

SOLUTION GUIDE

Self-serve content creation is the key to scaling your brand.

Adobe Express



The higher the demand, the higher the pressure.

For modern businesses, publishing more content, more often, across more surfaces is table stakes. The result? From external marketing and advertising to internal comms, design teams are under increasing pressure to deliver — to the point where some experience overload or are in danger of burnout. That also means that some teams' requests could be deprioritized, to the detriment of the business as a whole.

Consider just some of your organization's daily needs:

- Refreshing advertising or social media content
- Producing field-marketing collateral for live and virtual events
- Personalizing or regionalizing campaigns
- Creating pitches and presentations for sales prospects
- Keeping informational and recruiting content current for HR, operations, and talent acquisition

Beyond that, as businesses scale up the amount of content they're serving, it has to be relevant, on brand, and timely to stand out. This shift from "campaign moments" to "always-on content" requires constant refreshing and updating, and having dedicated creatives on call is neither practical nor cost effective.

So how do you meet the needs of all your teams while ensuring that your content meets your standards and hits your deadlines?

- **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.

Source: Adobe and Accenture

The self-serve solution.

Adobe Express is the all-in-one application that lets anyone — or everyone — produce on-brand content without always needing dedicated design or agency resources. Powered by Adobe's commercially safe AI, and with integrations in Adobe's creative and business solutions, it empowers teams across your business to easily produce whatever they need, when they need it. And that means that designers are free to focus instead on the truly creative work that makes your organization or brand stand out with creative that's always fresh and engaging.

"Adobe Express has been a game changer. It's made creativity accessible to everyone, not just designers."

Brandon Keeney
Senior Manager of Digital Product Creation
Tapestry

Measurable results include:



Faster marketing and go-to-market execution



Reduced content production time



Increased output without increasing headcount



Reduced costs for design and agency support



Improved brand consistency across all content



Easier localization or translation for multimarket campaigns



Unified workflows that connect teams across marketing, creative, and business to reduce approval times

On brand and on time.

It's not enough to "just" produce more. Whether it's for external or internal communications, your content needs to look professional and adhere to your business's brand guidelines. Adobe Express empowers even those without design experience to rapidly create excellent, on-brand assets.

Adobe Express gives you:

- Approved templates with built-in guardrails
- Access to brand kits with locked logos, fonts, and colors
- Commercially safe AI and access to a vast library of stock images
- Quick Actions to transform files, polish images, and clean up documents
- One-click resizing for adapting assets for any channel or layout
- One place to manage review-and-approval workflows

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With so many teams contributing to the brand, having a centralized, consistent design library has been pivotal. Adobe's tools help us move faster and stay aligned — delivering high-quality creative that always feels unmistakably Paramount.



Matt Hernandez
SVP of Design
Paramount Streaming

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Being able to self-service certain capabilities, like cropping an image five different ways, gives our creatives more time to focus on other high-impact work.



Terry Chu

Director and Product Owner of Martech
Creative & Collaboration Stack
Prudential Financial

High-quality social content without high-powered editing skills.

Dramatically increase your content velocity and watch video and social media production cycles shrink from days to hours, helping marketers, social media teams, news outlets, and more keep their content timely and relevant.

