

Unlocking Adobe's Top 5 Content Supply Chain Innovation Pillars

Bridget Esposito | Head of Brand Creative, Prudential Financial

Gregg Klein | VP - Head of MarTech Strategy and Product, Prudential

Robert Haws | Principal Product Marketing Manager, Adobe

Adobe

Unlocking Adobe's Top 5 Content Supply Chain Innovation Pillars

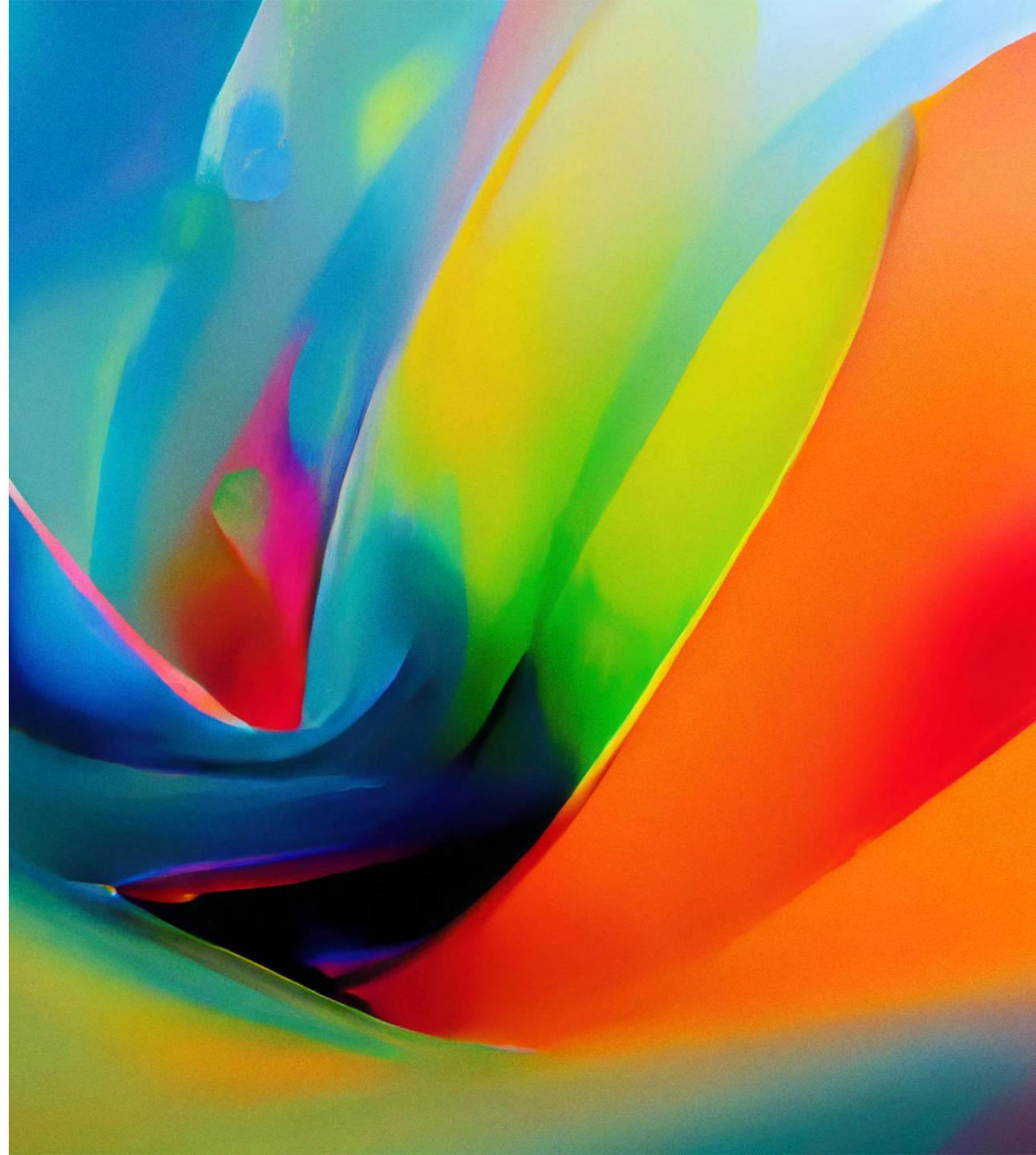
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Image generated with Adobe Firefly



