



Fi Firefly
Pulse





Firefly Pulse

Volume I

Adobe
DIGITALINSIGHTS

With millions of professional designers, content creators, and weekend imagineers worldwide leveraging the power of the Firefly studio, Adobe has an unprecedented window into evolving creative trends—from the rise of Galentine's Day to shifting portrayals of gender imagery.

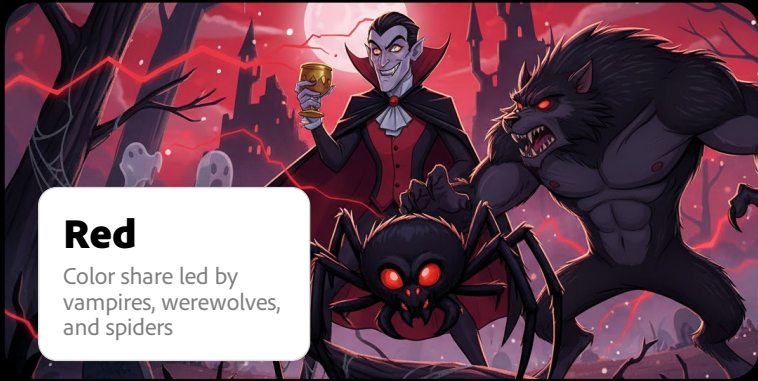
For marketers and brands, the insights drawn from millions of Firefly prompts reveal shifting audience intent and attitudes shaping our cultural zeitgeist and the noisiest moments on the global calendar.

In this compendium, we explore some of those moments with images created through Firefly:

- Halloween Imagery Trends
- Thanksgiving Traditions
- Christmas Around the World
- New Year's Traditions Worldwide
- Valentine's Day & the Rise of Galentine's
- Global Car Preferences
- America's Favorite Sports
- The Gender Divide in Imagery
- Global Hair Trends
- Global Animal Popularity
- Artemis II & Celestial Creativity



Green
Color share led by zombies, monsters, and witches



Red
Color share led by vampires, werewolves, and spiders



Pumpkins
Prompted the most of any Halloween symbol, followed by ghosts, bats, witches, and skeletons

Ghosts Were Cute, Tombstones Spooky, Pumpkins Enchanted Halloween Creators

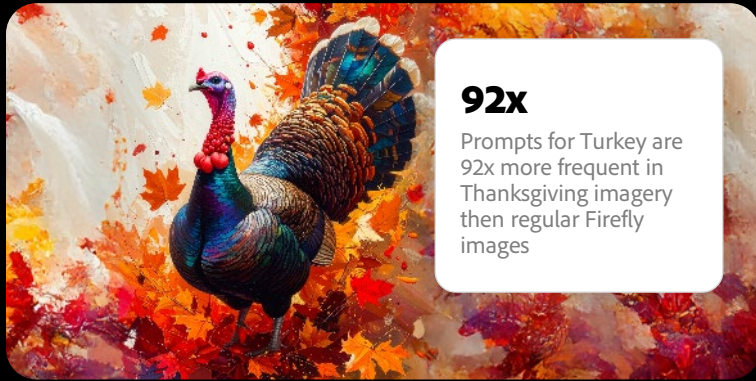
Pumpkins ruled Halloween imagery, but generations were bewitched by different symbols: older creators conjured werewolves and tombstones, younger ones cast vampires and jack-o-lanterns. Ghosts and mummies brought the smiles, tombstones and bats the scares, vampires the blood-thirsty reds, and zombies the rotting greens.



Spooky Tombstones
39% of prompts for tombstones included 'spooky', followed by 38% for bats, 38% for jack-o-lanterns, and 34% for webs



Cute Ghosts
29% of prompts for ghost included 'cute' followed by 26% for mummies 18% for cats and 17% each for vampires, bats, and witches

