

The Future of Work: AI-Powered Strategies to Streamline Content Workflows

Adobe



Today's speaker and agenda



Julie Johnson

Senior Product Marketing Manager

Adobe

1 Challenges organizations face today

2 AI's role in the Future of Work

3 AI Agents

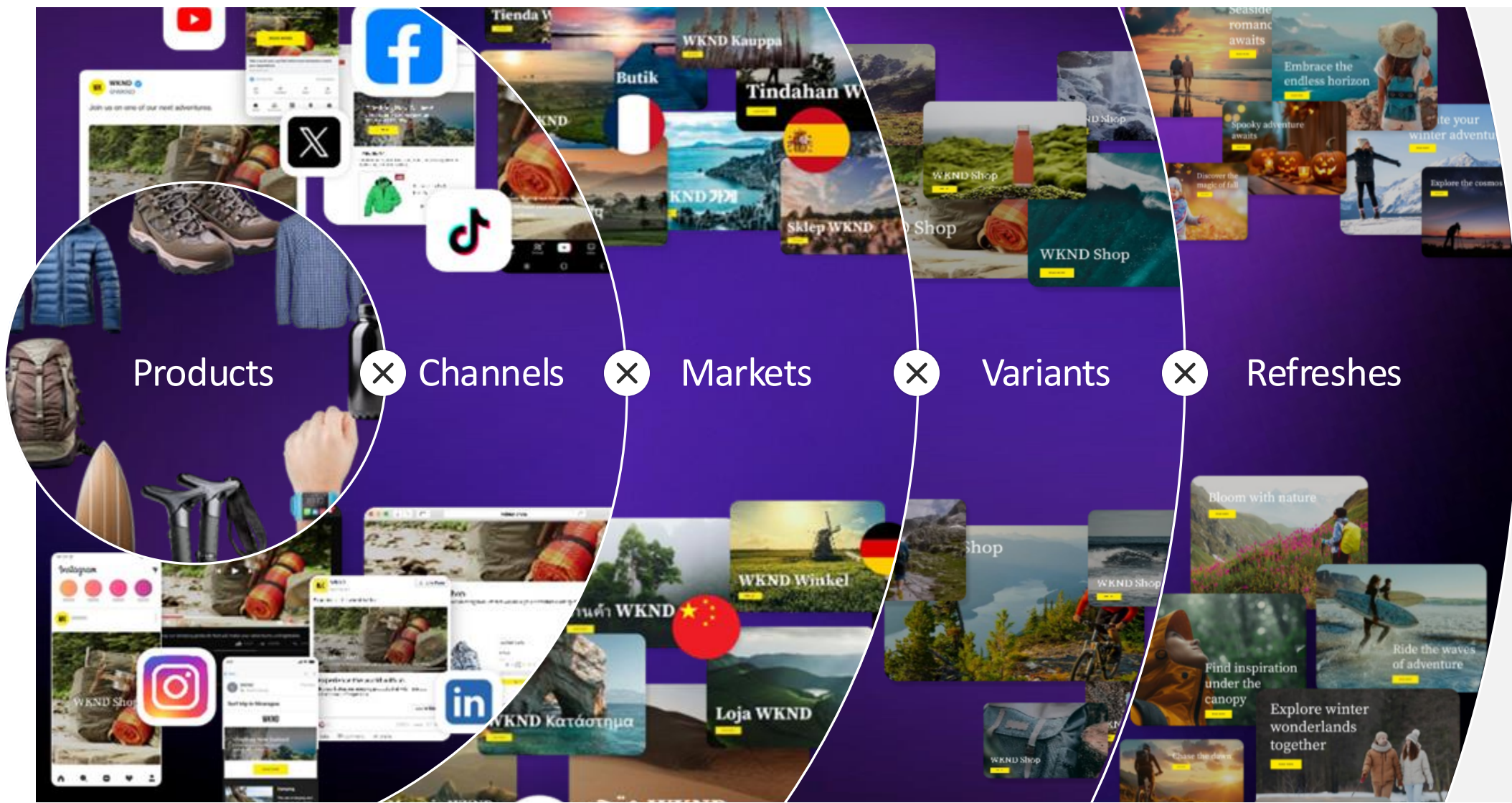