Our speakers



Bridget Esposito
Head of Brand Creative



Gregg Klein
VP, Head of MarTech Strategy and Product



Robert Haws
Principal Product Marketing Manager



Content crisis

Common questions

**How can I create
content fast
enough?**

**How can I create
enough of the right
content?**

**How can I make
sure it meets my
brand standards?**

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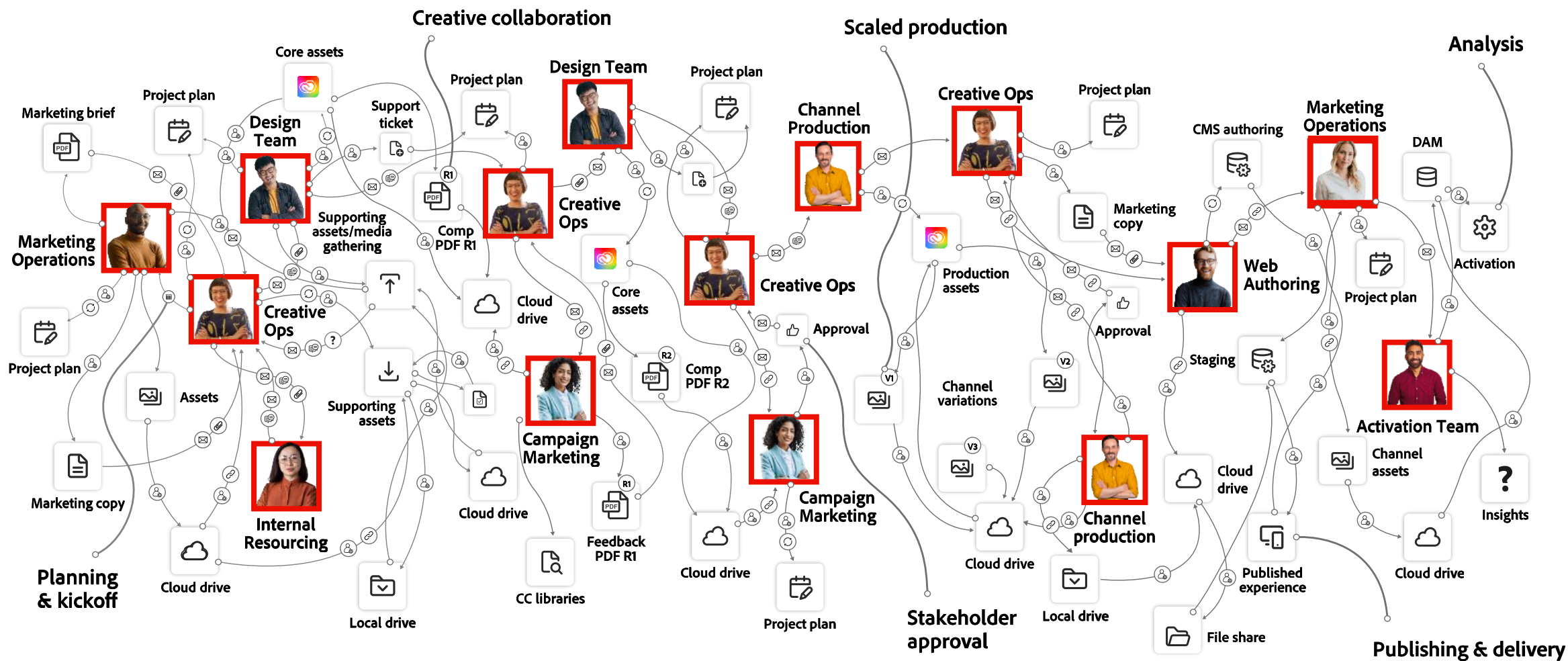
**How can I make
sure it meets my
brand standards?**

What role does AI play in all of this?



