from scratch.”**

—Sabareesh N  
Marketing Specialist, Adobe

## **Demand intensifies.**

It almost goes without saying that the demand for content continues to increase rapidly across nearly every kind of organization. From large brands to agencies, news outlets, live events, educational institutions, healthcare, and more, creating content that stands out, faster and more efficiently, is a basic requirement.

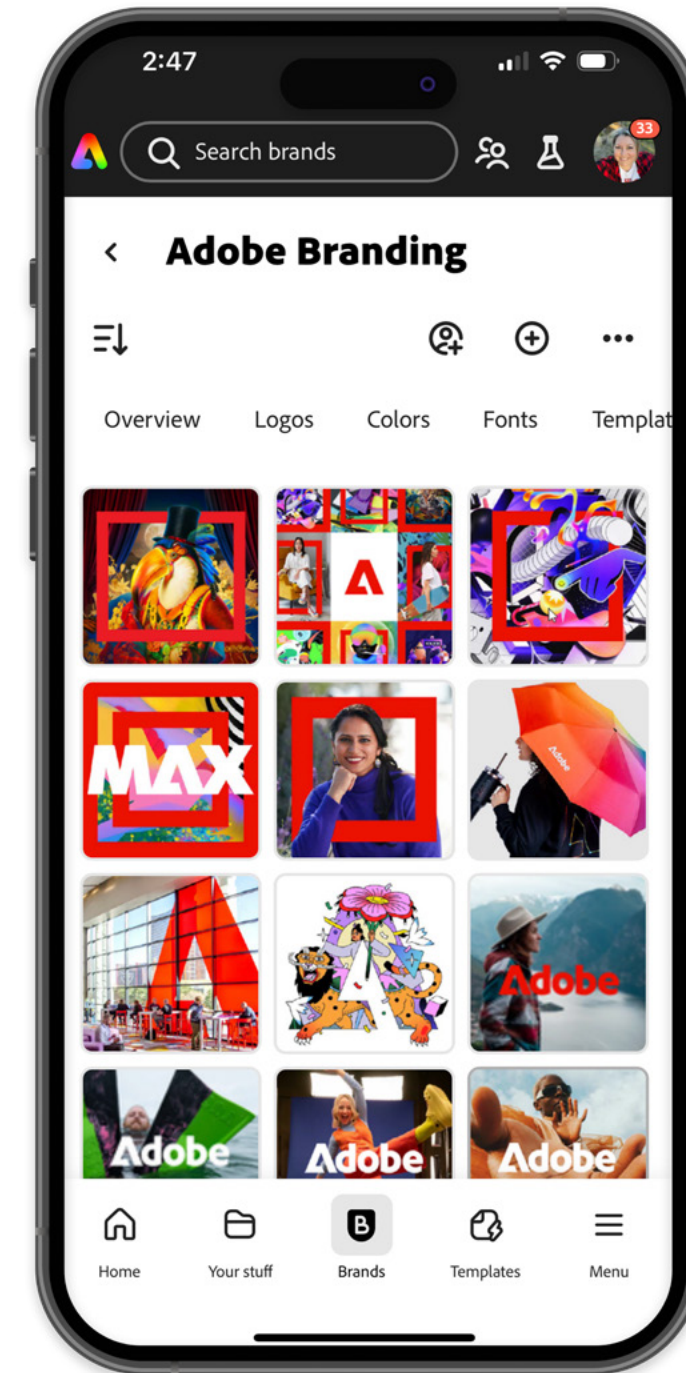
It's not just marketing content. Social media, sales, support and training, HR, and internal comms all have their own needs. **And, most importantly, everything that's created has to be on brand.**

If you're reading this, chances are excellent you already know this, or you've experienced it yourself, or you'd welcome a solution that's simple to implement.

# How we Express ourselves.

With a staff of 30,000 located across the globe, Adobe had no lack of potential use cases. As it turns out, the use cases are almost too many to list. So, to give you some of the highlights, we'll explore how we used Adobe Express for:

- Enabling staff and contractors with all-new Adobe brand assets and templates
- Events collateral for our GMO and B2B groups
- Collateral for B2B digital and hybrid events
- ABM marketing and event kits for EMEA locales
- Recruitment collateral for talent marketing
- Employee comms like our in-house newsletters and events wrap-ups





# The rules of the brand.

It all started with our General Marketing Organization (GMO), who led the effort to create the new brand guidelines and build 12 ready-to-use templates. For anyone who has ever had to dig through a deeply detailed “style bible” in search of the right fonts or colors or logos, having brand-approved assets and templates right in Adobe Express is nothing short of game changing.