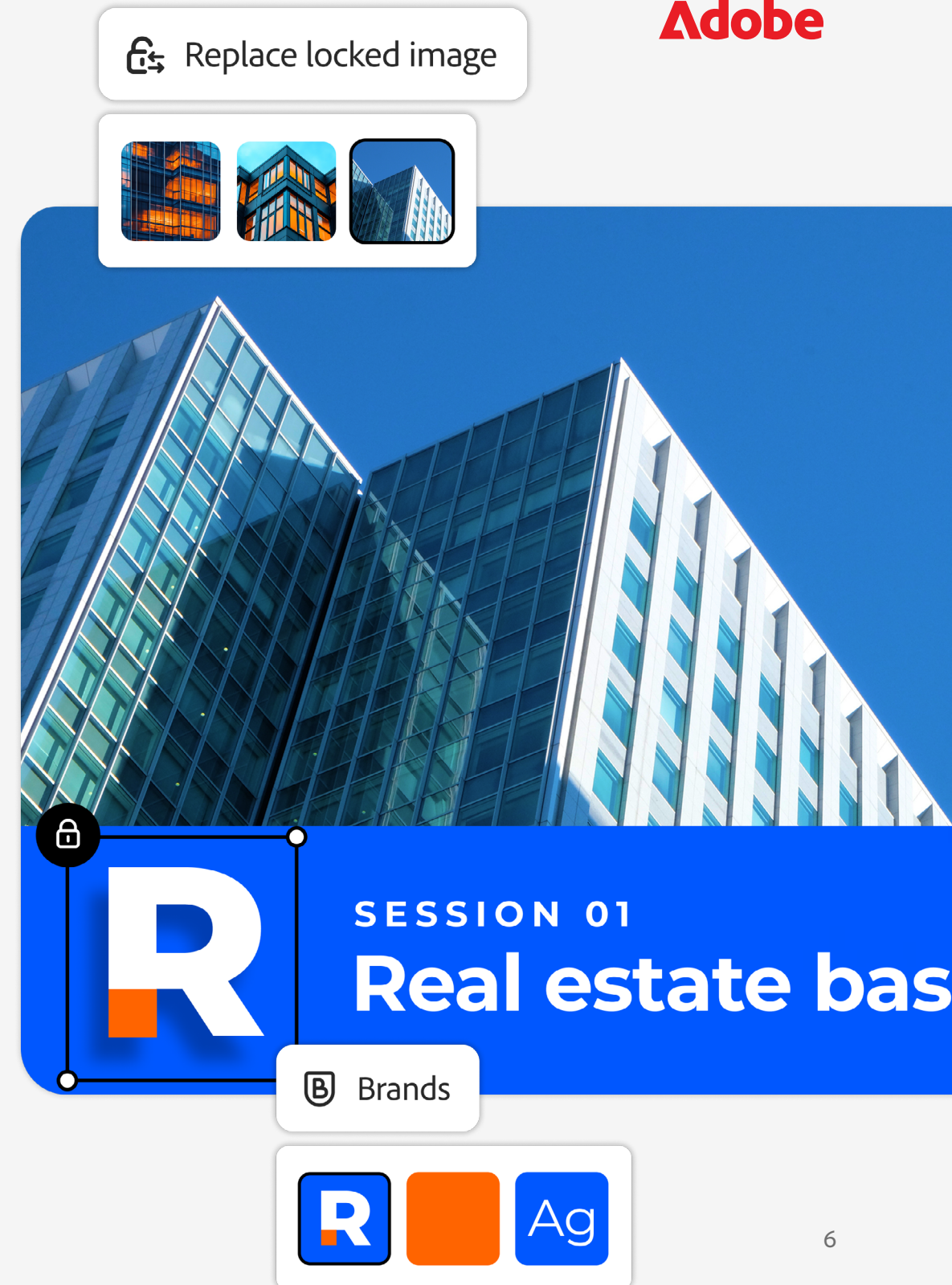
Simple-to-use features include:

- Drag-and-drop video editing
- Auto-resizing for every social channel
- AI-powered generative intros, outros, animations, and captions
- Planning and scheduling for social content
- Easily turning videos into bite-sized snippets for social channels

Make events more memorable.

Events require a lot of collateral of different types and formats, and Adobe Express helps you create it with significantly reduced time and resources. Easily produce pre-event content by resizing or repurposing curated assets. Expand reach by capturing events in progress and quickly publishing them to let nonattendees share in the experience remotely or help attendees watch concurrently scheduled presentations. Plus, event recordings can be easily edited to help create fast follow-ups like summaries and reports to keep marketing and sales momentum going.