4 Workfront and AI - DEMO

5 Q&A

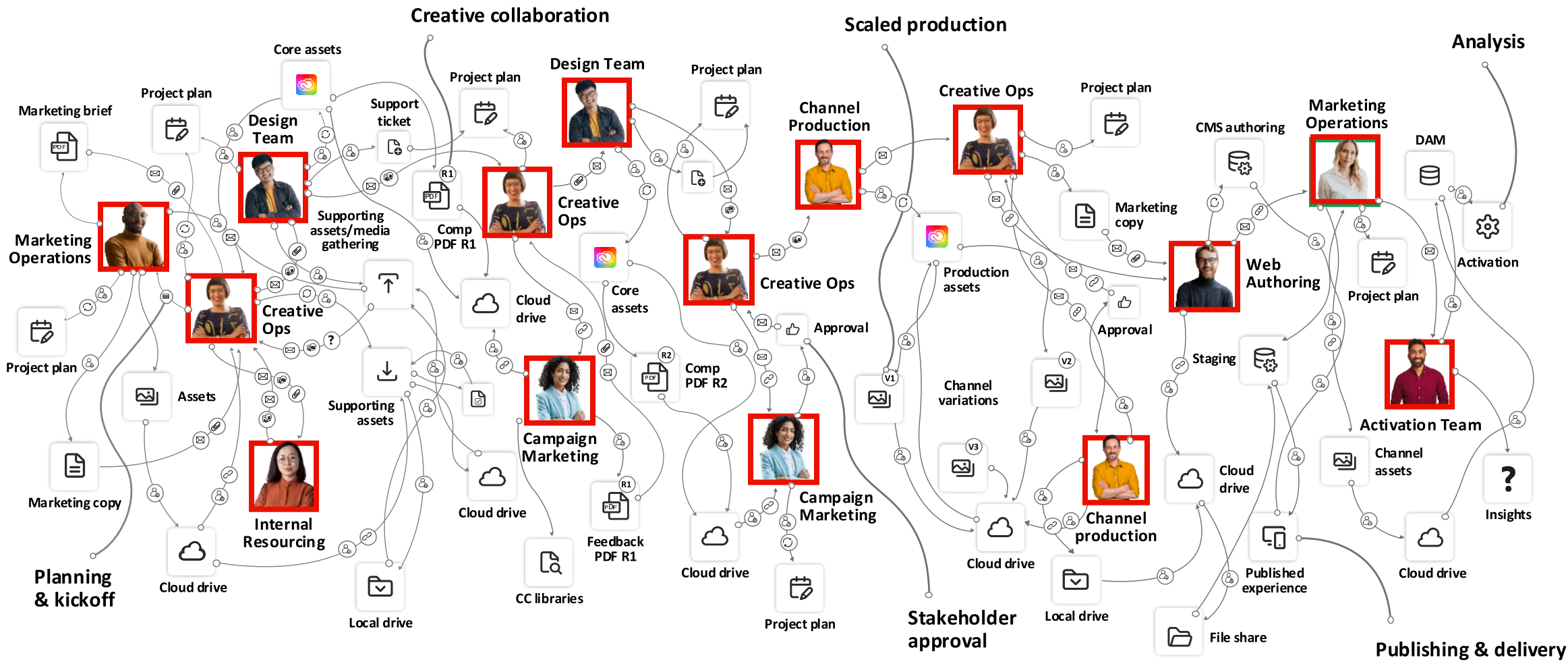
Marketers are under pressure to deliver more campaigns and **personalized** experiences, **faster** and more **efficiently** than ever before.



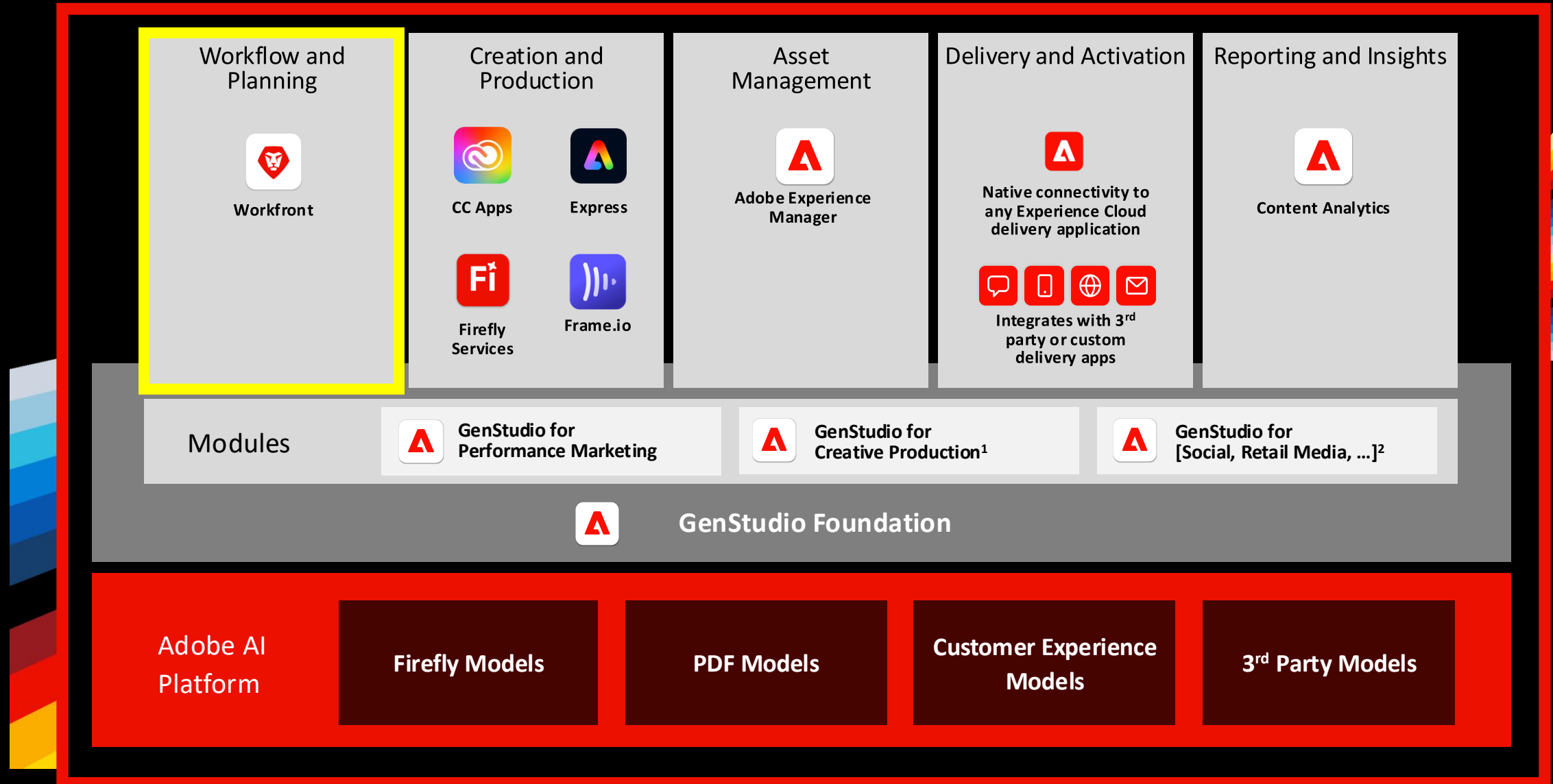
Demand for content to drive personalization outpaces capacity



