

AI helps creative pros meet growing demand

94% of Creatives Accelerate Content Production With AI

March 2026 Survey

Adobe
DIGITALINSIGHTS



94%

Of Creatives Accelerate Content Production With AI

Marketers and creatives have reached an inflection point. As content demands continue to soar, campaign timelines are shrinking—more assets, less build time. This growing contradiction between volume and velocity is pushing these professionals to shrug off lingering concerns about AI and embrace the tools for a much-needed shot in the arm.

The average creative now spends a staggering 19 hours—**or nearly half a traditional work week**—prompting and generating assets and imagery with AI. This emerging collaboration is fueling a boost in

both quality and productivity, reclaiming hours every week to create more, respond faster, and keep pace with rising demands.

Our latest report analyzes anonymized and aggregated Adobe Firefly data alongside insights from a March 2026 survey of more than **800 U.S.-based marketers and creatives**. Together, these findings reveal shifting perceptions and behaviors around AI use, from model preferences and prompt maturity to how these tools are integrated into daily workstreams. Here's what stood out:

Key Insights:

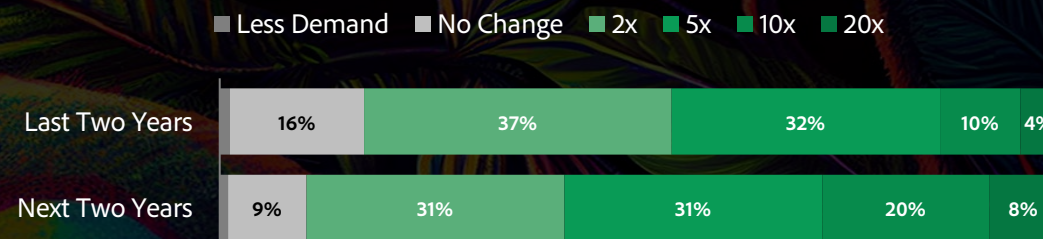
- Speed is accelerating, with **94% of creatives producing content faster with AI**, up from 88% a year ago.
- Adoption is growing, with **82% of creatives spending at least six hours a week working with AI** and 64% spending more than 10 hours.
- Time savings are surging, with **81% of creatives saving at least six hours a week** by adopting AI into workflows.
- Prompt maturity is improving, with **89% of creatives getting more adept at generating outputs they want**.
- Multi-model workflows are overwhelmingly preferred, with **91% of creatives using more than one model per asset**.
- Optimism is counterbalancing persistent AI concerns, with **nearly half of creatives (46%) saying job opportunities have increased in the past year**.

Content demand surges, marketing cycles shorten as campaigns respond to real-time trends

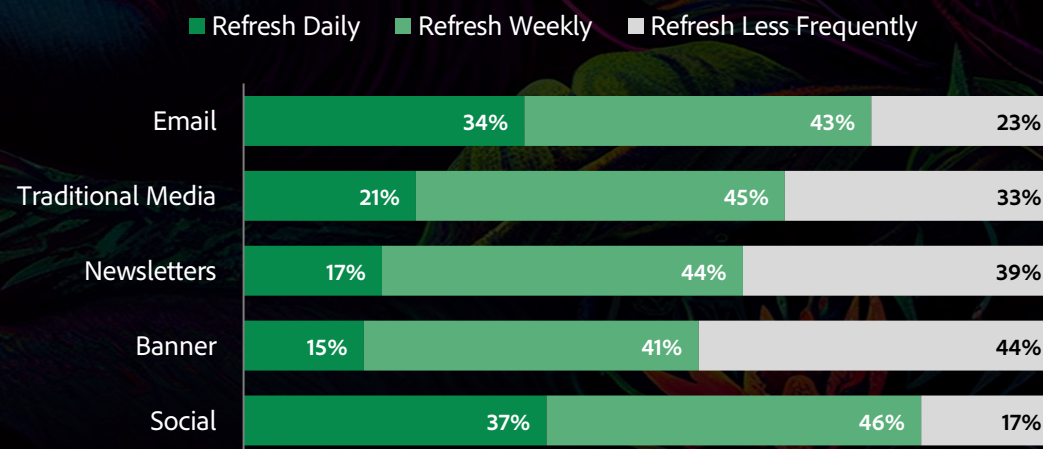
The majority of marketers (**83%**) believe content demand has at least doubled over the last two years while **9 in 10** expect it to double again in the next two years. More than a quarter (**28%**) anticipate demand could increase tenfold by 2028.