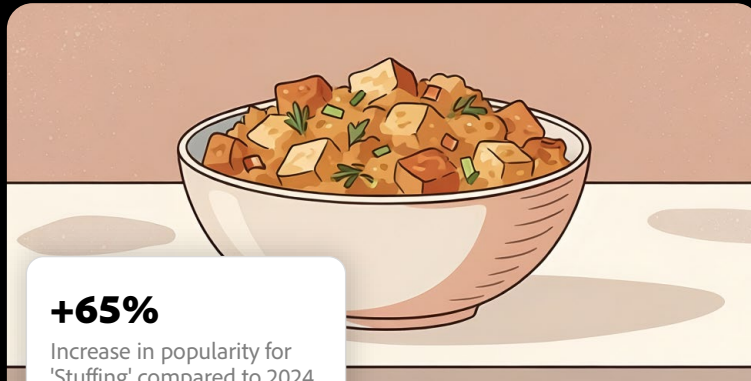


92x

Prompts for Turkey are 92x more frequent in Thanksgiving imagery than regular Firefly images

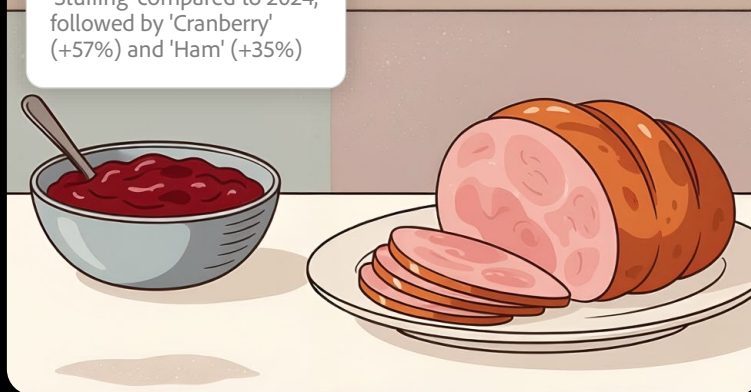
Turkey Gobbled Up Thanksgiving Imagery as Creators Embraced Fall, Family, and Feasts

Turkey is the centerpiece at most Thanksgiving tables, and it was for creators too, leading all other imagery. Stuffing and cranberries rose in popularity, while cheese and apples fell out of favor. Beyond the bird, pie remained a staple, with about two-thirds of prompts preferring a slice of pumpkin.



+65%

Increase in popularity for 'Stuffing' compared to 2024, followed by 'Cranberry' (+57%) and 'Ham' (+35%)



Pie

Most frequently prompted food outside of 'Turkey,' followed by 'Potato,' 'Cranberry,' and 'Stuffing'



67%

Share of 'Pie' prompts that were 'Pumpkin,' followed by 'Apple' (17%), 'Pecan' (7%), 'Sweet Potato' (4%), and 'Other' (4%)

Trees Towered Over Christmas Imagery, Central, Northern Europe Reveled in Holiday Prompting Spirit

2024's festive peak was led by Central European nations Hungary, Czech Republic, and Poland. Predominantly Non-Christian countries like India, Turkey, and Japan expectedly had lower activity, as did, surprisingly, English-speaking and holiday-obsessed nations like the U.K., U.S., and Canada.



Winter Wonderland

The nexus of snowflakes, snowmen, and star symbols were most popular in Western European countries like Portugal, Spain, and France



Santa & His Helpers

The nexus of Santa, reindeer, sleigh, and elf symbols were most popular in Northern European countries like Sweden, Norway, and Finland



Trees

Are the most popular Christmas symbol, followed by gifts, Santa, ornament, snowflakes, and stars



Hungary

Had the highest frequency of Christmas prompts during Christmas week, followed by Czech Republic, Poland, Sweden, and Italy



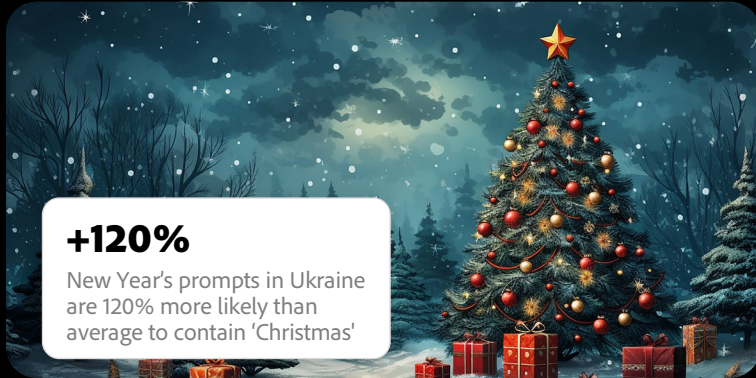
+461%
 New Year's prompts in Germany are 461% more likely than average to contain 'Pig'



