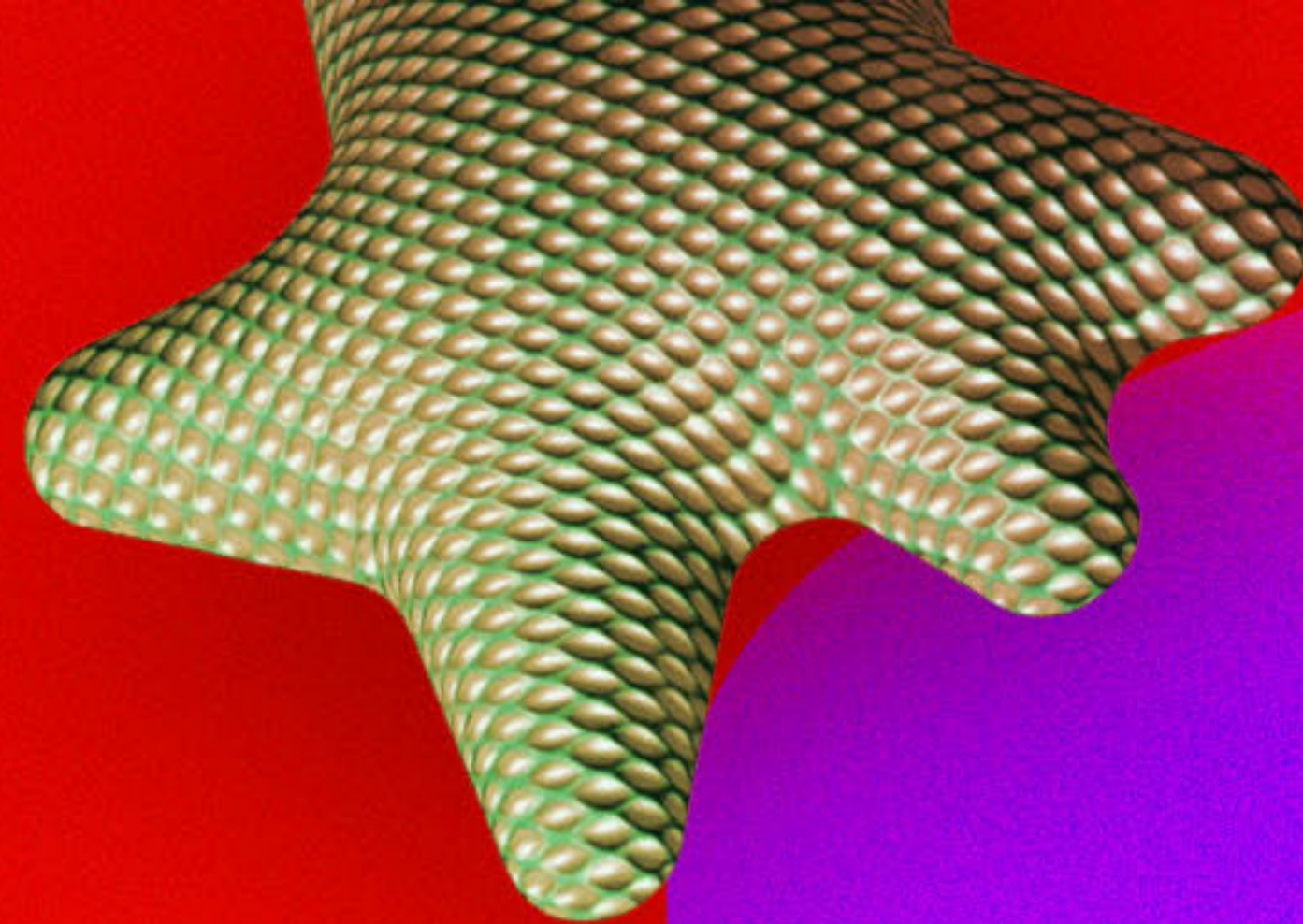


Adobe



Generative AI Creative Productivity

**Adobe in Partnership with Edelman
Data & Intelligence and Havas Play**



Introduction

The world of work is speeding up, and the creative world is no exception. As consumption of our social media and streaming platforms proliferates, our world is becoming increasingly visual and, with it, the demand for great design and content.

The good news? Technology is here to help. The advent of generative AI is heralding a new creative landscape.