Campaign cycles are contracting. Most marketers (**82%**) say the timeframe between campaign inception and completion is shorter than just two years ago, an increase from **76% in August 2025**. As campaigns become increasingly responsive to viral trends and current events, marketers are often refreshing content on a weekly or even daily basis.

Marketers continue to see and project content demand growth



Regardless of campaign type, marketers are refreshing campaigns weekly



Creatives embed AI into huge swaths of their workweek and workflows to keep pace with demand

The average creative now spends **19 hours a week** collaborating with AI in their workflows. **The majority (82%) spend at least six hours a week** with these tools, including nearly **4 in 10 (38%) who invest more than half of their workweek**. Only 1% report not leveraging AI at all.

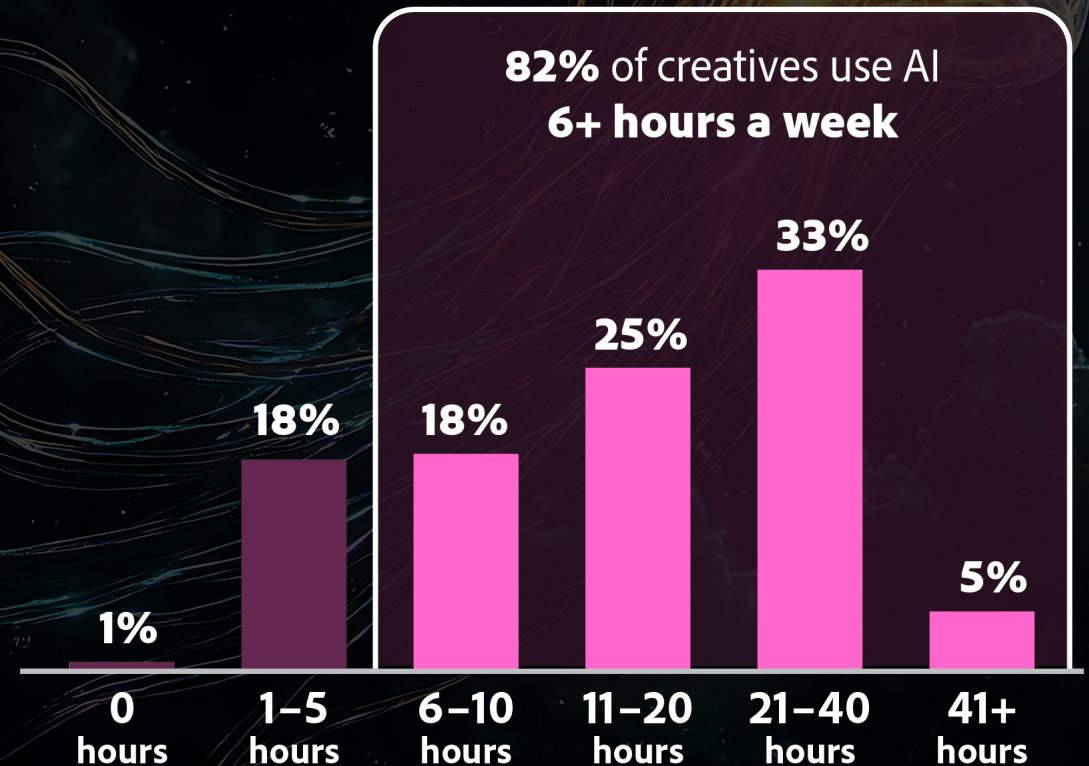
This shift is also reflected in the work itself, where the average creative uses AI to produce 43% of assets and imagery. In fact, **nearly half (49%) say they use AI to create more than 40% of assets** they deliver, a significant and growing portion of their overall work.

"My overall work quality and the depth of my illustrations have skyrocketed since AI."

- Creative Survey Respondent

19hrs

Average time creatives spend using AI each week



Faster development frees bandwidth as AI enables creatives to be more productive and engaged