+96%
 New Year's prompts in Brazil are 96% more likely than average to contain 'White'



+1,126%
 New Year's prompts in Italy are 1,126% more likely than average to contain 'Prosecco'



+120%
 New Year's prompts in Ukraine are 120% more likely than average to contain 'Christmas'

Fireworks and Festivity Rang in the New Year Alongside Unique Regional Traditions

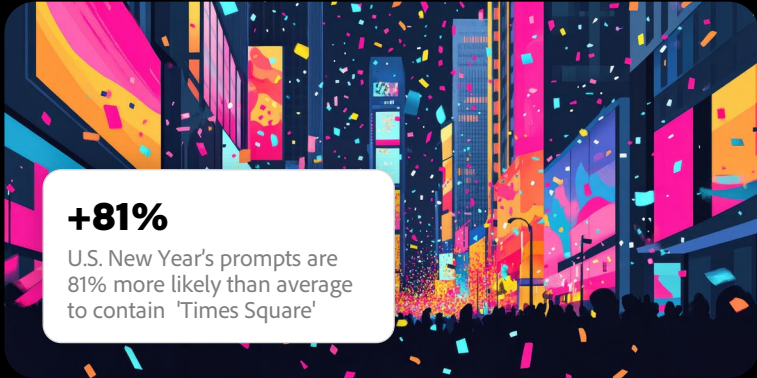
Around the world, brilliant fireworks, vibrant parties, and champagne toasts dominated wintery New Year's imagery. But as the ball dropped, unique regional customs also emerged, from cuisine and colors to symbols and good luck charms.



+689%
 New Year's prompts in Spain are 689% more likely than average to contain 'Grapes'



+1,546%
 New Year's prompts in Japan are 1,546% more likely than average to contain 'Mochi'



+81%
 U.S. New Year's prompts are 81% more likely than average to contain 'Times Square'



42.4%
of Valentine's
imagery contains
hearts, followed
by roses (16.5%),
love (14.6%), and
card (12.2%)

6.9%
Of V-Day prompts
contain flowers, led by
roses, tulips, peonies,
daisies, and lilies

Valentine's Day Captured the Hearts of Creators, Galentine's Day Brought the Fun

While the elegance of our most romantic holiday was on full display for U.S. creators, from flowers to jewelry to champagne, the rise of Galentine's Day told a different story. Friendship, fun, and festivity (plus drinks) fueled a surge in prompts, up 5x from just two years ago.

