

EBOOK

The Secret to Scale: Adobe Express

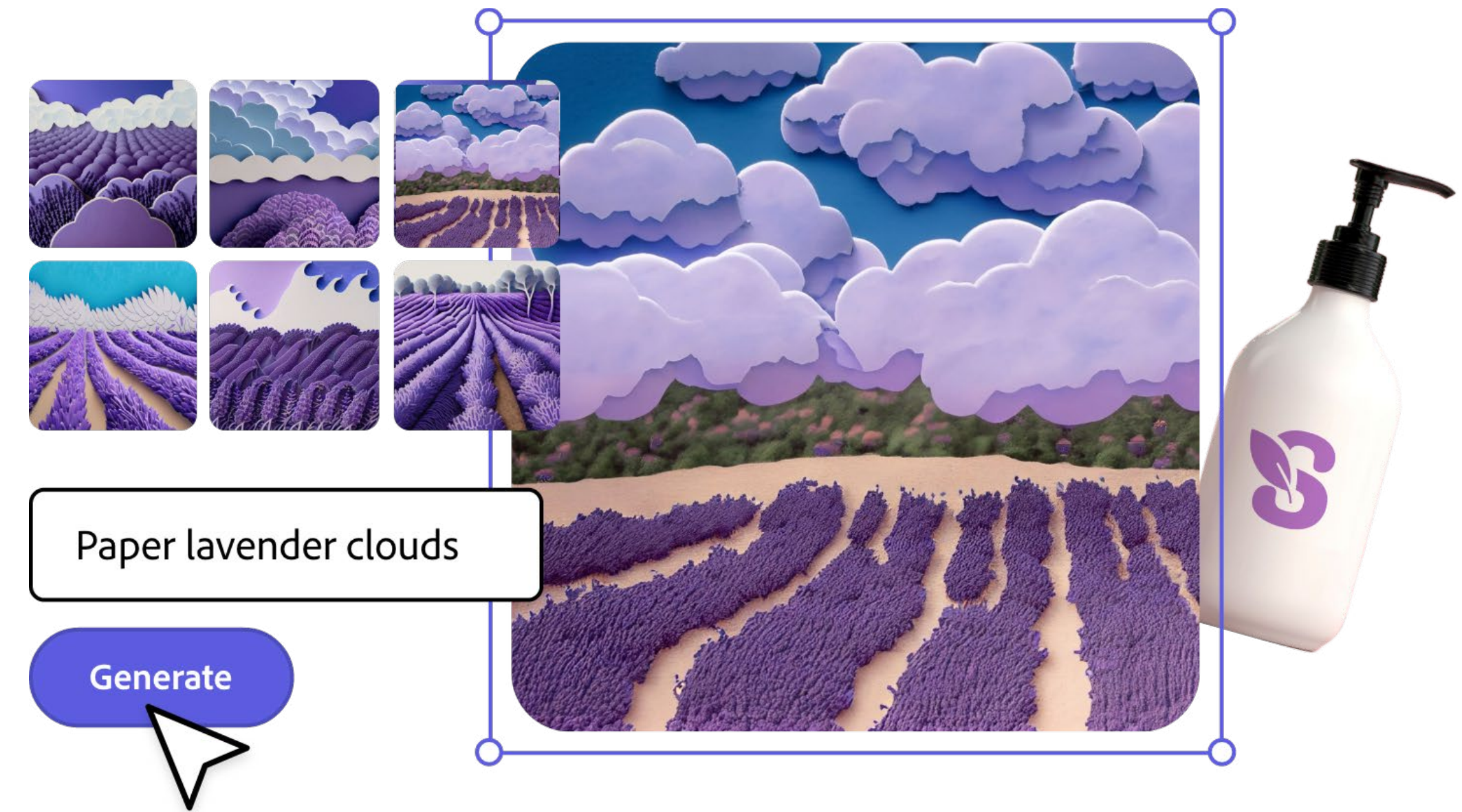
Adobe



Keep content fresh with generative AI.

Today's digital landscape requires vast amounts of content to keep up with demand. Businesses need to multiply their current efforts exponentially to produce refreshed, personalized, and effective content for multiple channels. But getting from a blank page to an on-brand campaign is a complex creative process that takes time and collaboration among teams—all while managing costs and ROI.

Easy-to-use tools with built-in generative AI technology, like Adobe Express, are helping both non-creatives and creatives alike implement their ideas, increase capacity, and improve quality. The adoption of AI technology by already skilled creative teams allows them to focus on innovation and creativity rather than workflows and repetition, while marketing teams can use generative AI to refresh, scale, and personalize content. With seemingly endless options, generative AI can help keep your content fresh and engaging for consumers.