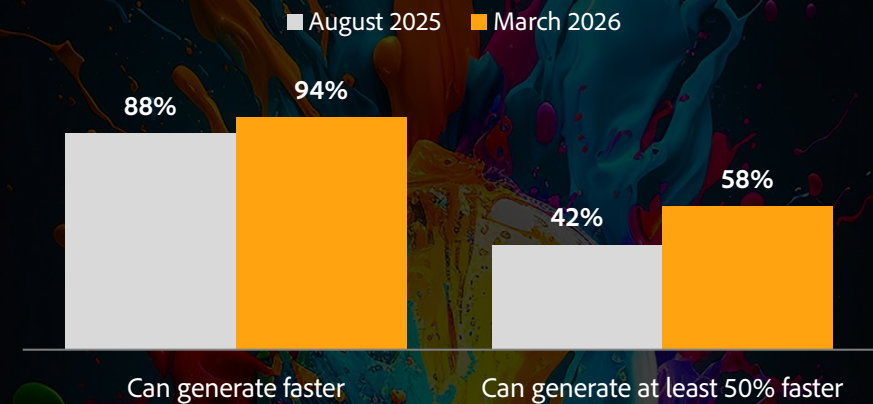
Nearly all creatives (**94%**) say they generate assets faster with AI, up from 88% last year. In fact, more than half (**58%**) report generating content at least 50% faster with AI tools, a sentiment that's jumped 38% since last fall.

This speed is translating into meaningful time savings, empowering creatives to produce more assets, respond to requests more quickly, and iterate more frequently. On average, **AI is saving creatives an astonishing 17 hours a week, with 81% saving at least six hours.** Nearly a third (31%) report that AI is even enabling them to work less hours.

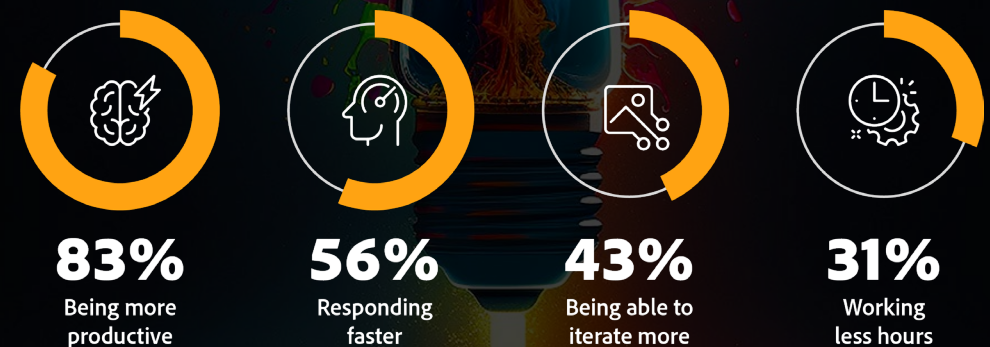
"It's made it easier for the little parts to get done faster so the harder parts have more time to be worked on."