Content volume



Adobe GenStudio transforms the content supply chain

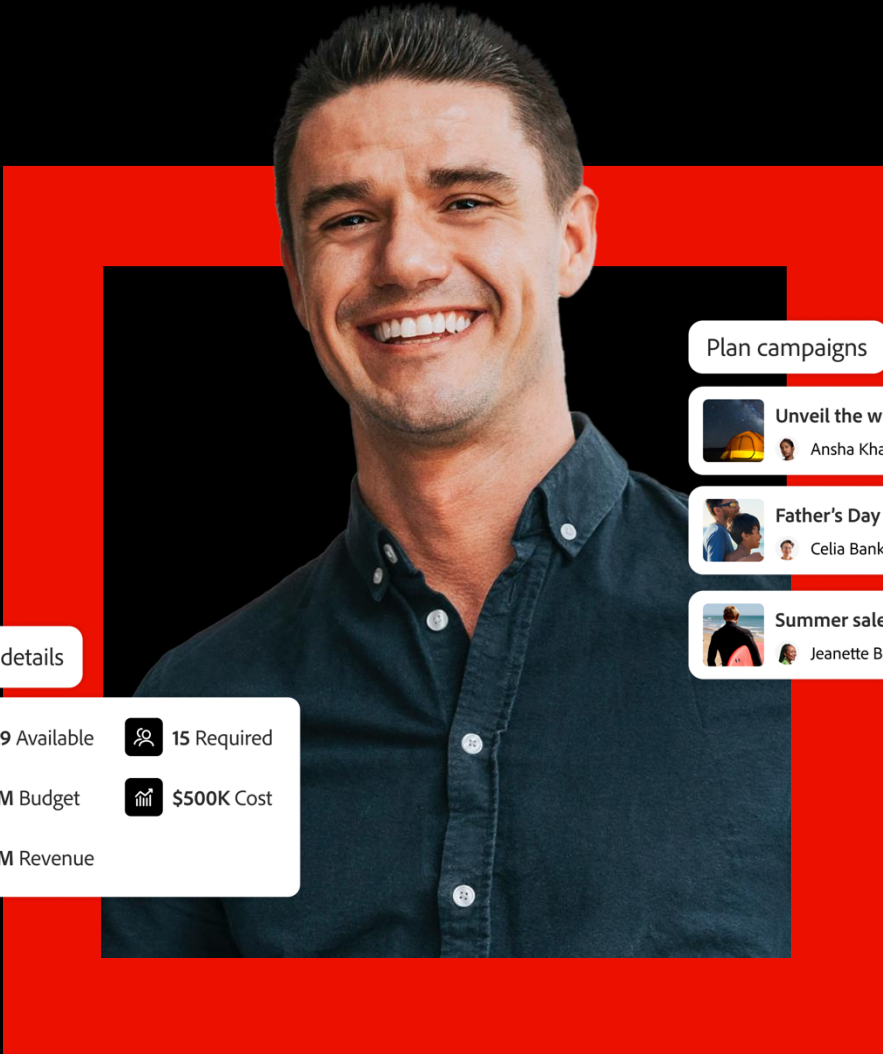


Adobe Workfront

The Marketing
System of Record

Plan, assign, and execute work from one place.

Connect strategy to execution—by centralizing workflows, automating approvals, and integrating seamlessly with Adobe's creative and content tools.




Plan campaigns

- Unveil the wilderness**
Ansha Khan | On hold
- Father's Day campaign**
Celia Banks | On hold
- Summer sale campaign**
Jeanette Bailey | On hold

Project details

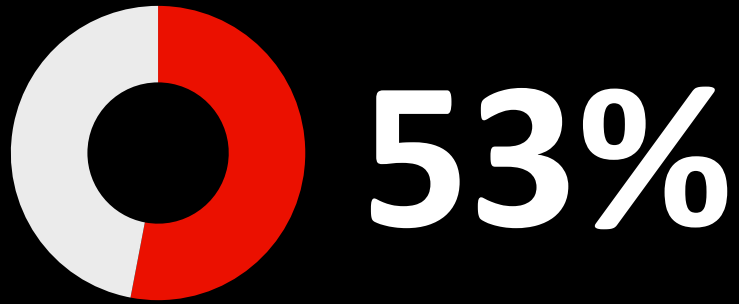
- 19.9 Available
- 15 Required
- \$1M Budget
- \$500K Cost
- \$1M Revenue



**AI is transforming
the creation and
delivery of content,
at a **speed** and **scale**
that was previously
unimaginable.**

Urgency for AI-driven marketing transformation

A New Era of Marketing Productivity



of senior executives using generative AI report significant improvements in team efficiency.³

AI-driven marketing is already improving speed and scale—teams without it will struggle to keep up.