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

However, AI alone will not fix a broken content supply chain



Common challenges to unlocking content supply chain.



Disconnected plans, metadata, and workflows



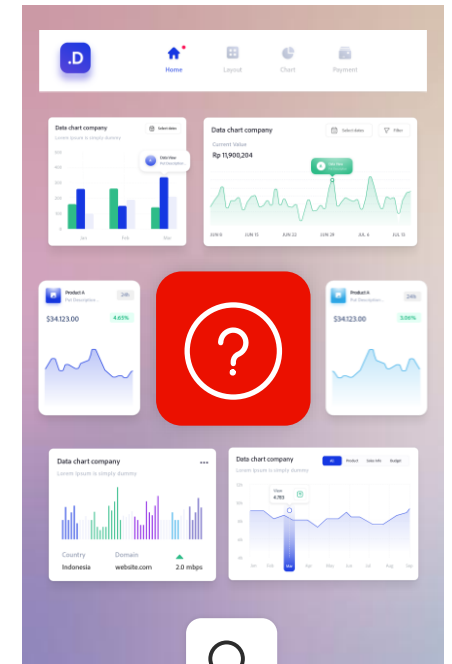
Limited creative capacity and budgets



Inability to scale while staying on-brand

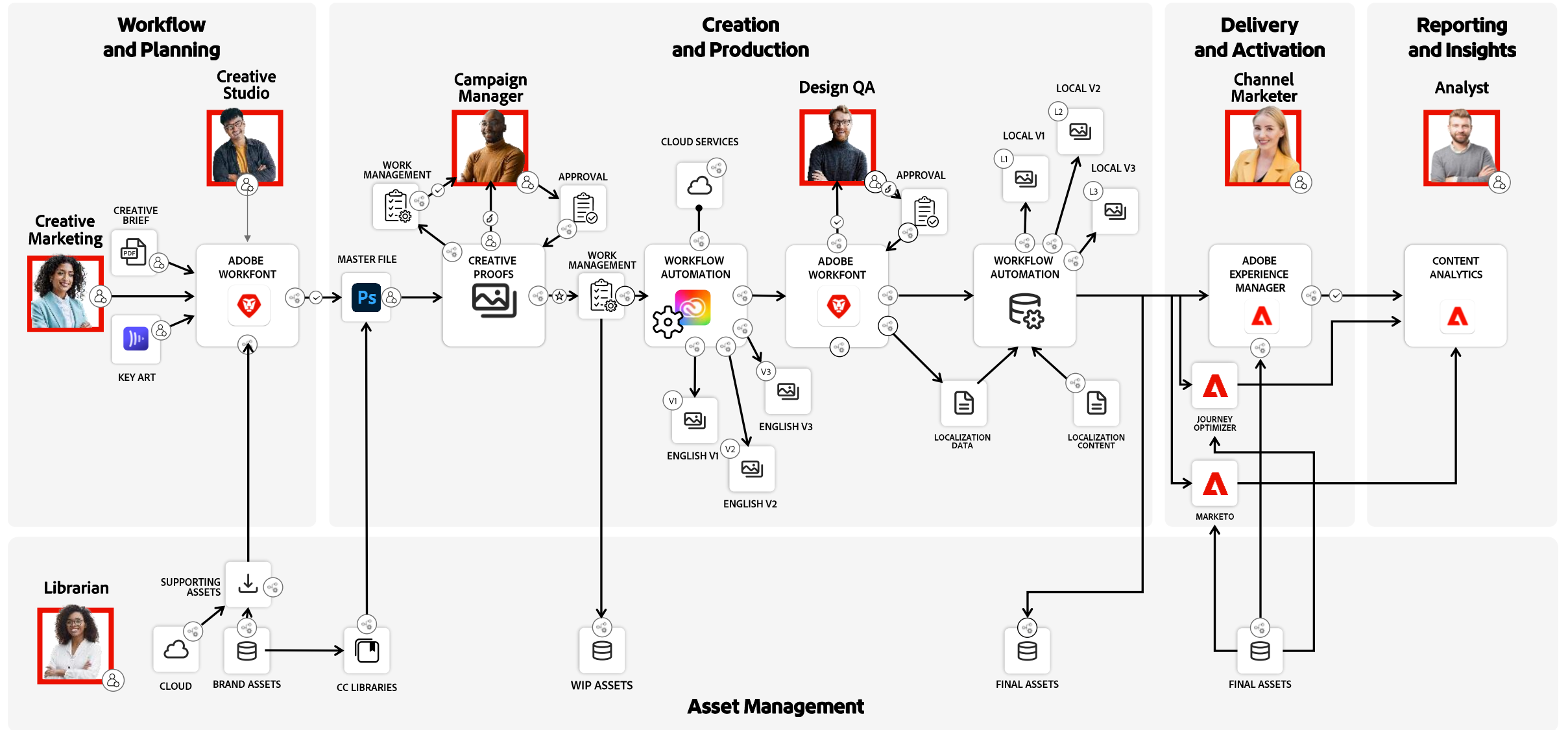


Hard to find, reuse, and activate content



Limited insights into content performance

Streamline your content supply chain for speed and scale



Five building blocks to optimize your content supply chain

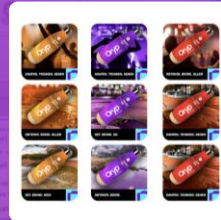
Workflow & Planning



Creation & Production



Asset Management



Delivery & Activation



Reporting & Insights