- Creative Survey Respondent

Creatives say they can generate content faster with AI



How creatives are using time saved with AI

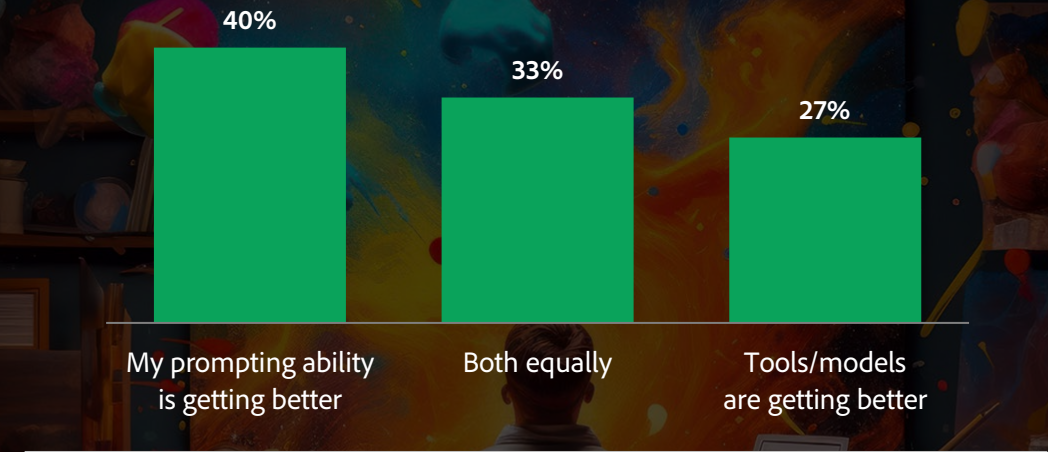


As models and prompting mature, creatives are more satisfied with AI outputs

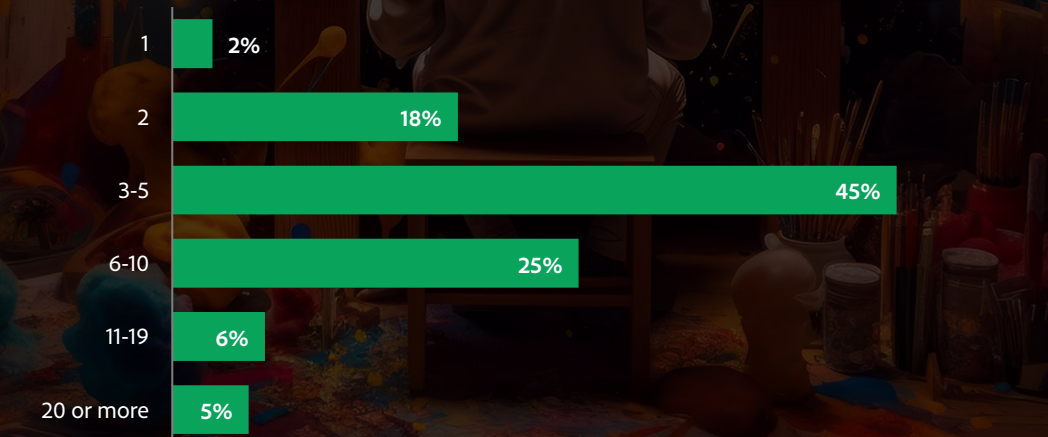
9 in 10 creatives (89%) say their ability to generate the output they want is improving, powered by better models, more effective prompts, or a combination of both. For most users, it now takes **10 to 20 minutes to get the output they want with AI**, often accomplished within 3 to 10 prompts.

Adobe's research has found that longer prompts return better results, and frequent AI users are learning that lesson. Over time, prompt lengths have gotten longer. And **Firefly power users**—creatives who prompt more than 50 times a month—**write prompts that are over 50% longer** than non power users and their **download rates are more than 75% higher**, gaps that have widened over time.

Why creatives say their AI outputs are improving



Number of prompts for creatives to get desired output

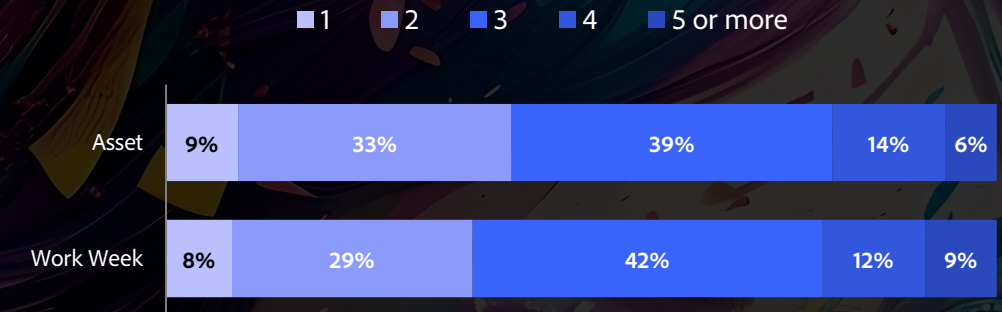


Creatives value choice and access to multiple AI models

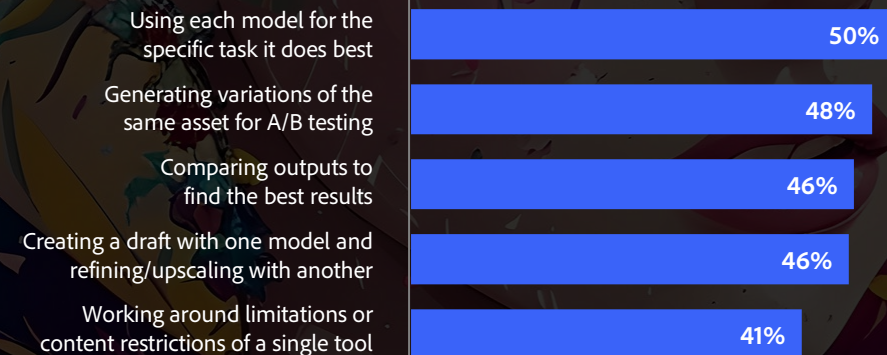
Counter to the speculation of an inevitable consolidation of the AI landscape, nearly all creatives prefer a multi-model setup: **9 in 10 (91%) use more than one model per asset** to compare results, generate variations, or apply the best tool to specific tasks within the development cycle.

This is corroborated in Firefly, where multi-model use continues to rise. **In February 2026, more than half of power users leveraged two distinct model families** (i.e., Adobe, Google, OpenAI, etc.), reinforcing the growing demand for choice over standardization.

