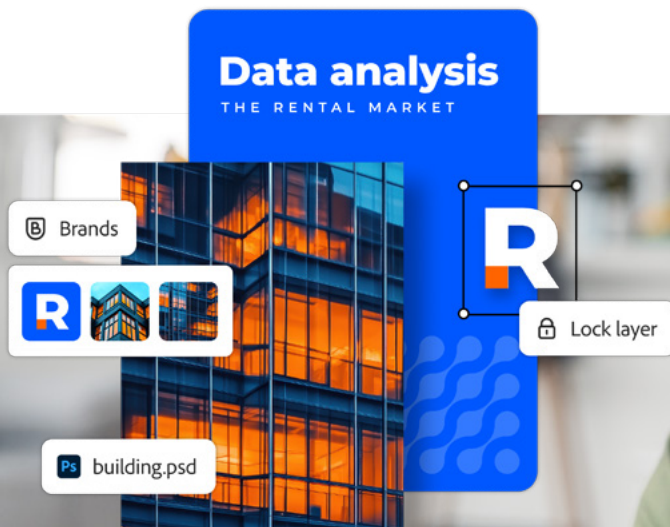


Adobe Express

Successfully scaling your brand: The self- serve solution.



The predictions are playing out.

If you've been paying attention over the past several years, you'll have heard the phrase "content explosion." Business pundits called it inevitable and, well, here we are. We've moved from a model of "campaign moments" to a paradigm in which content is always on and customers demand personalized experiences. From ads and social media to internal comms, producing more relevant and personalized content, faster, is table stakes.

Those same pundits also predicted that businesses that were unequipped to meet the new demands for content would fall behind those that were prepared. And that preparation largely revolved around introducing AI-powered tools and workflows.

The content-creation conundrum.

But what many businesses have found is that AI in itself doesn't necessarily solve their problem. An application that offers one solution may not play nicely in an organization's overall workflow — which, in the end, can complicate processes and add to confusion.

More importantly, in an effort to scale content production by making those tools available to teams that have historically relied on dedicated designers or agencies, businesses run the risk of publishing content that doesn't adhere to brand standards or, worse, misrepresents the brand.



72% of non-creative employees require weekly creative support, yet over 50% report that support isn't available quickly or cost-effectively.

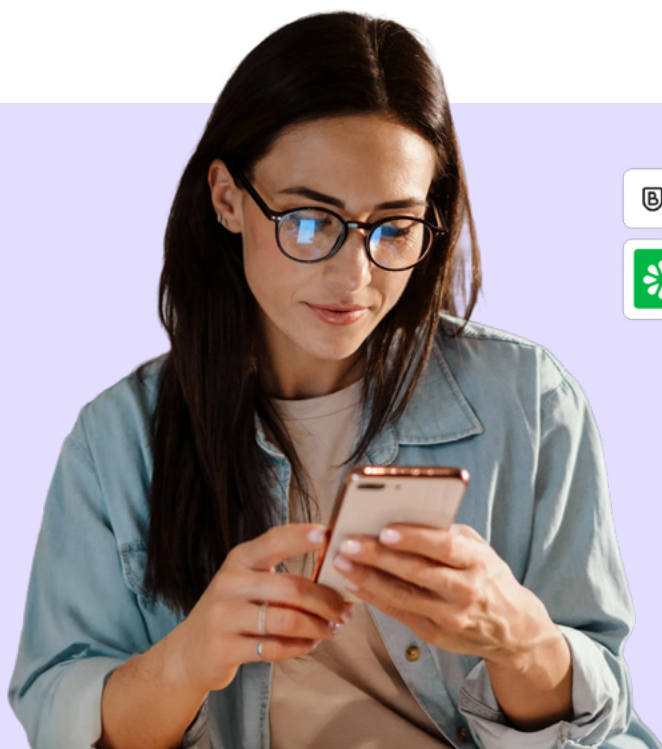


58% spend up to 29 hours a week creating visual content independently, often without proper training or tools.



Only 1 in 5 feel confident using generative AI effectively for content creation.