In this eBook, you'll discover how Adobe Express can help you:

- Empower creators across the organization
- Produce at scale while staying on brand
- Empower teams for elevated results
- Reduce creative backlog with on-brand templates
- Expand capacity and boost business impact



44% of creatives spend more than half their time on repetitive tasks like resizing assets.



71% of creatives struggle with project management and collaboration, blocking their creative focus.



Demand for content will grow by **2x to 5x** in the next two years.



Teams can reach nearly **12x** productivity levels when eliminating repetitive tasks.

Source: Adobe

Empower creators across the organization.

While cross-team collaboration is essential, it can lead to bottlenecks in the creative process, and everyone can feel the squeeze of not producing content fast enough to meet demand.

Teams across the organization, including marketing, sales, and HR, often depend on others to create their branded content, but with limited time and budget for studio or agency support, projects can end up in limbo. Business teams lack the expertise of creatives and accessible tools to match up with their skill sets. Generative AI opens up everyone's ability to iterate, customize, and localize while maintaining brand standards.

With the simplicity of Adobe Express, marketers can take on creative work, using the generative AI power of Adobe Firefly in Express to self-serve. They can easily edit content and deploy previously impossible campaigns, all while staying on-brand. At the same time, creative teams can use generative AI capabilities to eliminate mundane tasks and focus on ideation and innovation for high-quality content.

Adobe Express can solve these challenges and create step-change improvements in productivity, efficiency, and scale across different teams in your organization. This is where businesses are seeing the most exciting, emerging trends with generative AI. Integrated into tools designed for business, Adobe Firefly empowers teams to be self-sufficient in creative work, increase output, and reach a broader audience.

Adobe Express for business with Adobe Firefly will help your creative and marketing teams scale on-brand content. Adobe Firefly is a family of creative generative AI models for Adobe products. It offers new ways to ideate, create, and communicate while significantly improving creative workflows, all as a natural extension of the technology many teams are already using. From small organizations to large corporations like Prudential Financial, businesses are harnessing the power of Adobe Express and Adobe Firefly to open new skills to non-creatives and increase ROI.

AI is at the forefront of creators' minds, but so are the questions of how to use AI ethically and how to protect their work. Adobe Firefly was designed to be safe for business. With Firefly integrated into Adobe Express, it's easy for creators to introduce AI into their workflows. Even better, for business leads, introducing Adobe Firefly and generative AI capabilities to their teams opens more opportunities to scale and increase the velocity of the content supply chain at a low cost. With its easy-to-use capabilities, teams can speed up content production and boost creativity, helping them create video, animation, content, and social six times faster.

CUSTOMER STORY



Prudential Financial, one of the largest insurance firms in the U.S., is leveraging Adobe Express to expedite its creative team's efforts and expand content creation to field marketers and sales personnel while protecting and controlling its valuable brand.

By using Adobe Express to create once and then allow others to customize, personalize, and iterate, the Prudential team saw a **20% increase in campaign ROI** via integrated workflow and creative self-service. They were able to scale creative efforts, achieve fast content production, and realize the significant business value of Adobe Express.

Source: Adobe

“A lot of the conversation focuses on how Firefly can improve workflows for creatives, but we’re also seeing a huge impact for people in non-creative roles...Firefly is built to help at every creative milestone, resulting in a 2x–8x increase in creative capacity.”

Meredith Cooper

Senior Director of Product Marketing, Adobe

Adobe Express

An all-in-one content creation app, Adobe Express gives non-creatives the ability to self-serve while staying on brand. Its easy-to-use capabilities support content velocity and lead to greater business impact.

Creative teams can:

- Animate with ease
- Increase time spent on intricate creative work
- Hand off assets to marketers with confidence

Marketing teams can:

- Create with ease
- Iterate faster with prebuilt, on-brand templates
- Work independently
- Generate custom variations for multiple channels and markets

Sales teams can:

- Easily create professional-looking and on-brand presentations, proposals, and pitches
- Create engaging social posts and email



Produce at scale while staying on brand.

One of the biggest challenges businesses face when rapidly creating content at scale is staying on brand. This roadblock is exacerbated when marketers and other lines of business are participating in the creative process beyond studio and agency support. The result often leaves creative teams responsible for iterating on-brand content without additional support.