Creatives use multiple models per asset and workweek



Why creatives use multiple models

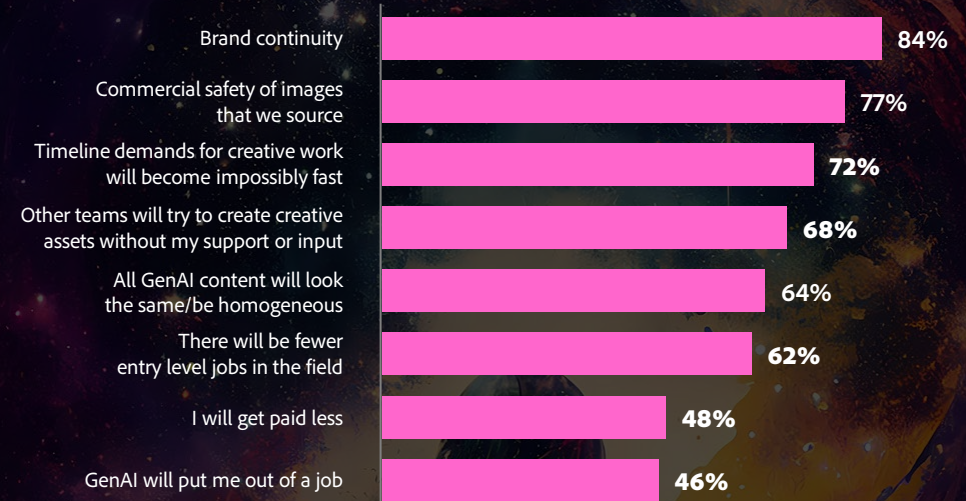


Considerable uncertainty persists for creatives, but stigma around AI use continues to erode

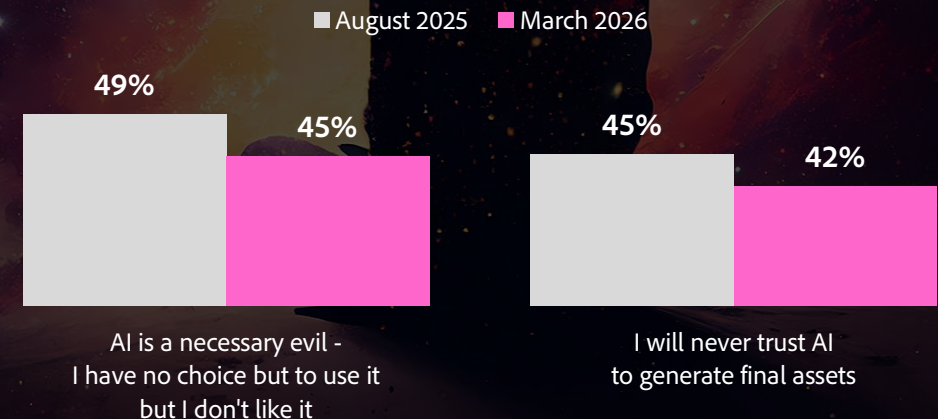
Despite substantial productivity gains, **72% of creatives worry that unsustainable timelines and expectations** for their work will become impossible to meet. Interestingly, AI's impact on brand continuity (84% are concerned) and commercial safety (77%) that keeps more creatives up at night, while headline-grabbing fears around **pay (48%)** and **job security (46%)** rank lower on the list of concerns.

On the other hand, **46% believe job opportunities have increased over the last year while only 30% believe they have declined.** And fewer creatives report reluctance or distrust using these tools than they did in August 2025, pointing to a gradual destigmatization. More than half (51%) have even deployed AI-generated content without making any final edits.

% of creatives who say they are concerned about...



Creatives' perceptions of AI are changing





AI isn't replacing creatives, but reshaping how they meet accelerating demand

As a tsunami of content demands and compressed campaign cycles leave marketers and creatives wondering how to keep their heads above water, AI is throwing them a lifeline. These tools are empowering creatives to accelerate production, liberate bandwidth, and elevate the quality of their output.

Prompt maturity, multi-model experimentation, and a deeper integration of AI into workweeks and workflows are unlocking meaningful and measurable performance gains—particularly among the most frequent users.

While concerns still linger around everything from commercial safety and data privacy to the homogenization of work, a steady drumbeat of optimism is slowly diminishing these fears and eroding stigma as quality improves, comfort grows, and more professionals see AI as a partner in creation rather than a replacement for it.

“It has just opened a creative window for me.”

- Creative Survey Respondent

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