Tash Thomas, Operations Director at Havas UK, refers to it as an **“unprecedented proliferation of tech”** and a **“dramatic inflection point for the industry.”** She believes the convergence of creativity and tech is being accelerated by generative AI, and that leaders are embracing this to improve productivity and profitability.

What is generative AI?

Generative AI is a subset of artificial intelligence (AI) that focuses on creating or generating new content, such as text, images, or even music. It uses machine learning techniques to generate data that is similar to existing data that it has been trained on.

We spoke with 450 creatives and non-creatives across a range of industries, and at varying levels of AI-adoption, to understand the state of creative productivity across industries—from retail to media, finance, and manufacturing.

We'll uncover the increased volume of work that both creative and non-creative roles are currently facing, as well as the pressure to deliver work faster, and the strains this puts on decision makers.

Whether you're looking to improve productivity, ease the strain on employees or take your creativity to the next level, the pages that follow are packed full of real-world insights to help you, no matter what stage of the journey you are at.



Brave new worlds

When we think of “creative” in the world of work, our mind jumps to impressive artwork, such as intricate 3D renders, beautifully retouched photos, or hard-hitting copy. But the reality is, this final output is only one part of the creative process. The increasing rate of work in the modern workplace requires employees to wear many hats. Jonathan Tse, Adobe’s Director of Product Marketing, suggests this increasingly digitized and interconnected world is adding a new dimension of complexity.

“It’s no longer about just having the best creative tools to create content quickly. Instead, it’s about seamlessly bringing the best people together to create unique, differentiated ideas that enable organizations to stand out in today’s hyper competitive landscape.” Creatives and non-creatives alike are finding they’re asked to complete more work, faster, despite the nature of that work (and its difficulty) remaining the same. **72%** of non-creatives and **63%** of creatives feel their company is asking them to take on more projects while both (**60%**) agree their company is asking them to complete those projects faster.

While there are always exceptions to the rule, it’s a creative axiom that ideas need space. The tension between creativity and productivity doesn’t seem like fertile ground for the imagination. So, how do creatives and non-creatives cope?

What do we mean by “creatives” and “non-creatives”?

While creativity transcends roles and job titles, we wanted to distinguish between traditional creative and non-creative job roles.

For the purpose of this report, our research refers to a “creative” as anyone in a creative or design role at a company who uses design software. And a “non-creative” is an employee (director/manager+) in specific roles who create, produce, or collaborate on creative content.



When the going gets tough, get AI

Creative productivity might sound like an oxymoron, but it doesn't have to be. Industries are operating at a new speed, but still using old ways of working. As a result, both companies and individuals are struggling to keep up. But, while the demand on creative output is increasing, ideas themselves can continue to thrive, thanks to AI.

By alleviating manual, time-intensive tasks and supporting ideation, individuals and companies can accelerate creative output.

For creatives, there doesn't seem to be any rest. Despite the wide variety of assets they work with, there has been increased demand across all of them. Any solution would need to help reduce time on repetitive tasks and find easier ways to create content at scale.

So, what can creatives do? Get creative.

82% of creatives are currently using, and plan to continue using, generative AI with **74%** believing it is helping them to work more efficiently. The automation of frequent and time-intensive workflows not only frees up creatives to focus on more strategic and high-level tasks but helps to maintain brand consistency and reduce fear around work having to be redone. It speeds up trial and error, too, with generative AI software, like Adobe Firefly, allowing creatives to cycle through different creative elements and treatments far quicker.

Meredith Cooper, Senior Director of Product Marketing at Adobe, believes software like Firefly could change the game for creatives. Its ability to combine the transformative power of generative AI with world-class creative apps not only improves efficiencies but allows for a far more expansive creative process.

“With generative AI, the barriers to big thinking fall away—the only limit is your own creativity.”

Unencumbered by the how, creatives can instead spend more time focusing on the what—using simple text prompts to swap out images quickly and easily, alter backgrounds, change colors and add or remove elements. Tools like this are often integrated across products too. Ideas themselves can continue to thrive, thanks to AI. Use generative AI to add and remove objects or transform text, and then open that file in another product to continue working on it.

Once teams have gotten to grips with generative AI's creative potential, they turn their attention to its project management capabilities. As with any new technology, the biggest barrier to adoption is fear. Most people are naturally wary of change, not to mention the potential time wasted chasing every innovation.