Source: Adobe and Accenture



Personalization and productivity.

Simply increasing content volume isn't the endgame, however. Scaling for personalization is the goal, so content feels more resonant to its intended audience — especially for businesses whose products or services extend to other regions or countries.

But if you think about teams other than marketers or advertisers, there's value to making personalization easier for them, too. Consider sales and business development: Sales teams are constantly under pressure to produce presentations, pitches, and demos for a wide variety of potential customers, and the best sales collateral will be the most targeted to any given prospect.

The key is finding ways to produce more personalized content without decreasing productivity among those creating it.



33% of individuals in sales organizations spend more than **20 hours a week** on content creation.



Deploying AI-powered, easy-to-use content creation tools can help them reclaim **10 to 13 hours of lost time each week.**

Source: Adobe and Accenture



Bulk create

employees.csv

Image	Headline
profile-1037.jpg	Jamie Minnow
profile-1056.jpg	Ben Morris
profile-3.jpg	Erica Smith

Jamie Minnow

Financial Advisor

555 735 8973
Jminnow@email.com

Erica Smith

Ben Morris

The bottleneck of centralization.

Restricting content creation to only dedicated designers means that there will always be requests that aren't customer facing, like teams that need content for internal functions, and those might be deprioritized. But even internal communications — like those for HR, legal, finance, and operations — need to be frequently refreshed and updated so the information is current and correct.

These scenarios encourage non-designers to resort to creating their own content. And that becomes a slippery slope, fraught with the danger of off-brand content going out into the world.

Rogue creation occurs as the result of a few key factors:

- Dependence on design or agency support and lack of resources (time and financial) to access them
- New tools introduced into the pipeline without company approval or disparate tools that complicate workflows
- Individuals or teams who haven't been properly trained to use creative tools
- Non-designers lacking access to the latest approved assets like logos, fonts, data, and insights
- Little oversight or feedback from those who control brand guidelines

And then there's the damage from publishing off-brand content, which can manifest in several key ways:

- Inconsistent messaging, visuals, and tone undermine the purpose of the content
- Generic messaging can erode engagement and loyalty
- Off-brand content can affect brand credibility

The self-serve solution.

At a time when AI tools are proliferating across so many different kinds of business software, finding easy-to-deploy applications that are also easy to integrate with existing workflows is critical to adoption and, ultimately, success.

Adobe Express is that application. Powered by Adobe's commercially safe AI and with integrations in Adobe's creative and marketing solutions, even non-designers can effectively create a wide array of content while staying on-brand.

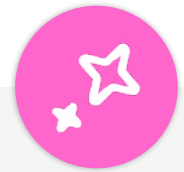
Benefits include:

- Shared templates with locked areas to ensure brand adherence, along with asset libraries and access to 280 million Adobe Stock images, videos, and more
- Industry-leading AI functions that let you quickly edit, resize, and translate images or videos for multiple channels and markets
- The ability to easily import and edit PDFs and presentations
- Coediting capabilities and one place for reviews and approvals
- Enterprise-level security and user management features
- Integrations with leading industry solutions like Microsoft, OpenAI, Google, and more

Build your brand at the speed of business.

The demand for content shows no signs of slowing down. With Adobe Express as your company-wide solution for on-brand content creation, you can be sure that every team will produce content of the quality you expect — and at the speed and volume you need.

Across every touchpoint, from social media, landing pages, and ads to sales presentations, event collateral, and onboarding and training videos, Adobe Express gives you a way to expand your content engine safely and consistently.



“Adobe Express enables creatives and marketers to do their jobs better....It is helping us streamline asset creation, making it easier to remix campaigns quickly while keeping content on-brand. The ability to do more with the same resources is a big deal.”

Monty Hood
Senior Business Analyst, Marketing
Operations, Brand Automation
Red Hat

Source

Adobe and Accenture, [“The Creative Multiplier,”](#) 2025.

Adobe, the Adobe logo, and Adobe Express are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2026 Adobe. All rights reserved.

Adobe