85% of organizations have brand guidelines but only **31%** are consistently enforced.

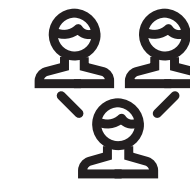
Source: Adobe

While creatives cannot shoulder additional workloads, Adobe Express bridges the gap between creatives and marketers. Generative AI tools offer a unique ability to increase capacity, helping businesses establish



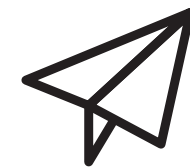
Remix

Quickly edit and localize approved assets using brand kits, one-click apply, and shared libraries.



Connect

Keep business teams and creative teams easily connected with linked assets or assets pulled from digital asset management.



Share

Easily share with stakeholders and creatives for co-editing and review.

clear brand guardrails while empowering teams beyond agency or studio to participate in their portion of the content supply chain. Marketers can play a pivotal role in not just promoting but actively shaping and propelling content forward.

For business leaders, introducing new tools into workflows can seem disruptive and daunting. Adobe Express doesn't have to add complexity to your teams' workflows. Anyone—creative or non-creative—can work more collaboratively in real time to create shared projects, unique visual elements, and videos. With the use of generative AI tools like Adobe Firefly within Express, your team will experience a seamless and smooth transition and avoid delays in time to market.

Empower marketers for elevated results.

Businesses like Dentsu have implemented Adobe Express on a large scale. Its powerful capabilities to safely localize content with locked templates, brand style controls, and translation services allow marketers to make these content changes while staying within the guardrails set by creative and compliance teams.

The results of introducing Adobe Express into creative workflows speak for themselves. The tailored content produced by nimble marketing teams drives staggering levels of audience relevance and customer engagement.



CUSTOMER USE CASE

dentsu

Marketing and public relations company Dentsu consolidated agencies into six main brands across international markets. To implement stronger standards and consistency across the agency, they used Adobe Express to empower marketers to meet content demand across various channels.

The results:

- Accelerated content delivery and achieved 70% faster time to market
- Eased the burden on designers by empowering marketers to make edits
- Maintained consistent visual identity and messaging across 145 markets
- Improved coordination and collaboration between creative and non-creative teams

“By empowering marketers to handle edits or even end-to-end content creation on their own, we accelerate time to market by 70%.”

Sakura Martin

Global Brand and Design Lead, Dentsu

Reduce creative backlog with on-brand templates.

Personalized content has become the standard in grabbing and converting customer attention. No matter what your business goals are, on-brand, unique creative is essential to reaching a high-demand consumer base. Keeping your team agile will help you meet content demand while maintaining your brand's high-quality standards.

With the right tools, creative teams can develop branded templates for teams to follow when developing content. The creative team's expertise is still invaluable, and their time is freed up for more innovative and creative tasks.

Keeping up with demand by producing content quickly can often mean losing quality. With access to an intuitive open creative platform, Adobe Express gives creatives and non-creatives alike space to start a project from scratch or build on existing templates. Whichever path they choose, teams can work quickly, and businesses can get content to market faster.

This template works great!

Bath Time Favo

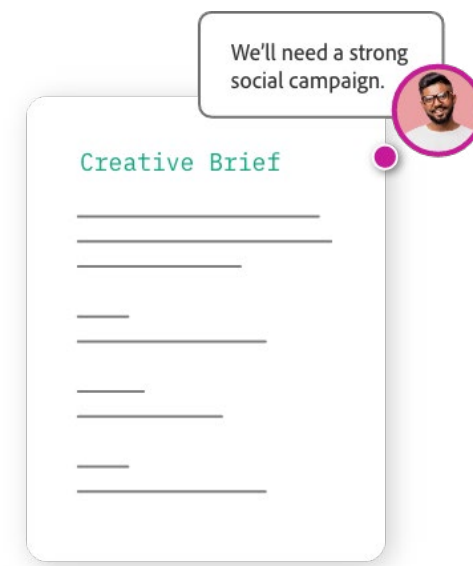
Ag ag

Thanks for sharing the brand kit.

The image displays a collection of on-brand templates for 'Bath Time Favo'. The central focus is a large template featuring a white pump bottle with a black nozzle, surrounded by purple lavender flowers. A blue rectangular box with the text 'Bath Time Favo' is overlaid on the bottle. To the right, there are three smaller templates: one with the text 'Bath Time Favo', one with a bottle and flowers, and one with a circular logo. Below these are three color swatches (blue, purple, green) and two more templates: one with a bottle and flowers, and one with a bottle in a teal bath. A speech bubble from a man says 'This template works great!' and another from a woman says 'Thanks for sharing the brand kit.' There are also several lock icons and heart icons scattered throughout the collage.