2025 Digital Trends Report, Adobe

Adobe

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AI Powered Work Experience – Smart Sort

Adobe Workfront

Search Experience Cloud (+)

Company, Inc

Prod

Sandbox (Geo)

Priorities

Catch me up Create new

Filter Columns Group Smart sort Search

Name	Project	My focus	Due Date	Est. completi...	Status	Action
Images for homepage ad spot	Fall New Product Launch 12...	Normal	Yesterday	1 hour	In progress	Mark as done
Generate banner for ad spot campaign	Espresso Euforia	Urgent	Tomorrow	3 hours	In progress	Mark as done
Sustainable coffee bean collateral	Espresso Euforia	Low	Tomorrow	2 hours	New	Work on it
Create new banner	Sales expo	Normal	March 21, 2025	1 hours	In progress	Mark as done
New Homepage Banner	Espresso Euforia	High	March 21, 2025	.25 hours	New	Work on it
Email template: Sustainable coffee bean	Summer Campaign A85140	Urgent	March 21, 2025	3.5 hours	In progress	Mark as done
Banner ad: 5 sizes	Treat Yourself Program	Urgent	March 25, 2025	2 hours	In progress	Mark as done
Email template - Sale	Spring Sale	High	March 25, 2025	6 hours	New	Work on it
Email template - loyalty program	Summer Campaign A85140	Normal	March 28, 2025	4.5 hours	New	Work on it
Collage for instagram	Summer Campaign A85140	Low	April 4, 2025	4 hours	New	Work on it
Instagram reel - long format	Fall New Product Launch 12...	Low	April 4, 2025	6 hours	New	Work on it
Instagram reel - short format	Spring Sale	Normal	April 4, 2025	12 hours	New	Work on it
New product images	Treat Yourself Program	High	Jul 2, 2025	11 hours	New	Work on it
Updated product images	Treat Yourself Program	Normal	Jul 12, 2025	4 hours	New	Work on it

AI Powered Work Experience – Smart Sort

Adobe Workfront

Search Experience Cloud (+/)

Company, Inc

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6	New Homepage Banner	Treat Yourself Program	Normal	March 25, 2025	.5 hours	In progress	Mark as done
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10	Collage for instagram	Summer Campaign A85140	Low	April 4, 2025	4 hours	New	Work on it
11	Instagram reel - long format	Fall New Product Launch 12...	Low	April 4, 2025	6 hours	New	Work on it
12	Instagram reel - short format	Spring Sale	Normal	April 4, 2025	12 hours	New	Work on it
13	New product images	Treat Yourself Program	High	Jul 2, 2025	11 hours	New	Work on it
14	Updated product images	Treat Yourself Program	Normal	Jul 12, 2025	4 hours	New	Work on it

AI Powered Work Experience – Smart Sort

Adobe Workfront

Search Experience Cloud (+/)

Company, Inc

Prod

Sandbox (Geo)

Priorities

Smart sort: 3

Some factors that contributed to this ranking:

- Project priority is High
- Task priority is Urgent
- Task is due soon
- My focus is High
- Will require approval process
- Blocking another task

Group Smart sort

Search

	Project	My focus	Due Date	Est. completi...	Status	Action
Espresso Euforia	Urgent	Tomorrow	3 hours	In progress	Mark as done	
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AI Powered Work Experience – Catch me up

Welcome back, Myesha!

Your assignments

Spring New Product...

Images for homepage ad spot

2 comments | 1 upload

Due 05/07/2024

In Progress

Fall New Product La...

Create new banner

2 comments | 1 upload

Due 05/07/2024

In Progress

Fall New Product La...

Collage for instagram

2 comments | 1 upload

Due 05/07/2024

In Progress

Summer Campaign...

Images for homepage ad spot

2 comments | 1 upload

Due 05/07/2024

In Progress

Memorial Day In-sto...

Images for homepage ad spot

2 comments | 1 upload

Due 05/07/2024

In Progress

Projects you work on

Spring Campaign 2025

12 May - 22 Sept 2025

34% complete

22 of 73 total tasks completed

2 of 8 tasks completed by you

2 tasks blocked by you

Your work is behind

Spring New Product Launch

12 May - 22 Sept 2025

32% complete

22 of 73 total tasks completed

2 of 8 tasks completed by you

2 tasks blocked by you

Your work is behind

Fall New Product Launch

12 May - 22 Sept 2025

42% complete

22 of 73 total tasks completed

4 of 8 tasks completed by you

1 blocked by you

Your work is on track

Assets (4)

Approved

Pouring cup of dark brew

Sharon Lee approved

Pending

Coffee shop email banner

Sharon Lee assigned to review

Nudge

Pouring cup of dark brew

Tomorrow | PNG

Luke Sloth requested

Review

Approved

Pouring cup of dark brew

14 June 2025 | PNG | Proof

Luke Sloth requested

Here to assist you

Select a timeframe below to summarize work updates, or enter a timeframe in the chat.

Summarize the last 24 hours

Summarize the last 3 days

Summarize the last 7 days

Ask a question about this task, Workfront, and other Experience Cloud apps, objects, and content.

AI responses may be inaccurate or misleading. Be sure to double-check answers and sources.

AI Powered Work Experience – Catch me up

Welcome back, Myesha!

Your assignments

Spring New Product...

Images for homepage ad spot

2 comments | 1 upload

Due 05/07/2024

In Progress

Fall New Product La...

Create new banner

2 comments | 1 upload

Due 05/07/2024

In Progress

Fall New Product La...

Collage for instagram

2 comments | 1 upload

Due 05/07/2024

In Progress

Summer Campaign...

Images for homepage ad spot

2 comments | 1 upload

Due 05/07/2024

In Progress

Memorial Day In-sto...