- Create event brand kits for signage, posters, digital placements, and “leave-behinds”
- Produce personalized web pages that outline event agendas and speaker topics
- Easily design and customize engaging, on-brand presentation decks for event sessions
- Turn recorded video into social clips easily
- Use one-click stylizing and editing for fast post-event content creation



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I was shocked by how quickly I could compile videos in Adobe Express. What used to take hours took me just 15 to 20 minutes to compile multiple videos with an intro and outro. Adobe Express has become our go-to video creation app.



Meena Deshmukh

Design Senior Analyst, L&D Media
Accenture

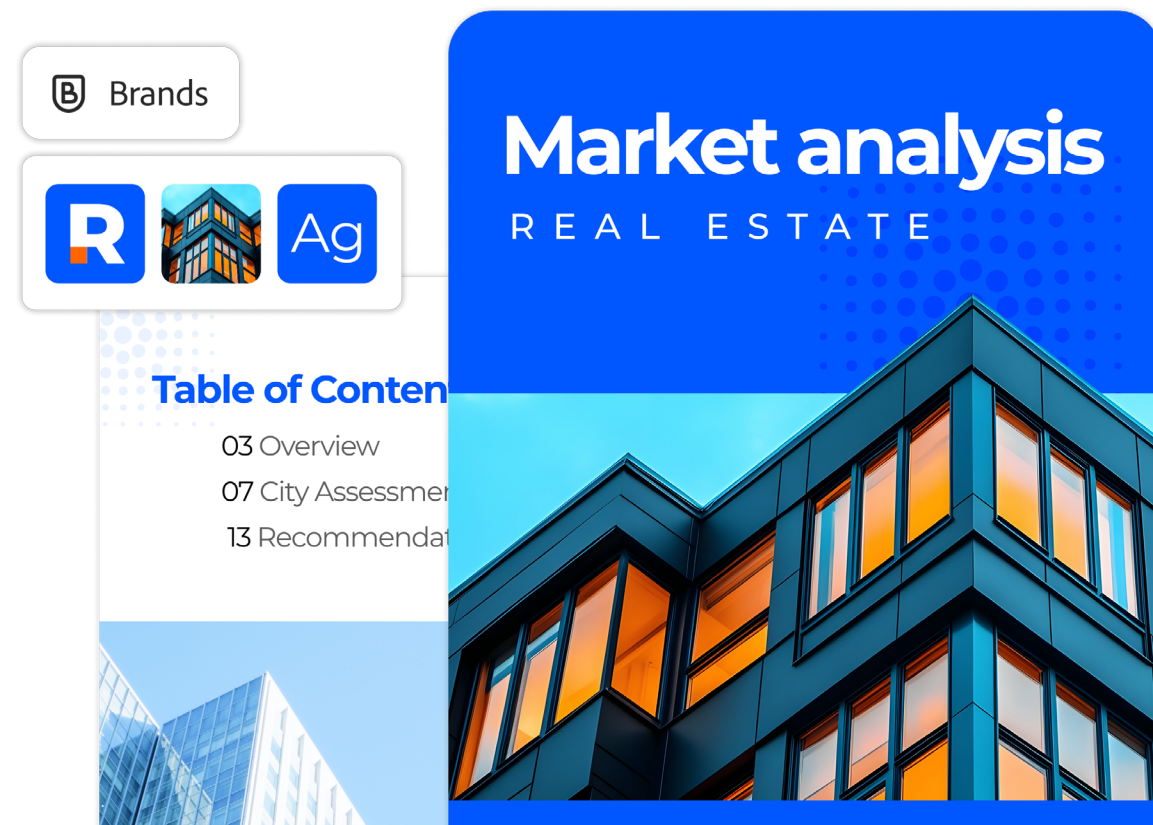
Global campaigns are local campaigns.