How marketers achieve content velocity with Adobe Express.

With Adobe Express for business, marketers at any skill level can ease the workload of creative teams by creating a variety of on-brand content.



1 Start with a creative brief.
Content and brand marketing teams collaborate to develop a creative brief.



2 Design assets.
The design team creates and shares assets with other teams in Express to gather feedback.



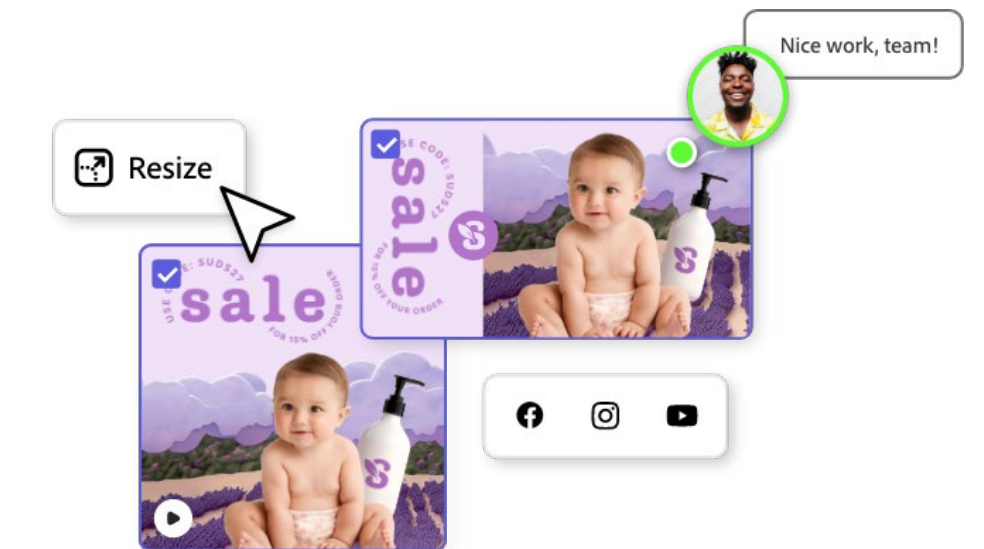
3 Apply feedback.
The design team makes adjustments and creates templates.



4 Create with templates.
The marketing team applies templates to content creation and makes quick edits while staying on brand.



5 Make variations.
The marketing team creates variations of approved assets for channels, sizes, and languages as needed.



6 Enjoy the results.
Businesses feel the immediate impact of time savings, cost savings, improved creativity, and improved collaboration.

How sales teams can personalize for their customers.

Sales teams need to create engaging presentations for their prospects and customers. Using Adobe Express, they can quickly customize presentation templates, resulting in a more engaging and persuasive presentation that helps drive business forward.

1 Start with a presentation template.

Use one of the studio-developed templates to make a presentation while staying on brand.

2 Personalize sections.

Edit the template for each customer's needs, making it bespoke for each conversation.

3 Browse the Adobe Stock collection.

Add audio, images, backgrounds, and even videos to enhance the story.