Adobe GenStudio transforms the content supply chain

**Workflow
and Planning**

**Creation
and Production**

**Asset
Management**

**Delivery
and Activation**

**Reporting
and Insights**

Adobe GenStudio transforms the content supply chain

Workflow and Planning



Workfront

Creation and Production



Creative Cloud



Express



Firefly Services



Frame.io

Asset Management



AEM Assets &
Content Hub

Delivery and Activation



Native connectivity to any Experience
Cloud delivery application



Integrates with 3rd-party or
custom delivery apps

Reporting and Insights



Content Analytics

Adobe GenStudio transforms the content supply chain

Workflow and Planning



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Reporting and Insights

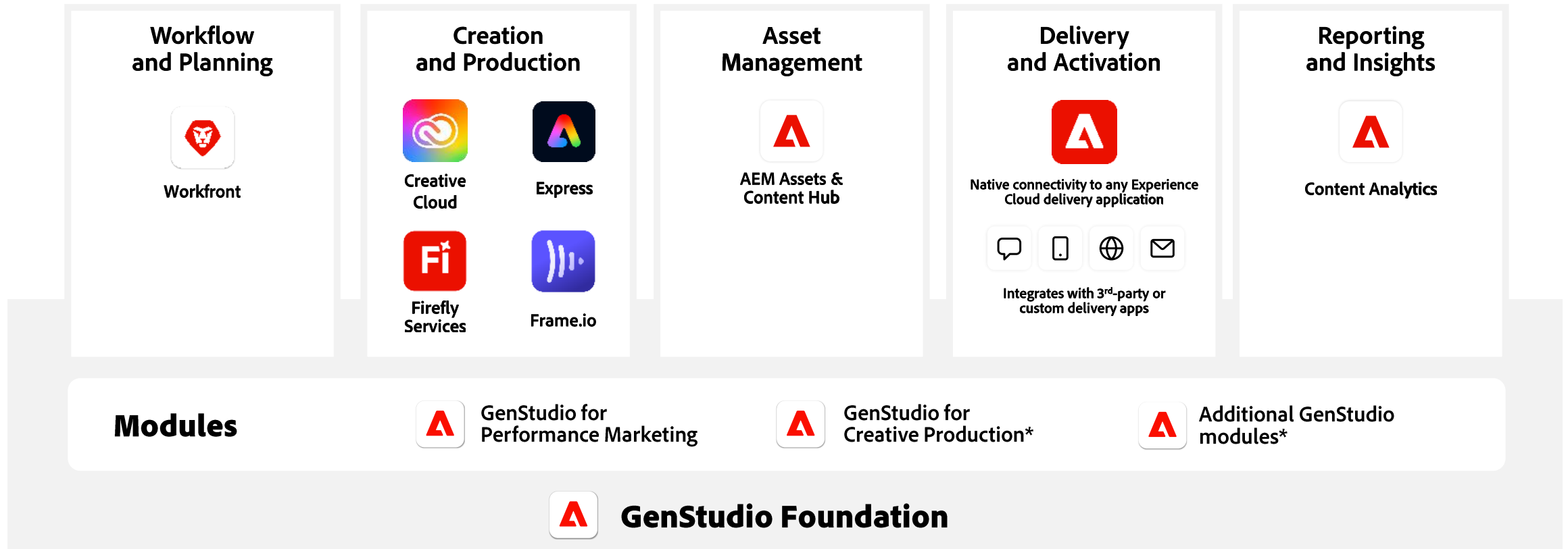


Content Analytics

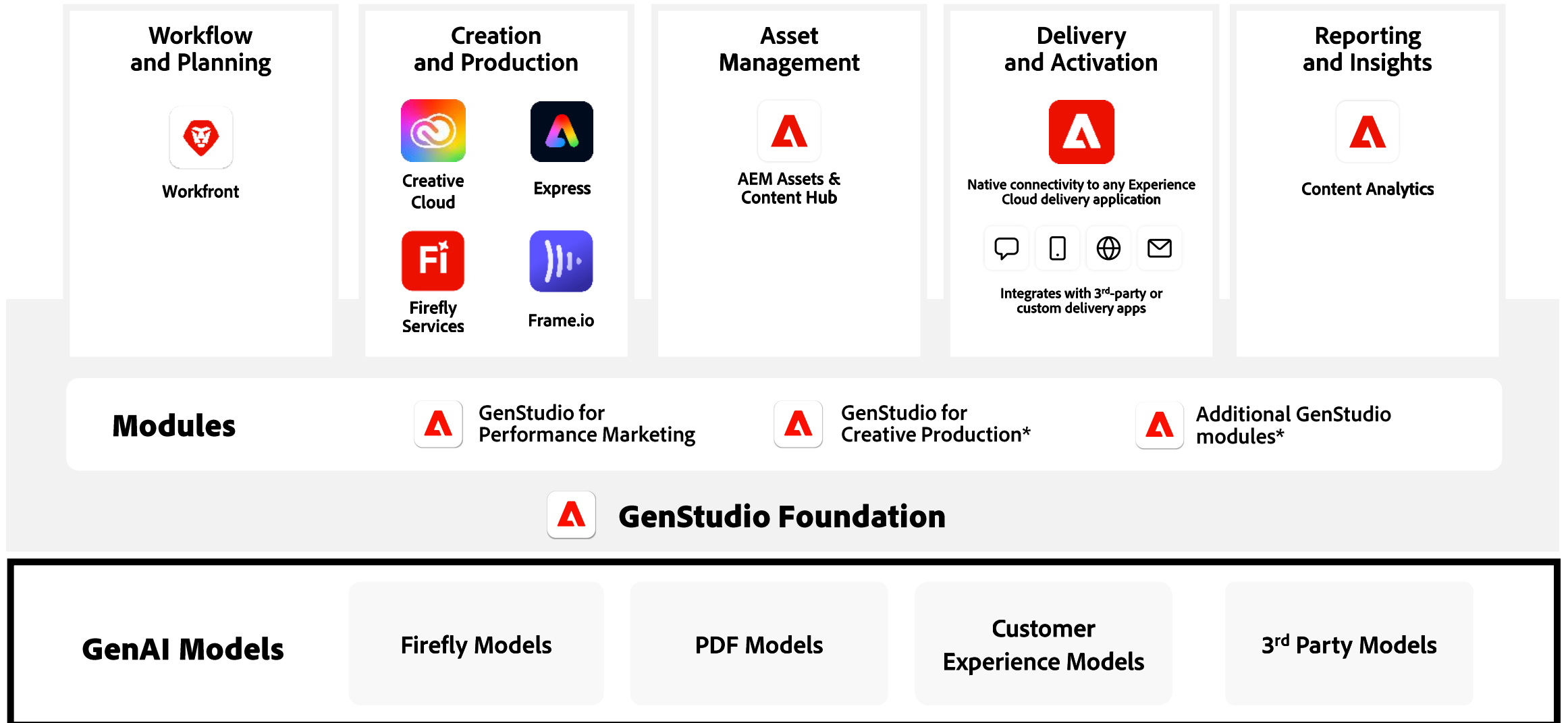


GenStudio Foundation

Adobe GenStudio transforms the content supply chain



Adobe GenStudio transforms the content supply chain



* Coming soon

Why invest in an integrated solution?

unified metadata
unified review and approvals
unified brand service
unified content management
unified AI models
unified insights

Adobe's GenStudio solution solves for key challenges

**Streamlined,
connected
workflows**

WebMD™

75% increase in
speed of video
production cycles

**Boost in
creative ideation
and output**

IBM

10X productivity lift
among 1,600 designers

**Scaled
production of
on-brand content**

Adobe

20,000 asset variants
produced in days

**Enhanced
asset usage
and activation**

Pfizer

**Higher asset
re-use and faster
activation**

**Higher
content ROI
via insights**

Lenovo

**Optimizing
engagement and
content outputs**

Prudential



YEARS

FOR 150 YEARS, WE'VE BEEN
HELPING OUR CUSTOMERS LIVE
A BETTER LIFE, LONGER.

50M

CUSTOMERS IN OVER
50 COUNTRIES

1.5T

IN ASSETS UNDER
MANAGEMENT

365⁺

MARKETERS

5

CORE BUSINESSLINES

Prudential



**WE ARE A
HIGH-ENERGY
CREATIVE TEAM**

**WHO BRING THE
ADVANTAGE OF
IN-HOUSE INSIGHT AND
AGILITY TO EVERY
PROJECT
ON BEHALF OF
THE BRAND.**



OUR MARKETING AI JOURNEY

SOLUTIONS ACROSS CHANNELS
FOR CREATIVE, COMPLIANCE,
DATA ANALYTICS, UX, &
PRODUCTION.

FOCUS ON ENTIRE
PROCESS FROM
PLANNING TO DELIVERY!

