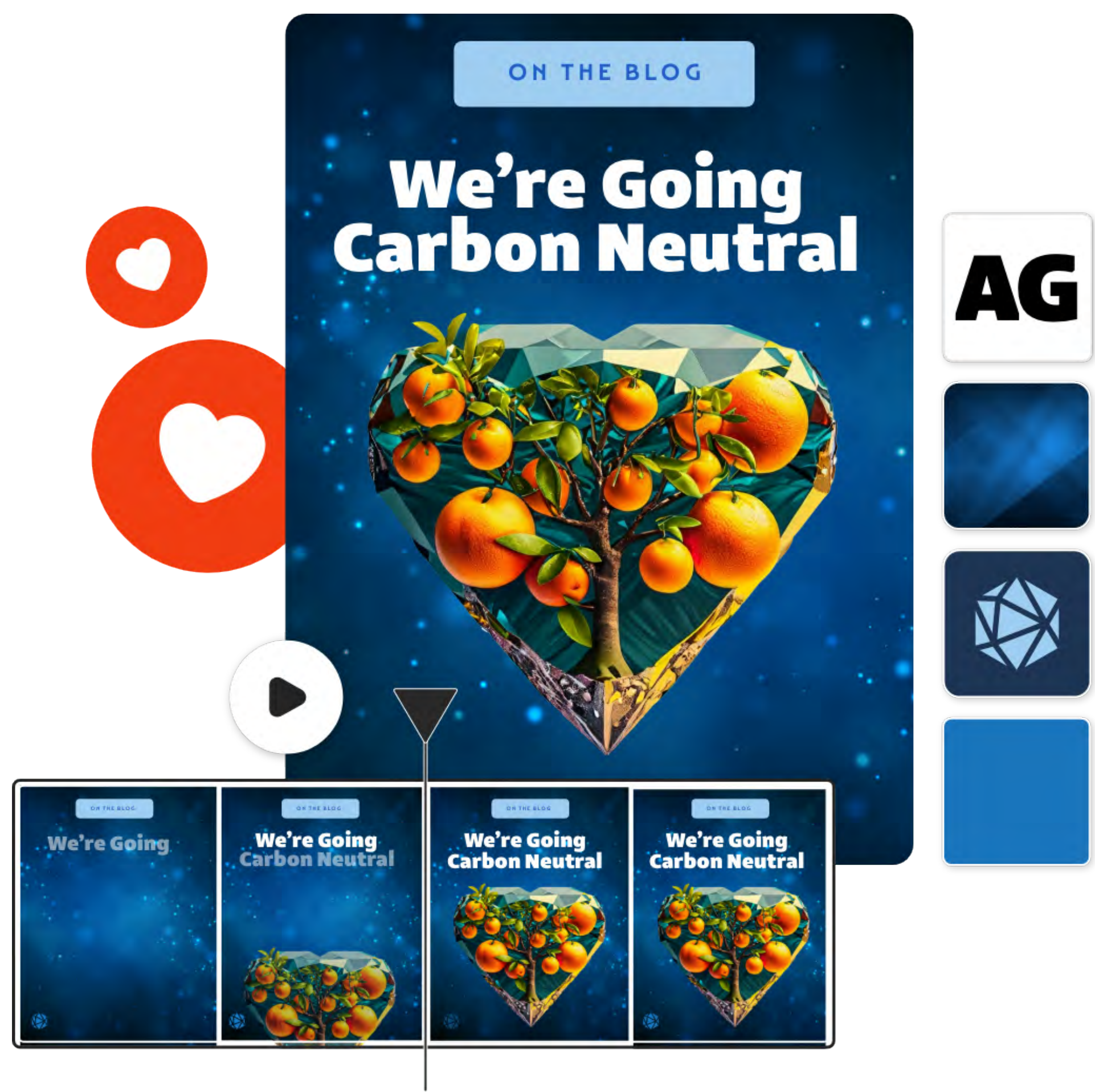


EBOOK

Marketers work smarter with Adobe Express.

Adobe





Customer demand for content is booming, and you're expected to keep up. Now it's possible with generative AI. Meet Adobe Express, the all-in-one content creation app for marketers.