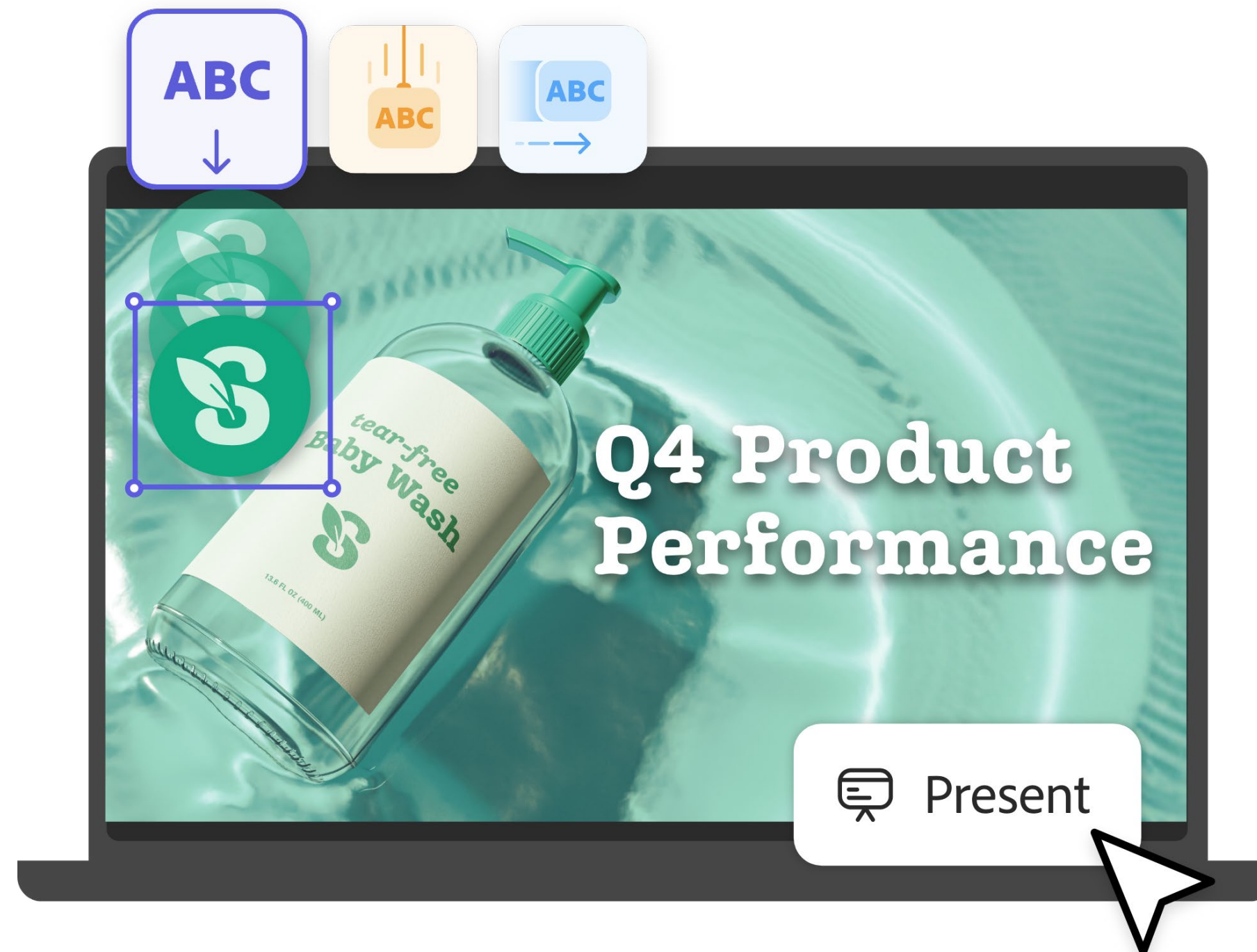
4 Add animations.

Add animation to images and make them stand out.

OR

5 Update an older presentation.

Import and revamp existing PowerPoint and PDF presentations and documents to save time.



Do more with Adobe Express.



Produce content faster at scale within the Adobe ecosystem to meet demand.



Integrate generative AI tools seamlessly without disrupting workflows.



Implement brand standards across teams with confidence.



Empower non-creatives and marketing teams to take on more creative work.



Open space for creatives to focus on higher-value creative work.

Expand capacity and boost business impact.

Scaling content creation and increasing velocity means teams can work faster without sacrificing creative quality. By empowering marketers and other communicators in various business lines, organizations can relieve creative bottlenecks and maximize business opportunities, all while maintaining and protecting brand guidelines and messaging.

“I love [Adobe Express] because it takes things off the plates of your creatives...by setting up templates in that Creative Cloud library, you will see that we are able to create it once and it gets used by many.”

Bridget Esposito

VP, Head of Creative, Brand, Prudential

Adobe Express

Adobe generative AI tools are transforming creative velocity with scaled creativity. Adobe Express gives businesses the ability to drive revenue by equipping your team with the tools they need to do their best work, protect your brand, and empower creativity across the business.

[Learn more](#)

Want to learn more about Adobe Express? [Contact us today.](#)

Adobe

Adobe, the Adobe logo, and Adobe Firefly are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2024 Adobe. All rights reserved.

Sources

[“From Concept to Campaign: How Marketers and Creators Can Master Adobe Express,”](#) Adobe, 2024.

[“How Marketing Creativity Is Revolutionized by Generative AI,”](#) Forbes, 2023.

[“State of Creativity Report 2024,”](#) Adobe, 2024.

[“Transform Your Creativity and Supercharge Your Content Supply Chain,”](#) Adobe, 2024.

[“Unleashing Creativity in All Employees,”](#) Adobe, 2023.