OUR MARKETING AI JOURNEY

25% REDUCTION IN
MARTECH VENDOR
SOLUTIONS

ALL MARKETERS
ENABLED WITH GEN
AI TOOLS

3-4x FASTER IMAGE
EDITING &
REVISIONS

90% OF MARKETERS SEE
SAVINGS OF 25% OF TIME

70% QUICKER FIRST DRAFT

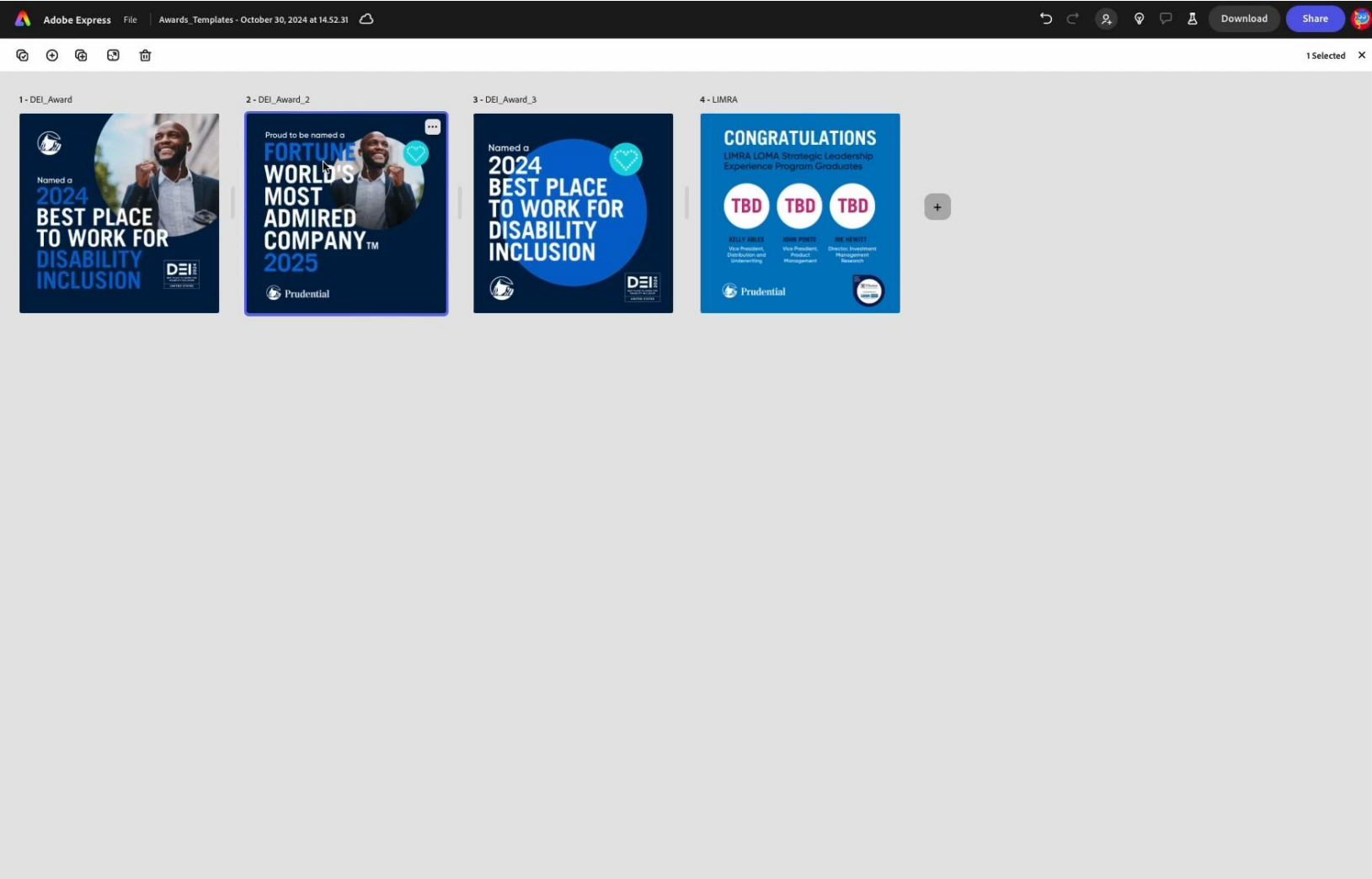
135% ENGAGEMENT INCREASE ON PRU.COM WHEN
GEN AI IS COUPLED WITH PERSONALIZATION