But, with generative AI, early adoption tends to lead to both a horizontal integration across workstreams and departments, as well as a vertical integration up and down reporting lines.

For the creatively minded, experience with generative AI makes them less fearful towards the potential drawbacks of using the technology. And this absence of fear opens the way for bigger, bolder ideas, unencumbered by technical know-how or timescales.

It's certainly one way that creatives are attempting to address the tension between creativity and productivity, using AI to speed up time-intensive tasks to free up time for ideation and creative exploration. Whereas non-creatives are using it to perform more creative tasks, which they would likely have struggled with previously, freeing them up to address their growing volume of work.



Shaping the future of work

Compared to their creative counterparts, non-creatives are lagging in generative AI adoption due to lack of corporate training or support. As such, they are more fearful about the potential risks of generative AI use, even though **83%** of current users believe it has helped them to do their work more efficiently.

Tash urges companies to embrace the technology, and the transformation it will bring, to stay relevant. It will take work. Teams need to **“look at their processes and understand where in those processes they can identify use cases for AI. Not just any creative output, but how can it solve particular pain points along your journey. To do that you need to do a real-time review of your process and where you think generative AI can benefit you.”**

But what do the teams think? With more creative work moving in-house, content creation demands are falling onto non-creatives who struggle not only with time and resourcing constraints (**79%**), but also pressures to uplevel design skills and find ways to work more efficiently.

79% of non-creatives say that not everyone in their team has the same level of creative skills, despite over two-thirds recognizing that visual storytelling that leverages images, motion graphics, or videos is becoming an integral part of their job.

Non-creatives are increasingly finding themselves expected to manage content creation and level up their design skills. Unlike the creatives who have seen an increased demand across all of the assets they create, non-creatives are witnessing the most growth in demand for assets typically handled by creative teams.

Where a traditional working day might have involved internal presentations, sales presentations, training and internal processes, non-creatives have seen a rise in requests to produce a range of assets for social media (increase of **66%**) to web content (**58%**), CRM (**56%**) and paid media (**49%**).

The capability gap is vast and often stifling. The digitization of the workforce continues to evolve job roles and descriptions, and this disparity across capability can bring with it multiple challenges.

Employees need solutions with intuitive, user-friendly design to cater to a range of experience and confidence; it needs to be collaborative to allow multiple stakeholders to work across projects together and to help alleviate resourcing challenges and improve efficiencies. And templates can help with another challenge when producing assets, maintaining brand consistency.

One such tool already helping to meet some of these demands is Adobe Express. As well as a huge depth of templates to choose from, generative AI features, such as Text to Image and Text to Template, help to improve efficiencies when it comes to design, regardless of creative experience—all powered by Adobe Firefly.

“A lot of the conversation focuses on how Firefly can improve workflows for creatives, but we’re also seeing huge impact for people in non-creative roles,” says Meredith. **“As we see in this report, the workload of non-creatives is constantly expanding to cover a huge range of creative tasks. Not only in ideation and creation, but also across the management of the creative process—consolidating feedback, project management, and file sharing for example. Firefly is built to help at every creative milestone, resulting in a 2x-8x increase in creative capacity.”**

It’s these collaboration and project management obstacles that present constant barriers to speed and efficiency. **Five in ten** non-creatives struggle with collaboration: **30%** cite long wait times to review work; **22%** face difficulty managing version control at review stage; and a further **19%** have challenges sharing files for review.

Speed and efficiency are of huge concern for decision makers. But could generative AI really be the answer?



Working smarter, not harder

It's a tale as old as time—how do I get the best yield out of the fewest resources? In a never-ending quest for efficiencies, this question falls to business leaders: **“Companies are searching high and low for ways to reduce operational costs and improve productivity to squeeze more out of what they have today,”** says Jonathan Tse. Reluctant to increase head count for repetitive tasks or those that don't contribute to the business' bottom line, decision makers believe generative AI will play a major role at their organization.

We know generative AI is helping to liberate creatives and upskill non-creatives, but how are both groups dealing with the sheer volume of work? **71%** of creatives say one of their biggest challenges from this increased workload is project management related, such as tracking feedback and sharing files. While **79%** of non-creatives face time constraints and resourcing challenges, with **53%** also struggling with collaboration.

Meredith Cooper says it's a trend they're already seeing amongst Adobe's B2B clients.