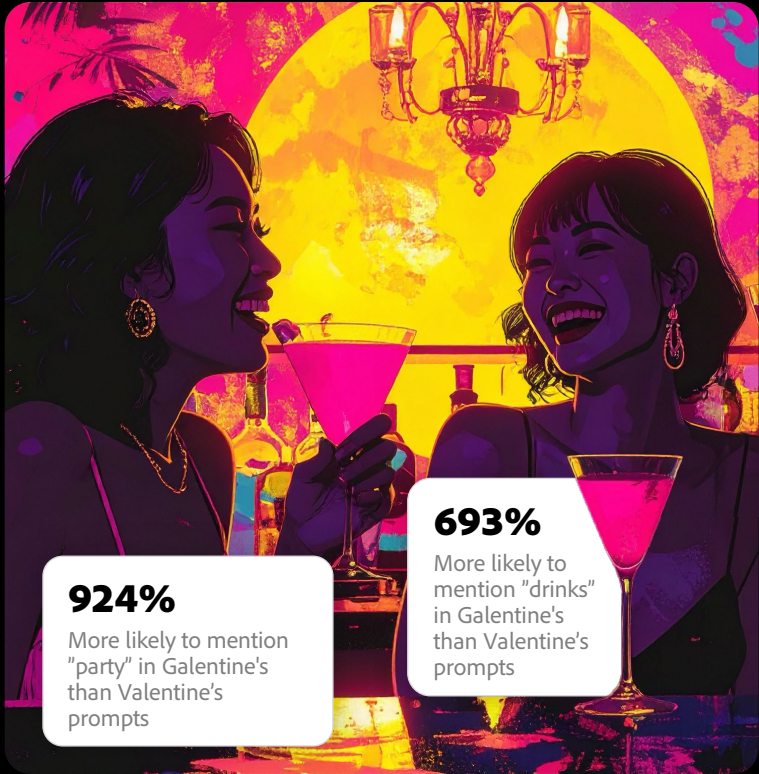


2,099%
More likely to mention "friend"
in Galentine's than Valentine's
prompts



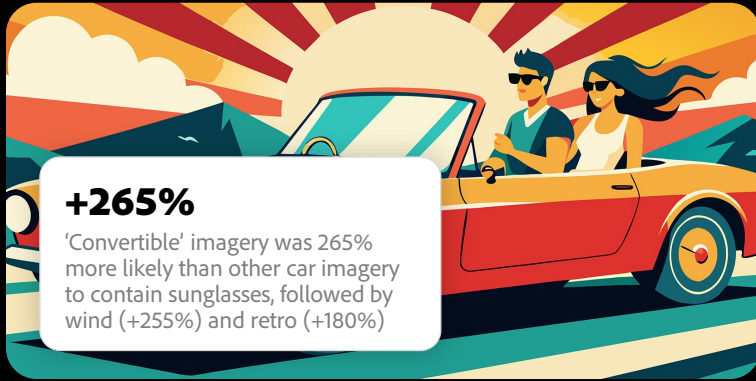
12x
YoY V-Day prompt
growth for earrings,
followed by bracelets
(3.4x) and necklaces
(2.9x)

28.1x
YoY V-Day prompt growth for
ruby, followed by pearl (15.2x)
and gold (2.0x)

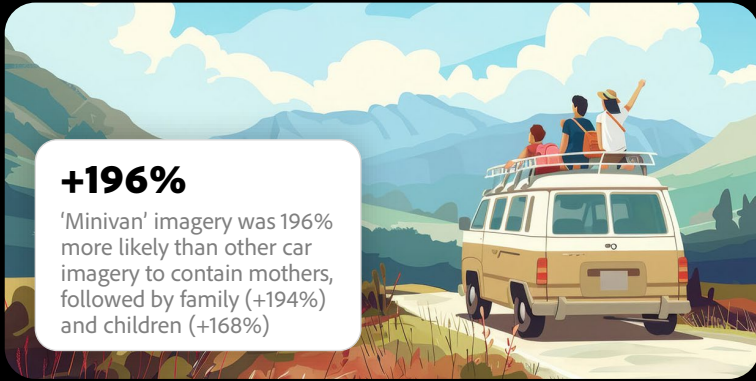


924%
More likely to mention
"party" in Galentine's
than Valentine's
prompts

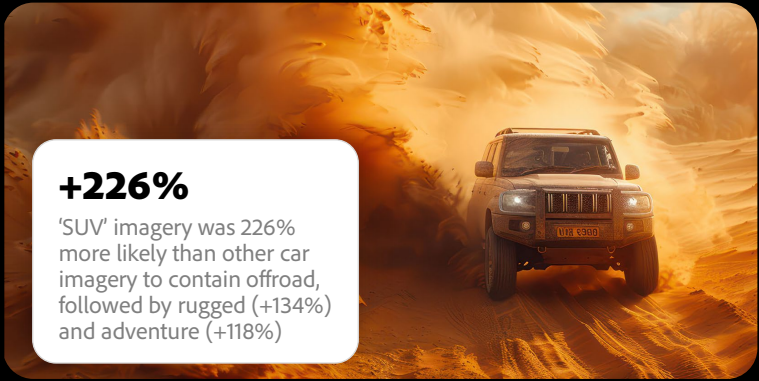
693%
More likely to
mention "drinks"
in Galentine's
than Valentine's
prompts



+265%
 'Convertible' imagery was 265% more likely than other car imagery to contain sunglasses, followed by wind (+255%) and retro (+180%)



+196%
 'Minivan' imagery was 196% more likely than other car imagery to contain mothers, followed by family (+194%) and children (+168%)