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Tomorrow | PNG

Luke Sloth requested

Review

Approved

Pouring cup of dark brew

14 June 2025 | PNG | Proof

Luke Sloth requested

Summarize the last 7 days

Summarize the last 3 days

In the last 3 days there have been updates to 1 Project and 5 assignments you work on.

Spring New Product Launch 65W002

Summary

The project is currently not progressing optimally for the following reason(s):

- It is 0% complete with 26 days left before the planned completion date.

Project updates

- 2 new comments on this Project
- The status of this project is Not started
- 1 pending approval from Sharon Lee

Project task updates (2 tasks)

Images for homepage ad spot

Due 05/07/2024

2

2

Create ad banner

Due 05/07/2024

2

2

2

Ask a question about this task, Workfront, and other Experience Cloud apps, objects, and content.

AI responses may be inaccurate or misleading. Be sure to double-check answers and sources.

Adobe

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AI Powered Work Experience – Smart Filters

Adobe Workfront

Adobe Internal Workfront

PINS > Goals Usability Quarterly Roadmap WPT Kanban Performance Epics [Nirvana] PgM Dash All Goals Jumpseat - Allow Fo... Pin current page 80+ ☆ ⌚ 🔍

Home

Filters

Give feedback

Catch me up

Create new

Filter Columns Group

What work would you like to see?

tasks with documents on them

		My Focus	Start date	Due date	Assignees	Status	Action
<input type="checkbox"/> Create	Campaign	Normal	05/30/2024	05/30/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Create	Campaign	High	05/24/2024	05/24/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Video	Campaign	Normal	05/24/2024	05/24/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Landing page Design & Development	Axis: Campaign	Normal	05/24/2024	05/24/2024		New	Mark as done
<input type="checkbox"/> Copywriting & Messaging Development	Axis: Campaign	High	05/24/2024	05/24/2024		New	Work on it
<input type="checkbox"/> Photography/Videography Production	Axis: Campaign	Normal	05/24/2024	05/24/2024		New	Work on it
<input type="checkbox"/> Ad Variations Creation (e.g., A/B testing)	Axis: Campaign	Low	05/24/2024	05/24/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Copywriting & Messaging Development	Mariscopa Campaign...	Normal	05/29/2024	05/29/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Graphic Design Production	Mariscopa Campaign...	Normal	05/29/2024	05/29/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Graphic Design Production	Mariscopa Campaign...	Normal	05/29/2024	05/29/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Graphic Design Production	Mariscopa Campaign...	Normal	05/29/2024	05/29/2024	Jeremy Flores	New	Work on it
<input type="checkbox"/> Graphic Design Production	Mariscopa Campaign...	Normal	05/29/2024	05/29/2024	Jeremy Flores	In Progress	Mark as done
<input type="checkbox"/> Review assets and upload V1	Mariscopa Campaign...	Normal	05/29/2024	05/29/2024	Jeremy Flores	New	Work on it

AI Powered Work Experience – Form Fill and QA/QC

ANNA'S WORKSPACE

Campaigns

Feedback

5

Share

New record

Table View XYZ

Filter

Columns

Group

Sort

Row height

Search

<input type="checkbox"/>	Campaign	Description	Owner	Status	ID number	Start date	End date	+
<input type="checkbox"/>	Illuminate Your Journey	Unified spreadsheet expe...	Amina Rivera	In Progress	988684197	Mar 12, 2024	Mar 12, 2025	
<input type="checkbox"/>	Surf the Success	The coolest wine festival i...	Amina Rivera	Done	238834135	Mar 30, 2024	Mar 30, 2025	
<input type="checkbox"/>	Powering Sustainability	Hot dogs near carwash lo...	Amina Rivera	Draft	166773456	May 29, 2024	May 29, 2025	
<input type="checkbox"/>	Full Circle Connection	Numbers in the night lor...	Amina Rivera	Risk	736470092	Jun 04, 2024	Jun 04, 2025	
<input type="checkbox"/>	Elevating Innovation	Evry footbal lover will wa...	Zayn Jones	Not started	817592402	Jul 30, 2024	Jul 30, 2025	
<input type="checkbox"/>	Powering Possibilities	Boo is a coffe made in th...	Emilia Chen	Current	445370051	Aug 18, 2024	Aug 18, 2025	
<input type="checkbox"/>	Feel the Difference	Good mix of the fruits lor...	Emilia Chen	On Hold	305926541	Sep 01, 2024	Sep 01, 2025	
<input type="checkbox"/>	Ignite Your Potential	Agencies using this featur...	Emilia Chen	Approved	599631776	Oct 10, 2024	Oct 10, 2025	
<input type="checkbox"/>	Walk Towards a Greener...	Now users can have mult...	Emilia Chen	Planning	846150943	Nov 14, 2024	Nov 14, 2025	
<input type="checkbox"/>	Change the Game	Amplify your brand's voic...	Zayn Jones	In Progress	660006406	Dec 25, 2024	Dec 25, 2025	
<input type="checkbox"/>	See the Future Clearly	Enhance your brand's pre...	Zayn Jones	Done	862033518	Dec 31, 2024	Dec 31, 2025	
<input type="checkbox"/>	Stay in Control	Unite different aspects of...	Emilia Chen	On Hold	038568797	Jan 01, 2025	Jan 01, 2026	
+ New record								

