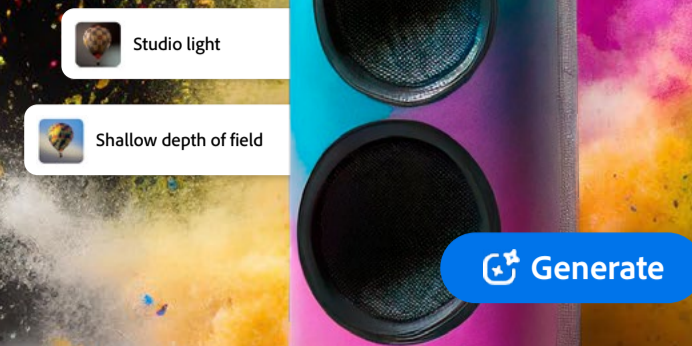


Transform content creation with generative AI.

Drive scale and speed for less by putting generative AI at the heart of your organization's content workflows.



The demand for content is exploding.

Business growth depends on dynamic, personalized content.

5x Growth in demand for content in the next two years
Source: Adobe

6%–10% Increase in revenue with personalized experiences
Source: Harvard Business Review

To keep up with demand, businesses need to:

- Create content faster
- Scale assets across channels, markets, and locations
- Empower marketers to remix and tailor content

And they need to do it all under pressure to reduce costs, stay on brand, and maintain quality.

Can your teams keep up?

In a survey of Adobe customers:

83% said their creative team's workload increased in the last year.

21+ average hours per week were spent on repetitive design tasks.

71% noted challenges related to project management.

> The result is slower time to market, employee burnout, and stale brand presence.

Get faster, bigger, and better results with generative AI.

Deploy generative AI today with the remarkable power of Adobe Firefly integrated into Creative Cloud.

- 12x** productivity lift for image editing
Source: Pfeiffer Consulting, 2023
- >100x** greater output scale with similar resources
Source: Adobe
- 5x** faster creation of social content
Source: Adobe
- 2x** increase in conversion from social media assets generated by Firefly
Source: Adobe

IBM saw a **26x** increase in engagement with social media assets generated by Firefly.
Source: Adobe

The video advantage.

Streamline and scale video creation and easily collaborate.

2x faster transfer of footage to the cloud with Frame.io than other cloud storage options
Source: Pfeiffer Consulting, 2024

>3x faster go-to-market time using Adobe video tools and services in 31 workflow scenarios
Source: Pfeiffer Consulting, 2024



Scale production—and stay on brand.

Scale asset variations with **Adobe Firefly Services.**

Automate your workflows using generative AI and creative APIs to quickly scale a few hero assets into thousands of renditions.

Scale brand-specific content with **Firefly Custom Models.**

Train Firefly with your own images, brand styles, and products to generate on-brand content across teams.

The Adobe solution.

Firefly is the most comprehensive AI platform for creative content across the organization. With dozens of uses across creative, production, and marketing, it helps you move from experimenting with AI to confidently operationalizing it.

- ✓ Delivers the highest quality and breadth of models
- ✓ Designed to be ethical and safe for business
- ✓ Integrated in your workflows
- ✓ Customizable to your brand

Find out more about how you can boost productivity and streamline content production with Firefly inside Adobe's creative apps.

["Adobe Generative AI: Redefining Productivity in Creative Imaging,"](#) Pfeiffer Consulting, 2023.
["Adobe Video for the Enterprise,"](#) Pfeiffer Consulting, 2024.
["Customer Experience in the Age of AI,"](#) Harvard Business Review, 2022.
["IBM Reimagines Content Creation,"](#) Adobe, 2024.
["State of Creativity Report 2024,"](#) Adobe, Edelman Data & Intelligence, and Havas Play, 2024.
["State of Digital Customer Experience,"](#) Adobe, 2023.