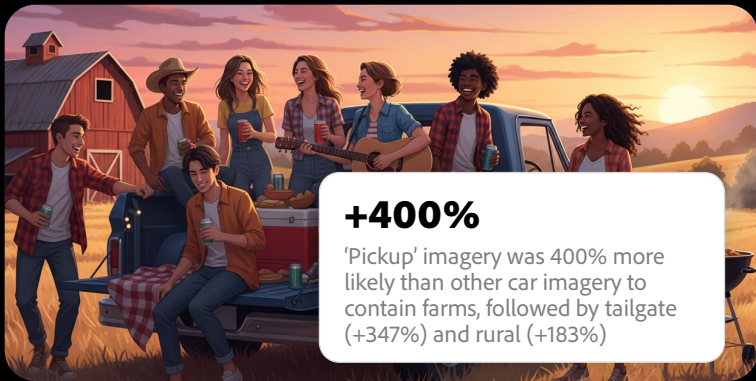


+226%
 'SUV' imagery was 226% more likely than other car imagery to contain offroad, followed by rugged (+134%) and adventure (+118%)

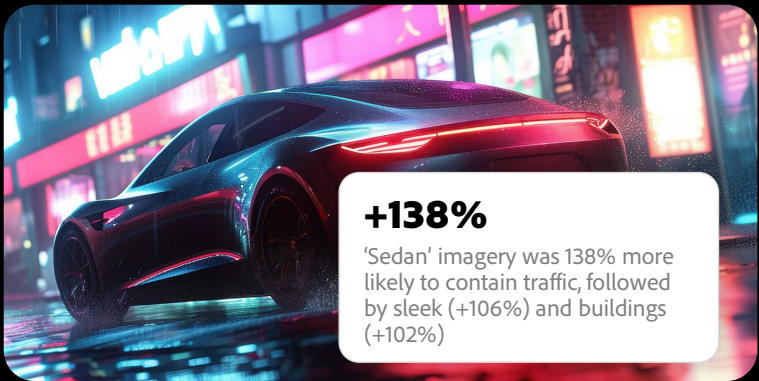


German, American Vehicles Dominated Car Creation, Germans Were Prompting Gearheads

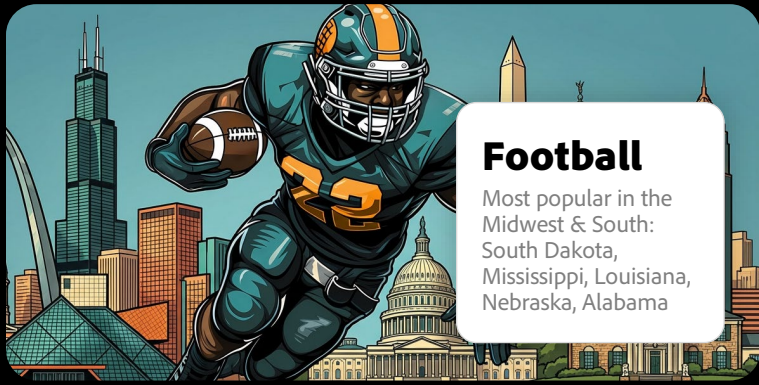
Germans are famously car-obsessed--and prompts don't lie. Popular German and American brands revved the creative engines most. Older creators steered toward convertibles, pickups, and motorcycles, while younger ones got behind the imaginative wheel of SUVs, hatchbacks, and sedans.



+400%
 'Pickup' imagery was 400% more likely than other car imagery to contain farms, followed by tailgate (+347%) and rural (+183%)



+138%
 'Sedan' imagery was 138% more likely to contain traffic, followed by sleek (+106%) and buildings (+102%)



Football

Most popular in the Midwest & South: South Dakota, Mississippi, Louisiana, Nebraska, Alabama



Hockey

Most popular in the North & Northeast: Minnesota, North Dakota, New Hampshire, South Dakota, Alaska



South Dakota

Led "Big Five" prompt frequency, followed by Ohio, Nebraska, Kansas, Iowa

Midwest Dominates the "Big Five" Sports, South Dakota Takes Top Seed

Sports are part of the very fabric of American culture, and nowhere does fandom like the Midwest when it comes to the "Big Five": football, basketball, baseball, soccer, hockey. Led by football imagery, the entire top 5—and 10 of the top 17—states came from the heartland, with creation peaking in Autumn when collegiate and professional sports are kicking off.