“ People across industries and across job roles are increasingly turning towards AI functionality to help manage their workload. With Adobe's products, collaboration, productivity, file-sharing, and feedback tracking are all housed within the same ecosystem, making managing projects and workload management much easier. ”

Meredith Cooper,
Senior Director of Product Marketing,
Adobe

Generative AI could be one solution. Senior Designer at Havas Play, Lewis Oliver, is already seeing first-hand how technology is aiding process, **“Creative Cloud has made it so much easier for everyone to share files effectively. Not just the sharing of files but being able to access the same file and work collaboratively.”**

It's precisely these developments that alleviate time-consuming tasks like collating feedback or sharing of active documents. It also helps to ensure consistency and allows multiple team members to work on the same document at once.

No longer a far-flung sci-fi fantasy, generative AI is a workable reality—one that can accelerate the creation of simple creative tasks, automate repetitive manual work, and help with project management.

Conclusion

So, what does 2024 hold for the world of work? While no one can quite predict the future, work appears to be heading one way... up. Both volume and productivity look set to continue their relentless drive, which means good things for those that can keep up.

As ever, the pressure trickles downstream with decision makers and employees alike feeling the strain. The good news is that the technological advances that are driving this intensification of work are also the very things that could help alleviate it.

Tash says change will always be uncomfortable. **“As human beings, lots of us are change resistant. And generative AI represents a big change, an unknown change. We don’t know what the end state looks like, so there’s naturally a nervousness there.”**

But change doesn’t have to be hard. And with the benefits generative AI offers in terms of speed, productivity, and task management, maybe change doesn’t seem so intimidating.

Product info

Creative Cloud for Business

Introducing Adobe’s newest version of Creative Cloud specifically for businesses, powered by Firefly generative AI

Creative Cloud Pro Plus Edition is a fully integrated platform, bringing together best-in-class creative solutions and services for all creative work. Unleash your creativity with powerful generative AI tools; scale productivity with 375M+ high-quality photos, videos, music tracks, and more.

Frame.io

Unify creative collaboration with Frame.io

Integrate powerful cloud-based review and collaboration tools with Adobe tools using Frame.io, a platform that centralizes lightning fast and secure review and versioning across the creative lifecycle. It’s now easier than ever to simplify workflows across video, photo, design, and more thanks to a single platform to store, share, communicate, review, and approve all of your creative projects.

Adobe Express

Create flyers, reels, resumes, and TikToks with generative AI

Make amazing work that stands out with generative AI features powered by Adobe Firefly. From Text to Image and Text to Template, creators and businesses can now bring their vision into their work. Whatever you type will come to life with Adobe Express. Create easier. Dream bigger.

Adobe Firefly

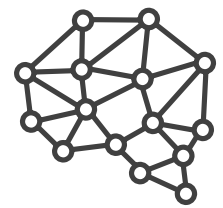
Unleash Creativity with Adobe Firefly

Combine the transformative power of generative AI with world-class creative apps using Adobe Firefly. Generative AI automates low-value, manual tasks, resulting in a 2x-8x increase in creative capacity, empowering users of any skill level to instantly turn ideas into content. Create with confidence thanks to IP indemnification with Creative Cloud Plus Edition.

Future-proof your creative offering with Adobe Creative Cloud for business, powered by Adobe Firefly generative AI.



Creative Cloud for business with Firefly and Frame.io solves your content production needs by bringing together best-in-class creative solutions on an integrated platform for all creative work.



Unleash creativity. Accelerate ideation and creation with powerful generative AI tools inside creative apps. Scale branding using custom model extensions and APIs.



Scale productivity. Enhance storytelling with **350M+** natively integrated high-quality photos, videos, music tracks, and more.



Unify collaboration. Integrate creative collaboration on a platform that centralizes lightning-fast, secure review and versioning across the creative lifecycle with centralized storage and sharing.

NEW: Generative AI
Features powered by Firefly inside creative apps and IP indemnification.*



Industry-leading apps
20+ creative apps, including Photoshop, Premiere Pro, and Adobe Express

Centralized creative review
One solution for creative storage, collaboration, and review with Frame.io.

Creative assets
Unlimited access to Adobe Stock inside creative apps.

*Opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly under certain Adobe offers. Terms will apply.

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Thanks

If you want to know more

[Contact us](#)