Adobe Express integrates generative AI that's designed to be safe for business into your workflows to help you save resources, speed up time to market, and scale campaigns. With additional features tailored to your needs, you can create content on your own—and keep it on brand:

- **Integration with familiar applications your teams already use.** Designers can upload and maintain libraries of brand-approved content.
- **Brand kits.** Access approved logos, fonts, colors, and templates to use on demand.
- **Template locking.** Customize assets worry-free with clear brand guardrails in place.
- **Real-time collaboration.** Creators and marketers can share feedback and edit projects live.

This eBook presents three examples of how these features work together with generative AI to streamline creative workflows and satisfy the exploding demand for content:

Reuse approved content for promotional campaigns 3

Localize campaigns for different regions 4

Create ad hoc campaigns with brand consistency 5

Remix and refresh your content.

Reuse approved content for promotional campaigns.

Challenge

Great content is very rarely single-use, but marketers and other non-creative teams are often limited in their ability to find, edit, and reuse on-brand assets without studio or agency support.



How we're solving it

Marketing teams are fully equipped with the templates, assets, and graphics they need to:

- Adapt assets from a successful campaign and create variations by changing images or testing different copy options
- Decrease overall time to market, keeping your company or products in the spotlight
- Resize existing content for different channels, such as social, to get the most out of original campaigns
- Decrease production costs by allowing teams to self-serve and edit campaign assets

Business impact

Remixing and editing existing assets helps marketers deliver quality content faster. With this streamlined approach, companies can:

- Free up creative teams to work on high-value projects
- Save money with lower cost per asset and less spend on agency fees
- Achieve a faster time to market by enabling marketers to easily and independently create campaigns

OWEN JONES

had **50% lower agency involvement**, plus improved speed and accuracy, by empowering local teams to edit content.

Tailor to local audiences.

Localize campaigns for different regions.

Challenge

Regional and global customizations give audiences personalized experiences with your brand, and expanding your content into multiple languages extends your best-performing campaigns to new markets. However, the production process can be prohibitively slow and expensive.

How we're solving it

Localization is easy and intuitive. Adapt content for different regions and locales independently from creative teams, using approved on-brand assets for consistency and compliance.

To engage different markets and local audiences:

- Instantly resize content for various layouts, channels, and mediums
- Auto-translate into 45 languages

Use a simple description to customize:

- Templates
- Images
- Text effects



Business impact

Using these fast and easy localization tools, marketers can:

- Ensure that global campaigns maintain local relevance
- Boost marketing effectiveness and ROI
- Free up creative teams to work on high-value projects
- Lower costs

dentsu

reached **70% faster delivery** by allowing marketers to create on-brand content across 145 markets.

Respond quickly to trends.

Create ad hoc campaigns with brand consistency.