Not only did the GMO studio make them available to approximately 30,000 Adobe staff, they also gave them to approximately 15,000 additional freelancers, vendors, and interns.



Charlie Schoenberger

Today at 7:49 AM

Brand book & assets on #Express are pure

 THANK YOU 🙏

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A graphic showing the Adobe logo in red, centered within a white rectangular frame. The frame is overlaid with a light pink grid. Small 'x' marks and arrows indicate specific alignment points and proportions for the logo's placement, representing brand guidelines.

Brand expression

Behaviors

The Adobe brand comes across through three key behaviors. Portraying the qualities of each behavior in everything we do reinforces the innovative approach, creative expression, and ambitious aspirations that make up our brand.



Be iconic.

Unique  
Bold  
Confident



Be consistent.

Focused  
Replicable  
Unified



Be dynamic.

Transformative  
Inviting  
Entertaining

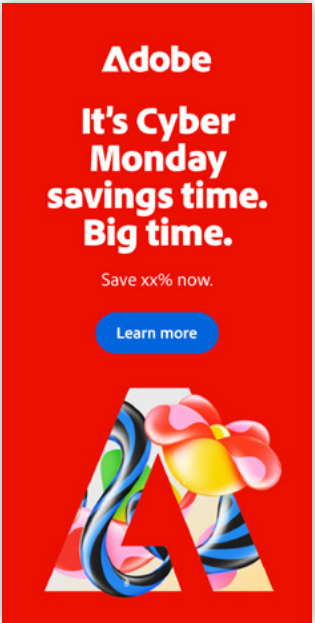
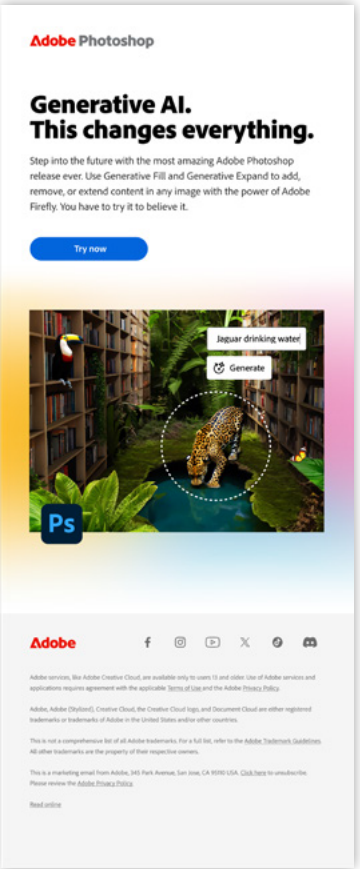
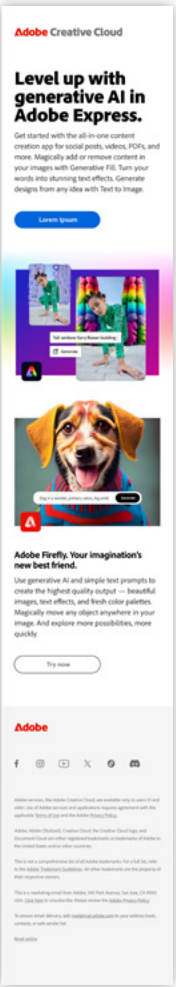
Adobe on Adobe Express: The Customer Zero Experience

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**That means that our partners, regardless of where they are, internal or external, will have documentation, tools, and resources that will empower them to stay on brand to help us lift the waters for Adobe.”**

**—Alejandro Chavetta**  
Executive Creative Director, Adobe



By centralizing all the templates and assets in Adobe Express, everyone had immediate access to what they needed without having to search through other DAMs or repositories, and when templates were updated they were instantly available. The unlocked areas let people modify the templates according to their needs, while the locked elements ensured that every new asset created was completely on brand.

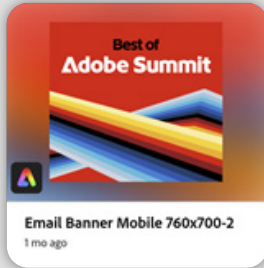
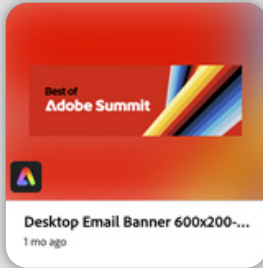
# Big events have big needs.

Our two tentpole events each year, Adobe MAX and Adobe Summit, keep the social media team extra busy. With new product announcements and noteworthy sessions, the team previously needed a full-time resource to edit every announcement for the month prior to the events and during them.

The solution was to create a library of social media assets in Adobe Express that non-designers could access to feed the social media demands, enabling 50+ employees to create or update assets themselves.







