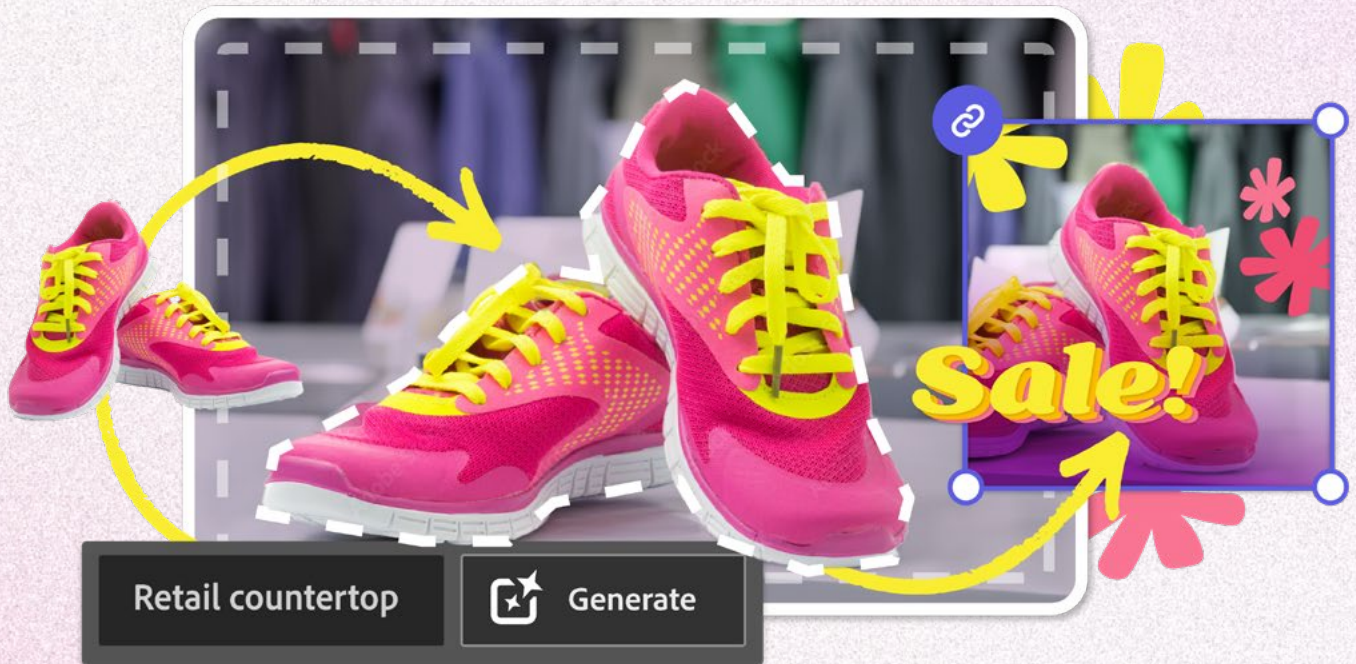




EBOOK

# Transform your creativity and supercharge your content supply chain.



## Table of contents

<b>Boosting creativity in an evolving digital world</b>	1
<b>Facing the challenges of scaling content</b>	2
<b>Working together to achieve content velocity</b>	3
<b>Boost your content production and creativity</b>	4
<b>Harnessing the power of generative AI</b>	6
<b>Give your content new dimension with Adobe Firefly</b>	6
<b>Make content faster—Amplify business impact</b>	8

# Boosting creativity in an evolving digital world.

In today's digital-first world, customers expect personalized, engaging content at every step of the purchasing process. But it can be difficult to get from blank page to full campaign concept to content launch at a pace that keeps up with customer demand. Companies of all sizes can struggle with scaling content production due to exploding demand across the organization. On top of producing compelling content, brands need to manage costs and ROI, deliver personalized customer experiences to drive business impact, and maintain brand consistency.

To amass the loyal customer base necessary for sustainable long-term growth, business leaders must empower their teams to build more efficient ways of working, optimize budgets, and innovate to create new content—all while delivering personalized customer experiences.

Creativity begins with a human touch but requires the right tools to execute ideas efficiently. The fast-paced evolution of generative AI technology is helping creators not only implement their ideas, but it's helping them generate unique perspectives from the start. The addition of AI technology to already skilled creative teams allows businesses to scale content ideation and develop content rapidly to meet demand. With endless options, generative AI can help keep your content fresh and engaging for consumers.



# Facing the challenges of scaling content.

Today, businesses are competing for the attention of their customers at rapid speed. On average, brands have less than seven seconds to grab the attention of their consumers in any given space. Without unique, compelling creative, it's nearly impossible to break through the noise of every other piece of content their customer base encounters.

You're always looking for ways to fuel inspiration for your creative team, develop compelling campaigns, and stay on the cutting edge of technology. Each of these roles as decision-makers can encounter friction points in the process of trying to help your team meet the exploding demand for content.

## Challenges for practitioners:

- Creating content and campaigns at scale
- Limited time and budget for external studio or agency support
- Ensuring brand control and consistency
- Managing distributed teams, vendors, and workload
- The complexities of localizing and managing content across various channels

## Challenges for creative leaders:

- Meeting the skyrocketing demand for content across the organization
- Balancing costs and ROI
- Maintaining strict control over the brand
- Overloaded studio and production teams that are unable to scale effectively
- Non-creative teams taking on content development tasks

By overcoming these challenges, your teams can amplify content output and satisfy customer expectations with eye-catching content.