Challenge

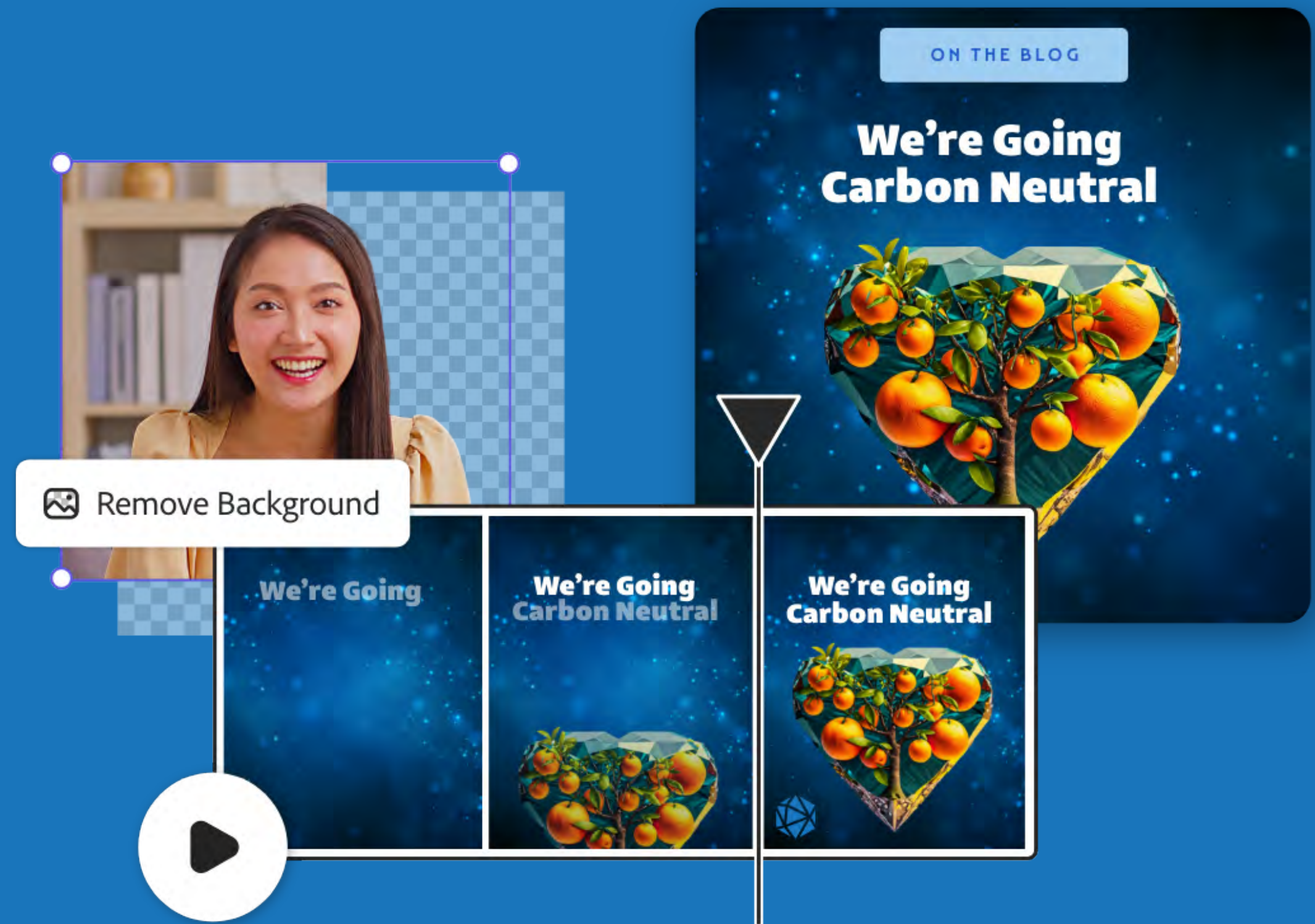
Creating new assets from scratch often requires a significant lead time. By the time the team is ready to move forward, the moment or trend has passed.

How we're solving it

Marketers can respond to the moment independently to avoid production roadblocks. With approved assets and templates, they can go from idea to on-brand published assets in just a few minutes.

Using Adobe Express Quick Actions, marketers can do complex edits in a single click:

- Remove backgrounds
- Generate QR codes
- Edit videos
- Resize assets for different channels



Business impact

This quick production cycle not only keeps your brand relevant but also maximizes opportunities for audience engagement across platforms, turning quick adaptability into a competitive advantage.

IBM

drove **26x higher engagement** than IBM's average paid social assets.

Looks great, I love this!

Ag Ag

Join Our Annual

#Happy5k

5K Fun Run

Friday, May 24th

11:00am | 456 Cherry Tree Ln.

Nice work, team!

5K Fun Run

5K Fun Run

5K Fun Run

Do it all while staying on brand.

Inconsistent branding can confuse customers and dilute your marketing impact. But staying on brand often depends on studio and creative teams, who can quickly become overwhelmed with repetitive tasks.

When creative teams invest the effort up front to build a repository of approved logos, fonts, colors, and templates, they can confidently step into other innovative work, knowing that anyone who uses the library will create content with on-brand and approved assets.

This opens up huge opportunities for marketing and other business teams to create content as needed without slowdowns. The benefits are immense:

- Your teams spend less time reviewing content
- Your content goes to market faster than ever
- Your company becomes more agile and responsive
- Your brand grows continually stronger

Enable brand compliance without the bottleneck. Empower creators across teams to always stay on brand by creating a source of truth in Adobe Express.

Adobe Express can empower you and your marketing team to easily and quickly create incredible on-brand content. Learn more and take the next step today.

Get in touch



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Sources:

- ["Generative AI brings new opportunities to Adobe's partnership with IBM,"](#) Adobe.
- ["Setting marketers up for success,"](#) Adobe.
- ["Unleashing creativity in all employees,"](#) Adobe.