Businesses of all sizes know that the more localized content is, the better it resonates (and performs) with audiences. Adobe Express helps you quickly modify assets destined for multiple regions and channels so your campaign feels personal and relevant in any location or market.

- Locked templates ensure global consistency
- Access over 280 million royalty-free stock images and videos to customize images for different markets
- Rewrite or translate campaign copy for any region
- Quickly bulk-create campaign variations at scale

Personalizing your pitch.

Nothing is more frustrating for sales teams than waiting for collateral when prospects are hot. With Adobe Express, creatives can supply sales and business development teams with everything they need to produce effective, personalized, on-brand pitches that make a big impact.



Access brand kits with locked logos, fonts, and colors



Use templates for creating one sheets, proposals, and customer success stories



Generate presentations from outlines and documents, available in Adobe Acrobat Studio and Adobe Express



Easily import and resize customer logos or fonts to create beautifully customized presentations for every client



Record and edit personalized videos, generate captions, and create clips to share as follow-ups, session recaps, and demos — with drag-and-drop ease



Access over 280 million royalty-free Adobe Stock assets to create eye-catching content that resonates with your customer

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Libraries help us keep content on brand with little effort, making sure that we're consistent in how we represent our company.



Ninoska Tippet

Marketing and Communications Specialist
ABB

Find and keep the right people.

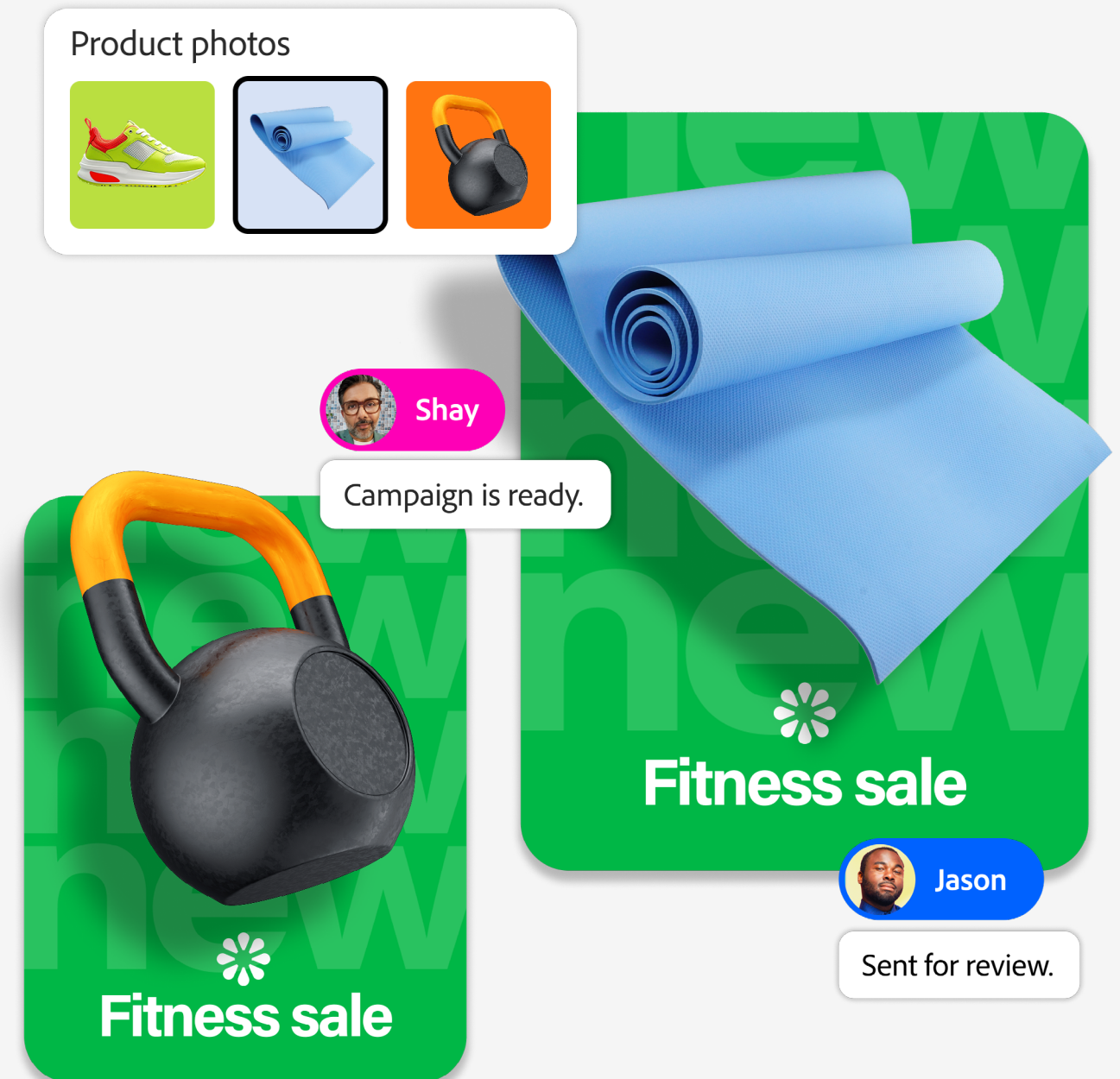
Recruiting teams require a wide array of collateral to support their efforts, all of which has to represent the organization in its very best light to attract top talent. HR and operations, likewise, need to keep internal communications current, engaging, and on point.