Showing 16 records

AI Powered Work Experience – Form Fill and QA/QC

Adobe Workfront

PINS

Platform Strategy

My Tasks Report

Boards

Areas of Ownership

Onboarding Table

Initiative Dashboard

Pin current page

ANNA'S WORKSPACE

Campaigns

Feedback

Share

New record

Table View XYZ

Filter

Columns

Group

Sort

Row height

Search

	Campaign	Description	Start date	End date	
<input type="checkbox"/>	Illuminate Your Journey	Unified spreadsheet exper...	Mar 12, 2024	Mar 12, 2025	
<input type="checkbox"/>	Surf the Success	The coolest wine festival I...	Mar 30, 2024	Mar 30, 2025	
<input type="checkbox"/>	Powering Sustainability	Hot dogs near carwash lo...	May 29, 2024	May 29, 2025	
<input type="checkbox"/>	Full Circle Connection	Numbers in the night lor...	Jun 04, 2024	Jun 04, 2025	
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<input type="checkbox"/>	Powering Possibilities	Boo is a coffe made in th...	Aug 18, 2024	Aug 18, 2025	
<input type="checkbox"/>	Feel the Difference	Good mix of the fruits lor...	Sep 01, 2024	Sep 01, 2025	
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<input type="checkbox"/>	Walk Towards a Greener...	Now users can have mult...	Nov 14, 2024	Nov 14, 2025	
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<input type="checkbox"/>	Stay in Control	Unite different aspects of...	Jan 01, 2025	Jan 01, 2026	

+ New record

Showing 16 records

Choose a way to add your records

Add manually
Create records from scratch

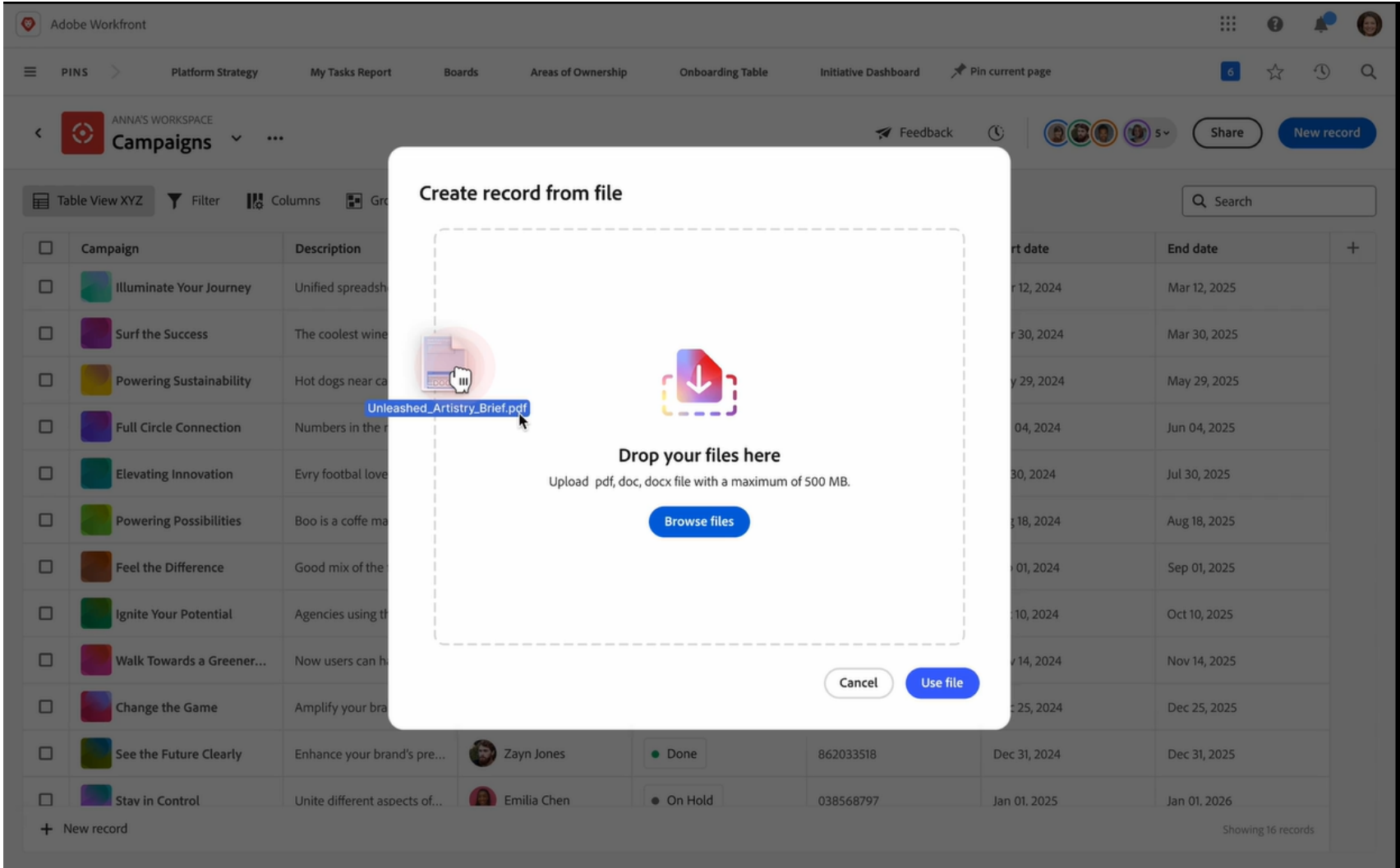
Create from file
Create from brief document, Excel file, etc

Request
Select a form to request a new record

Cancel

Continue

AI Powered Work Experience – Form Fill and QA/QC



AI Powered Work Experience – Form Fill and QA/QC

The screenshot displays the Adobe Workfront interface for a campaign titled "Unleashed Artistry". The interface is divided into a main content area and a right-hand sidebar.