Soccer

Most popular coast-to-coast: Utah, South Dakota, Virginia, Ohio, New Jersey



Basketball

Most popular in the Midwest: South Dakota, Nebraska, Wyoming, Utah, Iowa

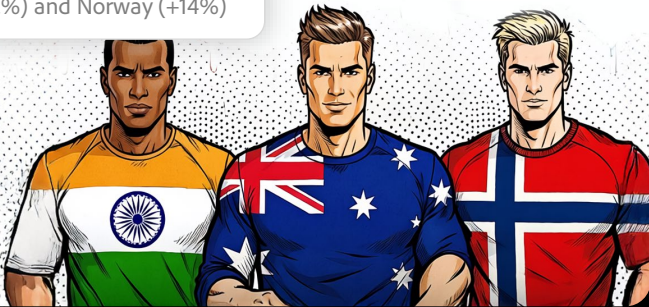


+30%

More images of 'Women' in Bulgaria, Japan, and Greece

+36%

More images of 'Men' in India, followed by Australia (+22%) and Norway (+14%)

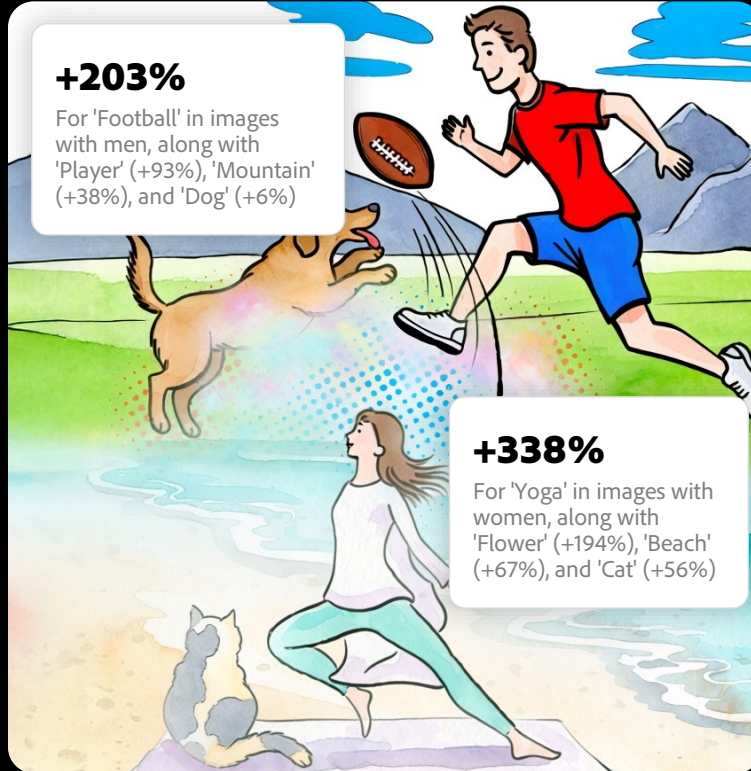


Men in the Mountains, Women on the Beaches as the Gender Divide Permeated Image Creation

Gender differences are ingrained in nearly every corner of our culture, and they appeared in how we prompted too. From emotional states to color palettes to specific activities, scenery, and even physical characteristics, clear and often stereotypical boundaries emerged in depictions of men and women.

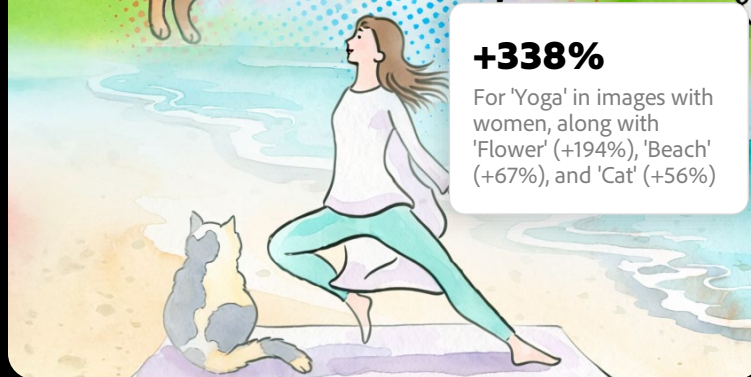
+203%

For 'Football' in images with men, along with 'Player' (+93%), 'Mountain' (+38%), and 'Dog' (+6%)