For Summit 2025, the Global Marketing event team even used Adobe Express to launch a sponsor kit for Adobe Summit 2025 that they distributed to 120+ partners worldwide. The kit featured a remixable link with brand controls, making it easy for the sponsors to seamlessly integrate their branding across various social platforms.

Likewise, for the post-event follow-up collateral created by the B2B marketing team (reports, one-pagers, etc.), the templates were built in Adobe Express, which meant that the Content or Sales teams could modify them with different content or CTAs as needed.

**Because this reduced the time it took to go through iterations with an agency, the teams were able to deliver the collateral to their audiences in hours rather than days.**



# Localization made easy.

Creating templates for marketing was such a success that it's now standard operating procedure for every event. Our small EMEA Studio team of three has discovered how much easier it is to use Adobe Express to create templates for the content for in-person events and webinars across Europe.

By enabling the approximately 100 people in the various regional marketing teams and sales, business development, and customer success, they've been able to create a range of promotional and presentation materials to be used during the events.

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**Before, we were heavily dependent on agencies and faced budget constraints. However, the introduction of our event kits in Adobe Express has allowed us to become more self-sufficient and support a greater number of events.”**

—Rosella Elmi  
Creative Director, Adobe



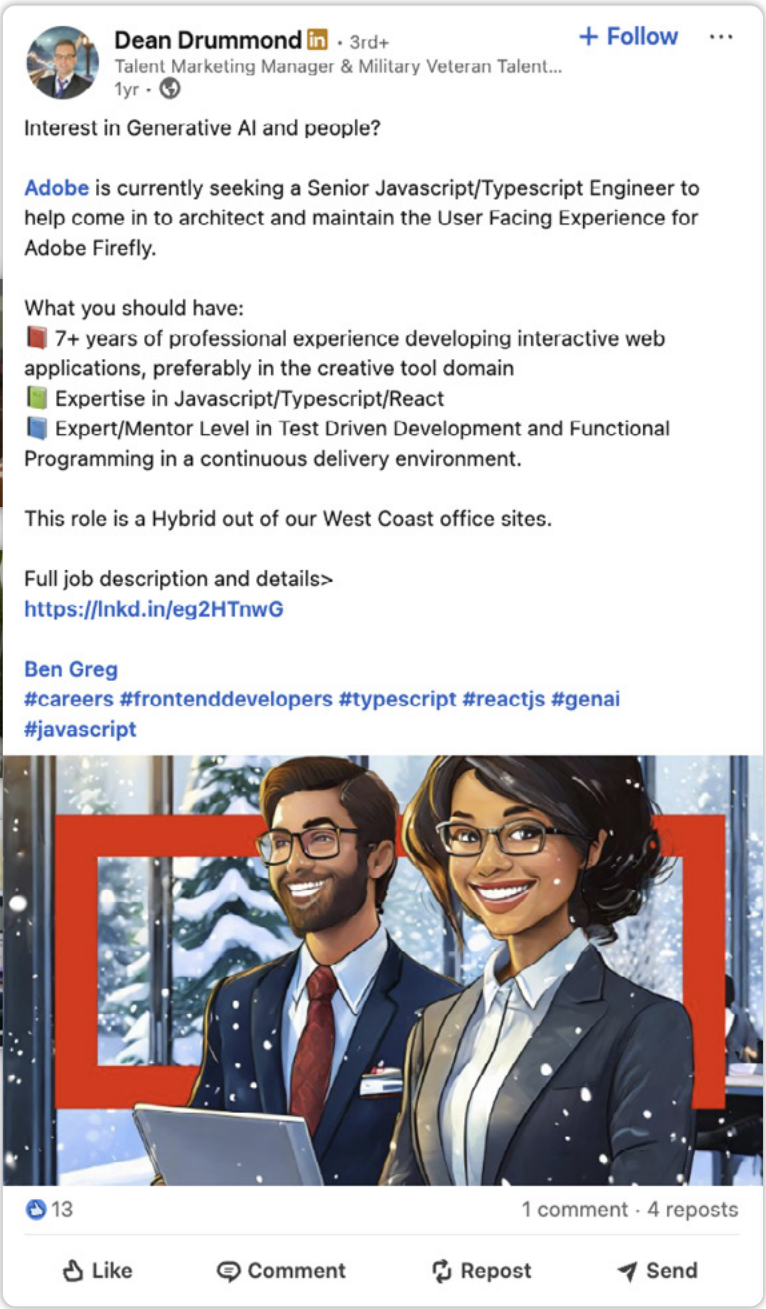
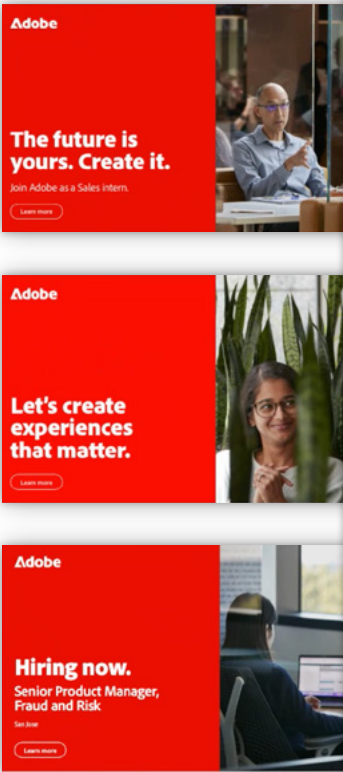
**Not only did they reduce the time it takes to create collateral from months to days, they saved approximately \$20,000 in agency fees for each event—totaling about \$100,000 annually.**