Main Content Area:

- Header:** "Unleashed Artistry" with a menu icon and a "Content and Assets" tab selected.
- Image:** A large, vibrant, abstract digital artwork featuring a face and colorful patterns.
- Campaign overview:**
 - Description:** "Increase public understanding of key issues such as healthcare access, education equity, environmental sustainability, and economic justice. Build a diverse coalition of supporters from various demographics, and including youth, minorities, and working-class individuals."
 - Personas:** A list of roles: Designer Blake, Marketer Lane, IT Hayes, Director Foster, SEO Quinn, Developer Morgan, Researcher West, Strategist Hart. Includes a "Show all (12)" link and a "Connect" button.
 - Goals:** A list of roles: Designer Blake, Marketer Lane, IT Hayes, Director Foster. Includes a "Show all (12)" link and a "Connect" button.
 - Objective:** "Increase brand awareness" with a warning icon.
 - Status:** "In Progress" with a progress indicator.
- Events and activations:** A section header at the bottom.

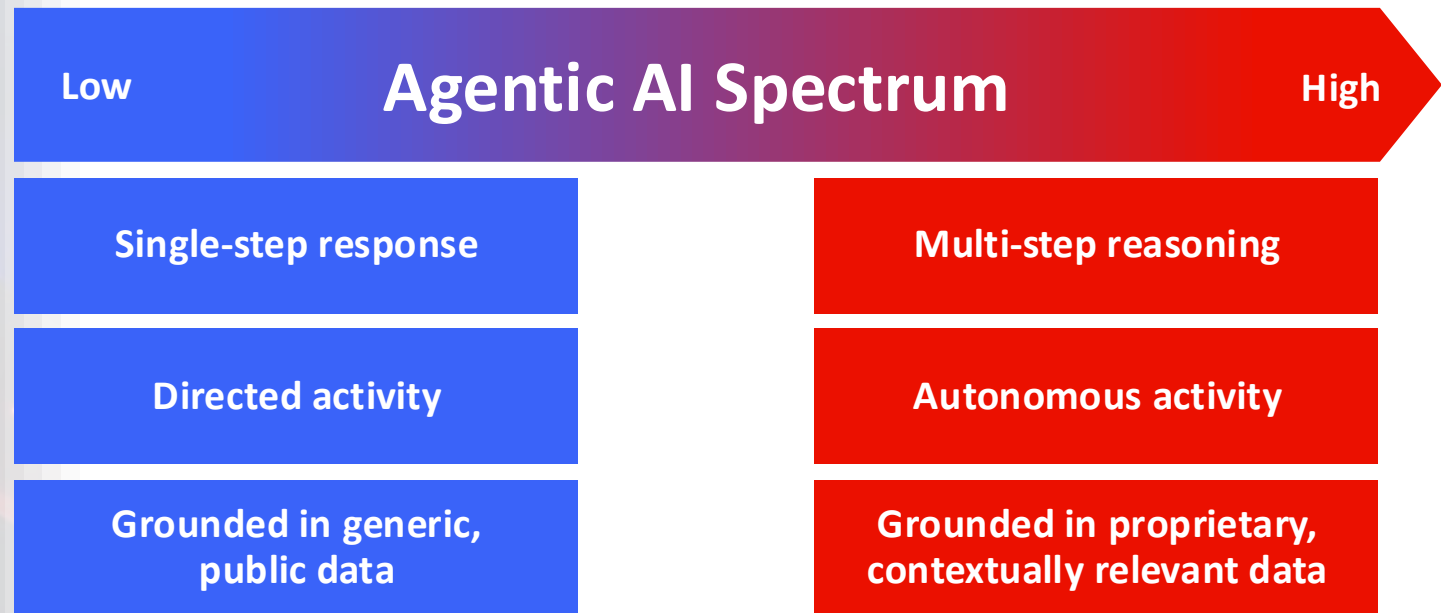
Right-hand Sidebar (AI Assistant):

- AI Assistant:** A section with a list of tasks:
 - Scanning uploaded documents (checked)
 - Identifying relevant content from recent and past requests (checked)
 - Mapping fields to request form (checked)
 - Verifying data quality (warning icon)
- Clarification needed:** "The following field requires attention:"
 - Objective:**
 - The objective need to be clearly articulated and specific.
 - Not addressing success metrics in this way can lead to misalignment and extended timelines.
 - Complete this field by replying in the chat or fill in the corresponding field in this form.**
- Ask anything:** A text input field with a plus icon and a send button.
- Footer:** "AI responses may be inaccurate or misleading. Be sure to double check answers and sources."



Agents are the unlock enabled by GenAI

Intelligent operators that interpret goals, create plans, and take actions across applications, working independently or alongside people



Adobe Workfront's Data Governance

 Adobe doesn't use a public LLM

 Doesn't train on your data

 Respects content authorship

 Audit-ready and attributed


 Enterprise access controls

 New work request


☒ Create brand video

☐ Creative review round 1

☐ Stakeholder review

 Automate task assignment

 Freddie Coleman
Project manager

 Jessie Burk
Database engineer

 Lisa Jones
Art director

Invite AI to the table when tasks are...

