




# Remix and refresh your content.

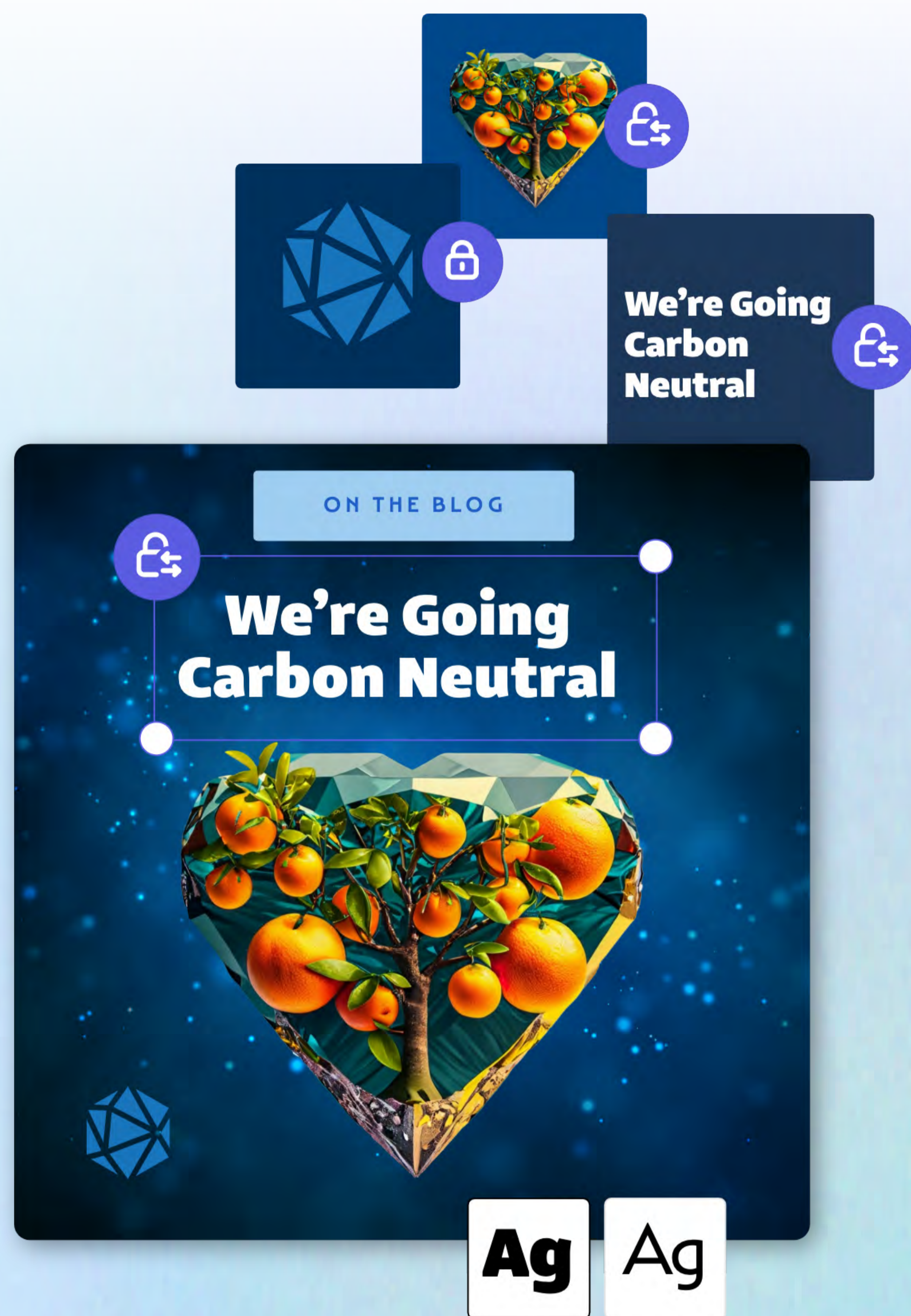
## Reuse approved content for promotional campaigns.

Customer demand for personalized content is booming, and you're expected to keep up. Meet Adobe Express, the all-in-one content creation app for marketers. Speed up production with generative AI, designed to be safe for business, integrated throughout your workflows. Marketers can use it to create on-brand content without weighing down creative teams or waiting for agency support.

**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**  
With Adobe Express, marketers can:

-  **Access approved, on-brand templates provided by creative teams**
-  **Make quick edits with brand guardrails:**
  - Replace an image with approved assets
  - Edit text with style control
  - Keep locked brand elements intact while editing unlocked template elements within the approved brand kit
-  **Print flyers and other promotional assets**



**Business impact**

- Free creative teams to work on high-value projects.
- Lower cost per asset.
- Spend less on agency fees.
- Deliver quality content faster.

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



**Accelerate time to market by 70%** by empowering marketers to handle edits or even end-to-end content creation on their own.



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



Adobe Express can empower you and your marketing team to easily and quickly produce incredible on-brand content. Reach out to a sales representative to learn more.

[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.