The EMEA team is also in the unique position of having to modify content for the many countries they market to across events and ABM efforts. Once again, the Adobe Express workflow makes it far easier for the team of 40+ marketers to create all the versions they need for different languages or localizations. From e-books to infographics, one-pagers, emails and more, the teams can create the content themselves, saving time and money.

# Engaging talent.

As a global business, Adobe needs to attract top-quality talent from all over the world. By using branded templates in Adobe Express, the nearly 300 talent marketers and recruiters are now able to communicate across digital and social channels worldwide.

Localizing the templates through Adobe Express for four global regions allows them to cast a wider net easily, and to post on-brand content on their own channels or accounts. The talent marketers can also create web pages that flow on both desktop and mobile devices, and can link candidates to resources or other relevant information. Best of all, they can make edits in minutes rather than having to request support from the Studio designers.





# Building employee connections.

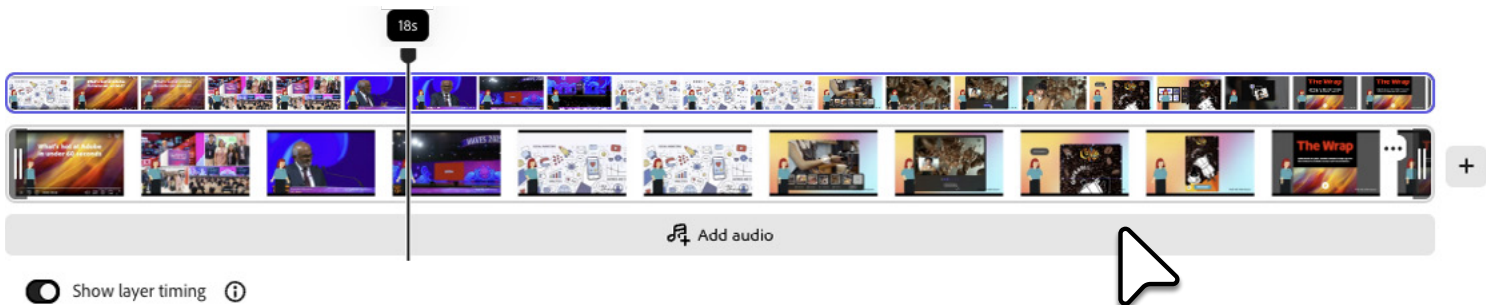
It's always a challenge for large companies to communicate effectively with all their employees, especially when there are so many events taking place around the world.

The Employee Communications team has begun using Adobe Express to produce a video newsletter called "The Wrap" that recaps events or announcements. They first use AI Assistant to summarize transcripts of the presentations, blog posts, or media releases to create a script, then give that script to Adobe Express and use the "audio to animate" feature to animate the presenter and edit the video.



“  
**I did in an hour for free  
what would have taken  
3 days and \$5,000.”**

—Jo Cohen  
Director Employee Communications, Adobe



The team estimates that to create these videos, from research through post-production, would typically have taken approximately three days and cost \$5,000. Now, the team can create the videos in hours, without using an outside vendor.