**PEOPLE AREN'T FULLY
PREPARED FOR RETIREMENT
BECAUSE PEOPLE AREN'T IMAGINING
THEMSELVES THRIVING IN IT.**

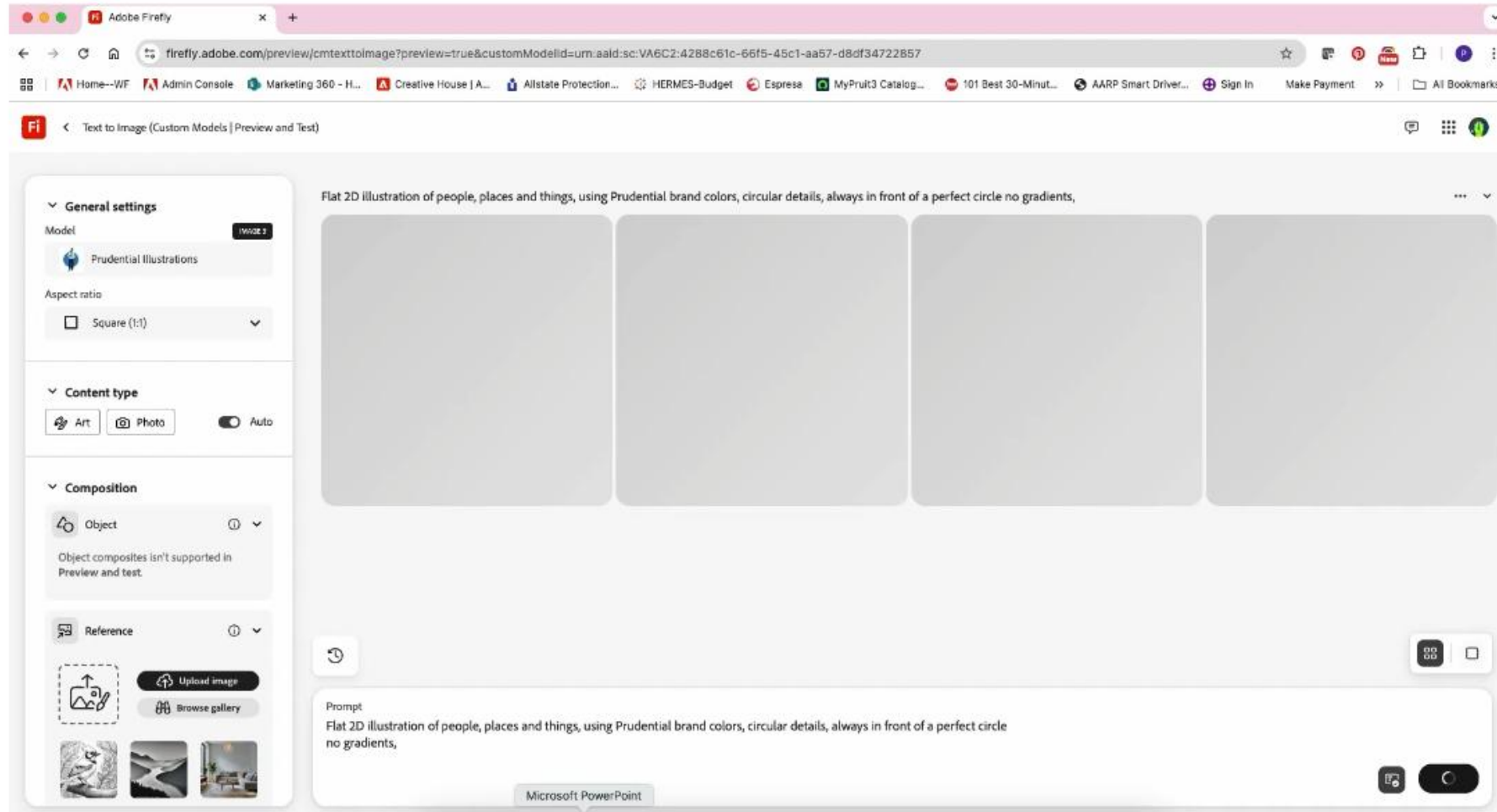
GUARDRAILS AND BRAND CONSISTENCY

ORGANIC SOCIAL IS NOW SELF-SERVE AND ON BRAND



GUARDRAILS AND BRAND CONSISTENCY

CUSTOM MODELS



Prudential



YEARS



Questions & Answers

Adobe