

# Respond quickly to trends.

## Create ad hoc social campaigns with brand consistency.

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.

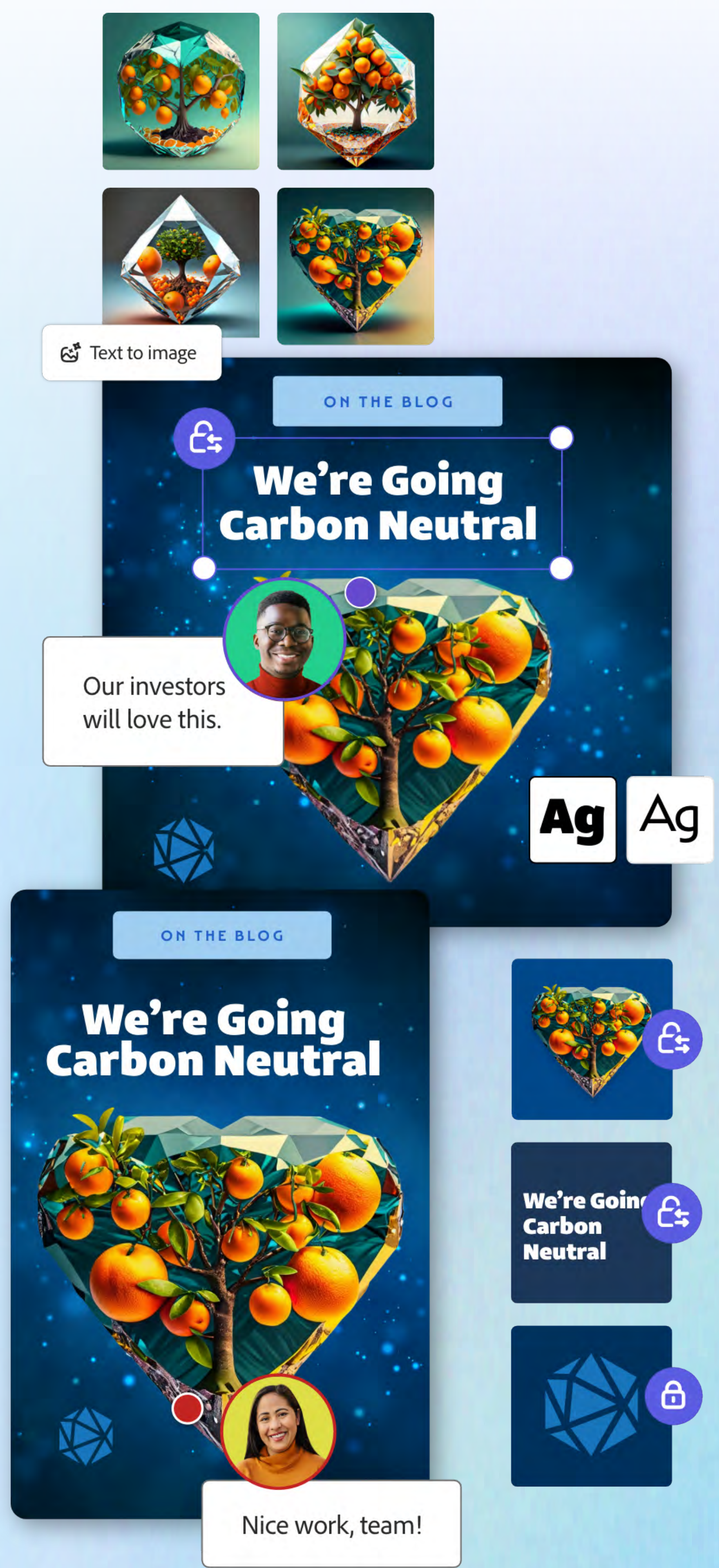
**Challenge**

In an age where timing is everything, missing the peak relevance of trends can result in lost engagement and decreased consumer interest. Creating new assets from scratch often requires a significant lead time. By the time the team is ready to move forward, the moment has passed.

**How we're solving it**

With Adobe Express, marketers are empowered to respond to trends, viral moments, and trending topics quickly and easily on their own without bogging down busy creative teams. Use Adobe Express to:

- Start with a social template**  
Use one of the many included templates in Adobe Stock or use one from your Brand Kit.
- Apply approved brand elements**  
Take advantage of brand-approved logos, fonts, colors, and assets to bring your template to life.
- Generate images and social captions**  
Quickly access Adobe Firefly, built-in generative AI technology, to create the perfect custom images for your campaign.
- Create variations for different social channels**  
Use the Resize Quick Action to customize your graphic for various platforms and channels in just a few clicks.
- Share files for team use and to keep everyone in sync**  
Add finished files to your team's Library for easy access across Creative Cloud.



**Business impact**

- Speed time to market with social campaigns.
- Free up creative teams to work on high-value projects.
- Ensure brand consistency across campaigns.
- Lower project costs.

**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.