1 Repetitive or time-consuming

2 Data-heavy

3 Rule-based, but flexible

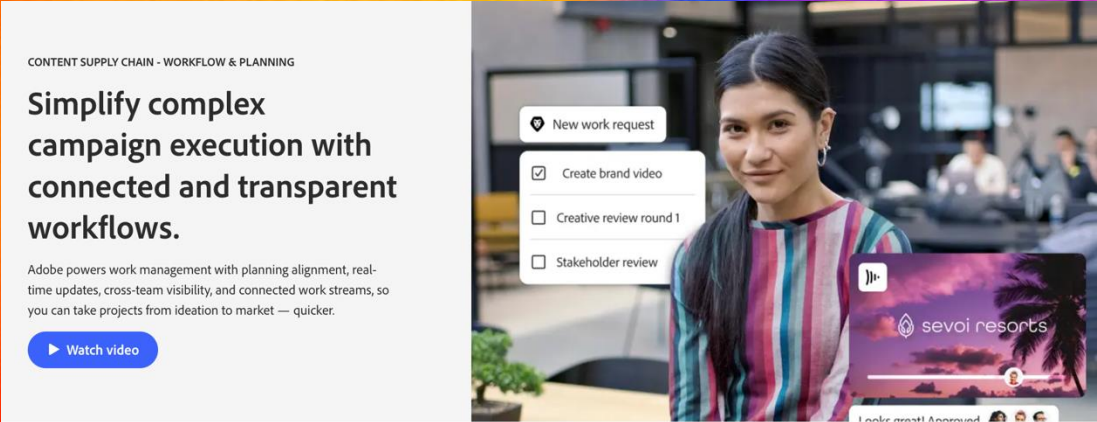
4 Bottlenecked by human capacity



Get on the bike

Related resources

Content Supply Chain Solutions for Workflow and Planning



CONTENT SUPPLY CHAIN - WORKFLOW & PLANNING

Simplify complex campaign execution with connected and transparent workflows.

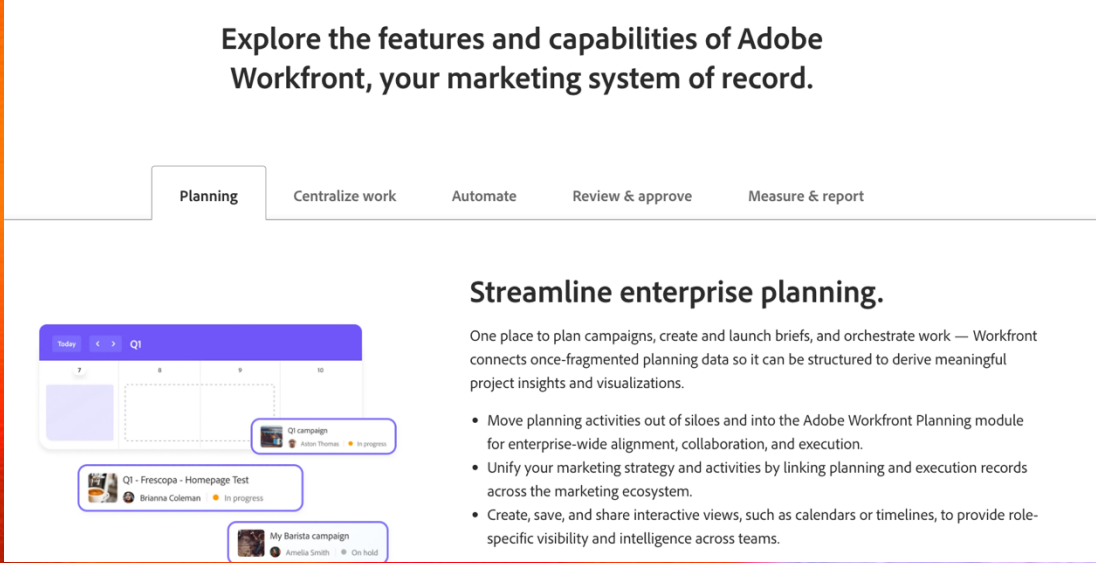
Adobe powers work management with planning alignment, real-time updates, cross-team visibility, and connected work streams, so you can take projects from ideation to market — quicker.

[▶ Watch video](#)

Turn your multi-step project plan into a cohesive and responsive workflow.

The screenshot shows a woman in a colorful striped shirt standing in front of a blurred office background. Overlaid on the image is a white sidebar menu with the following items: 'New work request' (with a diamond icon), 'Create brand video' (checked), 'Creative review round 1' (unchecked), and 'Stakeholder review' (unchecked). In the foreground, there is a tablet displaying a 'sevoi resorts' project plan with a sunset background and a 'Link to next Approved' button at the bottom.

Adobe Workfront — Plan, assign, and execute work from one place.



Explore the features and capabilities of Adobe Workfront, your marketing system of record.

Planning Centralize work Automate Review & approve Measure & report

Streamline enterprise planning.

One place to plan campaigns, create and launch briefs, and orchestrate work — Workfront connects once-fragmented planning data so it can be structured to derive meaningful project insights and visualizations.

- Move planning activities out of siloes and into the Adobe Workfront Planning module for enterprise-wide alignment, collaboration, and execution.
- Unify your marketing strategy and activities by linking planning and execution records across the marketing ecosystem.
- Create, save, and share interactive views, such as calendars or timelines, to provide role-specific visibility and intelligence across teams.

The screenshot shows the Adobe Workfront Planning module interface. At the top, there's a navigation bar with 'Planning' selected, followed by 'Centralize work', 'Automate', 'Review & approve', and 'Measure & report'. Below this is a calendar view for 'Today' and 'Q1'. The calendar shows a grid with dates 7, 8, 9, and 10. Three campaign cards are visible: 'Q1 campaign' by 'Aster Thomas' (In progress), 'Q1 - Fresco - Homepage Test' by 'Brianna Coleman' (In progress), and 'My Barista campaign' by 'Amelia Smith' (On hold).

Adobe