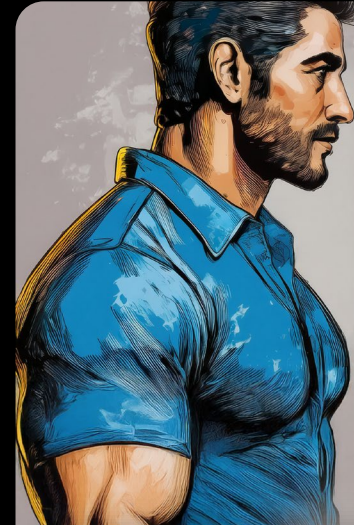
+338%

For 'Yoga' in images with women, along with 'Flower' (+194%), 'Beach' (+67%), and 'Cat' (+56%)



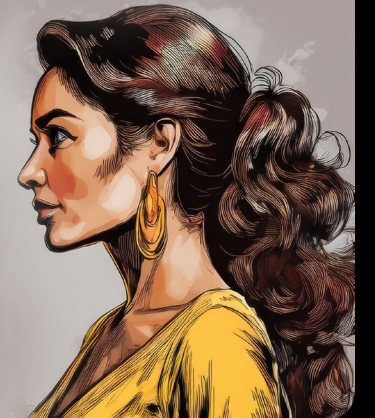
+497%

For 'Handsome' in images with men, along with 'Muscular' (+251%), 'Tall' (+42%), and 'Old' (+24%)



+406%

For 'Pretty' in images with women, along with 'Beautiful' (+300%), 'Elegant' (+171%), and 'Young' (+16%)



+200%

Nearly all colors appear more frequently in images with women, specifically 'Pastel' (+205%) and 'Pink' (+204%)

Gen X
Favored 'Bangs,' 'Mohawks,' and 'Beards' more than other generations

Baby Boomers
Favored 'Braids,' 'Mustaches,' and 'Bald' more than other generations

Gen Z
Favored 'Mullets' more than other generations.

+367%
More prompts for 'Mullet' in Australia than the average country.

+325%
More prompts for 'Bangs' in Japan than the average country.

Australia Rocked Mullets, Japan Brought Bangs as Hair-Raising Trends Varied Globally

Hair, whether on our heads or faces, reflects both individuality and tribalism, how we stand out or fit in. Unsurprisingly, styles varied widely by generation and geography: Australia, the U.S. and UK sported mullets and mohawks, India favored beards and mustaches, Japan ruled bangs, and Sweden loved braids.

Millennials
Didn't favor a style, but 'Bangs' and 'Mustaches' were popular.

+89%
More prompts for 'Braids' in Sweden than the average country.

+70%
More prompts for 'Beards' and 'Mustaches' in India than the average country.



Australia

Leads in "Whale", "Dolphin", "Shark", "Crocodile", "Emu"



Europe/East Asia

"Cat" is more popular

Americas/Anglosphere

"Dog" is more popular

Users Prompted Like Cats and Dogs as Wildlife Took on a National Identity

"Dogs" or "cats" were the most popular animal in nearly every country we examined, but at the national level, popular imagery often reflected wildlife commonly associated with or native to that country. Here we



Japan

Leads in "Goldfish", "Carp"



India

Leads in "Tiger", "Elephant", "Lion", "Peacock"



Brazil

Leads in "Macaw", "Toucan"