- Create easy-to-refresh job description templates and outreach ads for social media posts
- Assemble a library for signage and booth collateral like brochures, information packets, and business cards for job fairs and recruiting events
- Make on-boarding templates that are easy to modify and customize according to job roles and benefits packages
- Create instructional or training videos with intuitive tools for self-recording, captioning, and applying animations
- Access a library of templates to create decks or presentations for company meetings and easily update announcements or procedural documents

Collaborate to create.

Reducing information and workflow silos is always beneficial. With Adobe Express, unified, secure, scalable workflows let teams collaborate more effectively by easily sharing feedback and assets. Review cycles accelerate, teams operate from a single source of truth, and brand integrity is ensured. Adobe Express can always be used as an all-in-one solution, but is also simple to integrate into existing creative and business tools and workflows.

- AEM Assets integration for enterprise-grade asset management
- Workfront integration for approvals and project workflows
- Integration with ChatGPT to create content that can be further edited in Adobe Express
- Real-time coediting, commenting, and sharing with password protection
- Automatic sync to Creative Cloud libraries
- Access to productivity tools and DAMs such as Google Drive, Sharepoint, Bynder, and Frontify



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Our global brand hub is a true unified solution that brings everything together. It's our one-stop shop for anything brand and design-related. Everything is accessible from this one point, which is hugely valuable.



Sakura Martin
Global Head of Brand and Design
dentsu

Adobe Express means business.

Adobe Express removes the bottlenecks that hold organizations back by empowering every team to create, collaborate, and scale on-brand content at the speed of today's businesses. Commercially safe AI and security features like SSO integration, asset encryption, and sharing restrictions give you peace of mind. And user management features like automated provisioning, audit logs, and licensing reports give you greater control and insight.

Simply put, Adobe Express is easy for anyone to use but powerful enough for teams of any size.

The screenshot displays the Adobe Express user interface. At the top left, there is a blue button labeled "Discover how". Below it, a "Templates" carousel shows three preview cards for social media posts. The main workspace shows a text-based template with a "CATEGORY TAG" icon, a lock icon, and a "Replace from:" menu with options for "Libraries" and "Design assets". A circular profile picture of Hiroshi Igarashi is visible in the bottom right corner of the workspace.

Source

Adobe and Accenture, "[The Creative Multiplier: The Value of Enterprise-Wide On-Brand Content Creation](#)," 2025.

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