**Over the course of about 28 videos a year, this represents a savings of about \$140,000.**

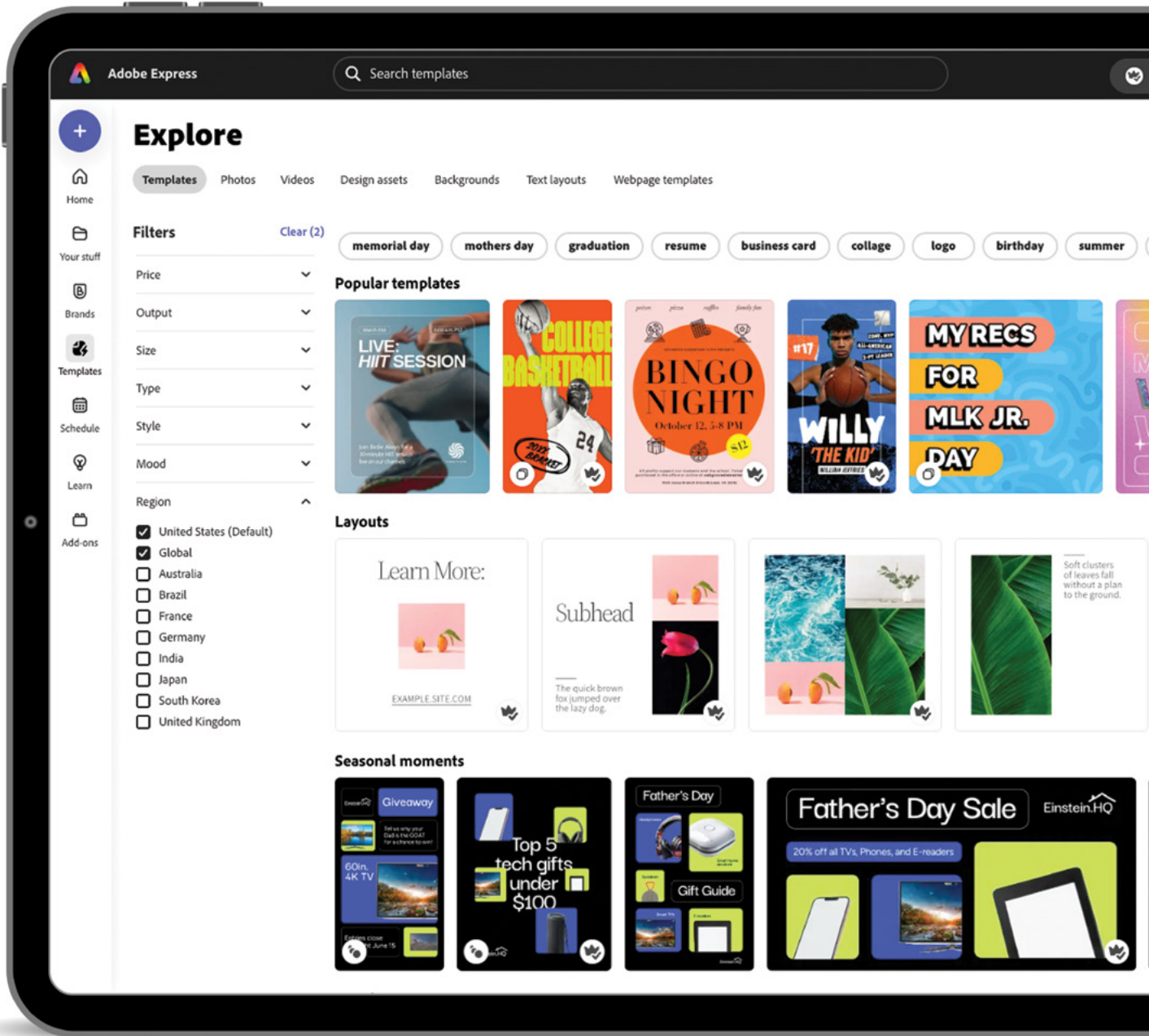
There’s also been a significant uptick in employee engagement, with “The Wrap” now attracting 45% of all clicks and overwhelmingly positive sentiment. Other teams have even requested an instructional video so they can produce similar video content.

# Adobe Express exceeds expectations.

The value that Adobe Express brought to us—from the smallest of use cases to scaling across the company—proved that it could result in significant cost and time savings. It empowered more members of our teams to start creating digital experiences for both internal and external customers. And our implementation resulted in 75% growth in Adobe Express year over year.

But what our experience using Adobe Express also demonstrated is that once we started using it, we discovered even more potential use cases. Adobe Express has become both a foundational necessity and our own personal playground. And in a company filled with people dedicated to producing creative tools, the ideas just keep coming.

We hope you'll find our experience inspiring.





# Getting started.

**Did you know that your teams who use Creative Cloud already have access to Adobe Express?**

You can start experimenting right away or contact our experts to learn more about implementing Adobe Express in your business.

Contact us

## Sources

“Adobe Customer Value Stories,” Heather Floyd, Robert McDaniels, Kristen Webb, Cassidy DeStefano, Dawn Edwards, and Gioemi Male for Adobe, 2024.

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