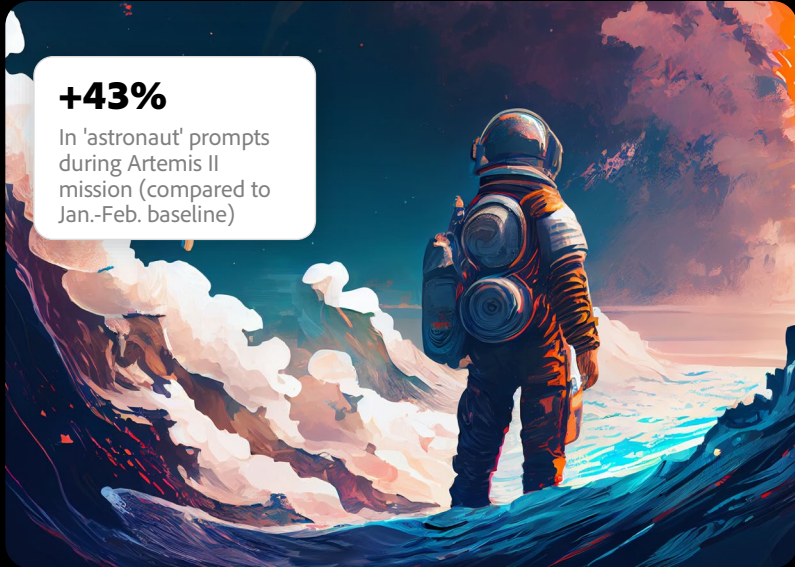


April 1 & 11
Peak prompt frequencies for Artemis II, launch day and the day after splash down

+66%
In 'NASA' prompts (compared to Jan.-Feb. baseline)

Artemis II Prompts Went to the Moon and Back as Mission Sent Celestial Creativity Skyrocketing

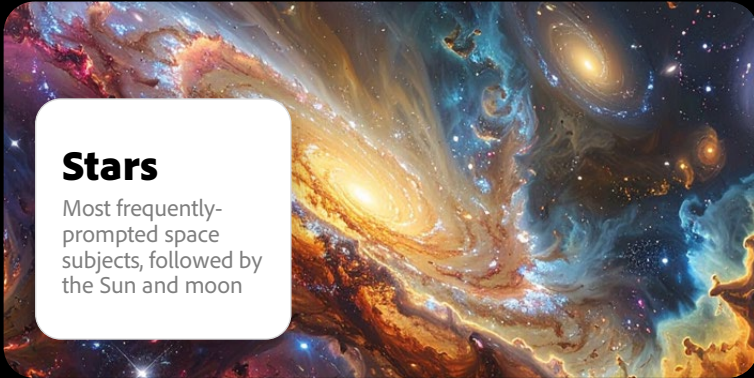
The 10-day landmark lunar flyby ignited imaginations from takeoff to splash down, but failed to eclipse recent northern lights displays or other solar events. Aside from Earth, Mars is the most popular prompt planet by far, although its gravitational pull on creators appears to be waning, while stars and the sun lead all other celestial bodies.



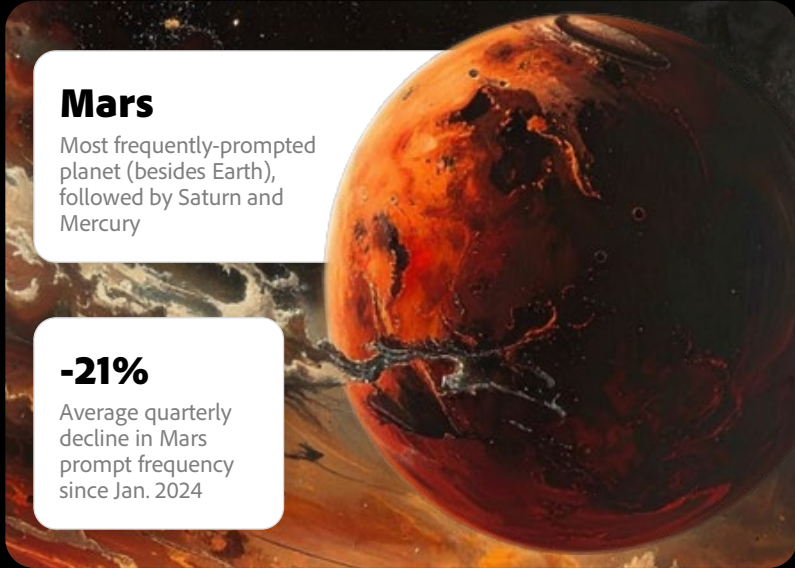
+43%
In 'astronaut' prompts during Artemis II mission (compared to Jan.-Feb. baseline)



~4%
Of peak prompt frequency for Artemis II compared to the April 2024 solar eclipse



Stars
Most frequently-prompted space subjects, followed by the Sun and moon



Mars
Most frequently-prompted planet (besides Earth), followed by Saturn and Mercury

-21%
Average quarterly decline in Mars prompt frequency since Jan. 2024

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