# Working together to achieve content velocity.

Enabling your team to increase productivity can help them make content faster and meet customer demand, but finding tools that boost capacity without losing creativity is imperative. AI-based tools can help your business boost creativity and automate tedious tasks without detracting from the high-value work your team delivers. Instead, it allows you to spread the creative process across the business, allowing your skilled team to keep their focus on the more complex, high-value tasks.

Collaborative workflows have to evolve to be smarter and more efficient without losing what creatives bring to the table. Improved workflows mean that your creative and marketing teams can have a bigger business impact, meet demand faster, and save time and money during the creative process.

Rather than siloing content creation, these tools allow everyone to work better together and collaborate faster to achieve content velocity.



Take your brand identity to new levels with Adobe Express.

## Boost your content production and creativity.

Businesses must stand out immediately in today's digital-first world to grab the attention of customers. No matter what your business goals are, on-brand, unique creative is essential to reaching a high-demand consumer base. Keeping up with demand by producing content quickly can often mean losing creative quality and impact for creators.

Tools like Adobe Express, an all-in-one integrated app, help accelerate production by offloading creative tasks to a broader team, allowing your creative teams to keep their focus on high-skill, high-value output.

With access to an intuitive open creative platform, Adobe Express gives creative teams space to start a project from scratch or build on existing templates. Whichever path you choose, teams can work quickly, and businesses can get content to market faster.

The accessibility of Adobe Express allows you to expand team collaboration when designing creative content. Marketing and communications teams are empowered to create fast, unique content—expanding your content output—while creatives focus on more complex design campaigns.

[Adobe Express](#) can help you and your team create a high volume of on-brand content quickly without losing creative strategy.

As you look to increase your content output, you will need more capable creators, and Adobe Express makes it possible for anyone to quickly and easily make standout content. Your skilled creators can keep their focus on complex design tasks while allowing your marketing team to broaden their creative contributions with ease. Adobe Express offers a [multitude of easy-to-learn features](#):



**Make content faster with one-click options.** Easy one-click edits such as Remove Background and Trim Video make this tool easy for anyone to use. When trying to get content out the door faster, quick actions can help teams transform creative faster.



**Quickly create and iterate, on-brand.** Marketers and teams across the organization can leverage approved brand elements and templates within Adobe Express to ensure that their content is consistent, on-brand, and complies with style guides.



**Localize assets for easy access.** Adobe Express can help creative teams localize assets for different geographical points, giving marketers the ability to easily swap out images and text as needed.



**Develop derivative assets to add to your library of content.** Simplify content creation by using Adobe Express to create and automate derivative assets that can be adapted for multichannel use.



**Enable creative efficiency.** Design new color themes and content for campaigns in a variety of different sizes and variations, at scale.



**Leverage thousands of video and design templates.** Express gives your team the ability to select from professional templates or develop your own brand kit templates, logos, and fonts to maintain brand identity easily.



**Create faster with access to Adobe Stock.** Select from thousands of Adobe Stock images, music tracks, and sound effects available at your fingertips.

## Scale your team's creativity with Adobe Express.



Make images pop with photo effects.



Simplify your design workflow without losing quality.



Develop and share brand templates.



Make content faster with Quick Actions.



Stand out with high-quality font options.



Access Adobe Stock assets directly in-app.

Generative AI-capable tools like Adobe Express don't have to be an added complexity for your teams' workflows. With perfect web complements to Adobe Creative Cloud, Adobe Experience Cloud, and Adobe Acrobat applications, anyone can work more collaboratively in real time to create shared projects, unique visual elements, videos, and more. Seamless integration with existing applications means tech teams can rest assured that using Adobe Express to boost content output will be a smooth transition.

# Harnessing the power of generative AI.

Generative AI—a type of artificial intelligence that can translate ordinary words and other inputs into extraordinary results—can transform the creative productivity of your content supply chain. While the conversation around this technology has centered on generative AI image and art generation, generative AI can do much more than generate static images from text prompts. With a few simple words and the right generative AI tool, anyone can create videos, documents, and digital experiences in addition to rich images and art. [Generative AI art generators](#) can also be useful for producing creative building blocks like brushes, vectors, and textures that can add to or form the foundation of pieces of content.



Adobe generative AI can transform creative productivity in your content supply chain. Using generative AI in your creative workflow has three main benefits:

- **Supercharge your creative team.** With generative AI tools like Adobe Firefly that integrate seamlessly with Adobe Express, Adobe Photoshop, and Adobe Illustrator, your team can keep their focus on high-impact creative.
- **Automate tedious tasks.** Adobe tools can help automate your workflow and alleviate process roadblocks that take additional time. With these platforms, tasks like resizing, recoloring, and branding images become automated, leaving creatives extra time for more complex tasks.
- **Empower marketing and communications.** Adobe Express users can work at the speed of their imaginations. Creators can generate a multitude of images and text effects from just a description to accelerate marketing assets, plus run fast campaigns without studio support—both on-brand and at scale.

## Give your content new dimension with Adobe Firefly.

AI is at the forefront of creator's minds, but so are the questions of how to leverage AI ethically and how to protect the work of creators. Adobe Firefly was developed to help people expand their natural creativity. With the ability to integrate Firefly into Adobe apps, 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 your content supply chain at a low cost.

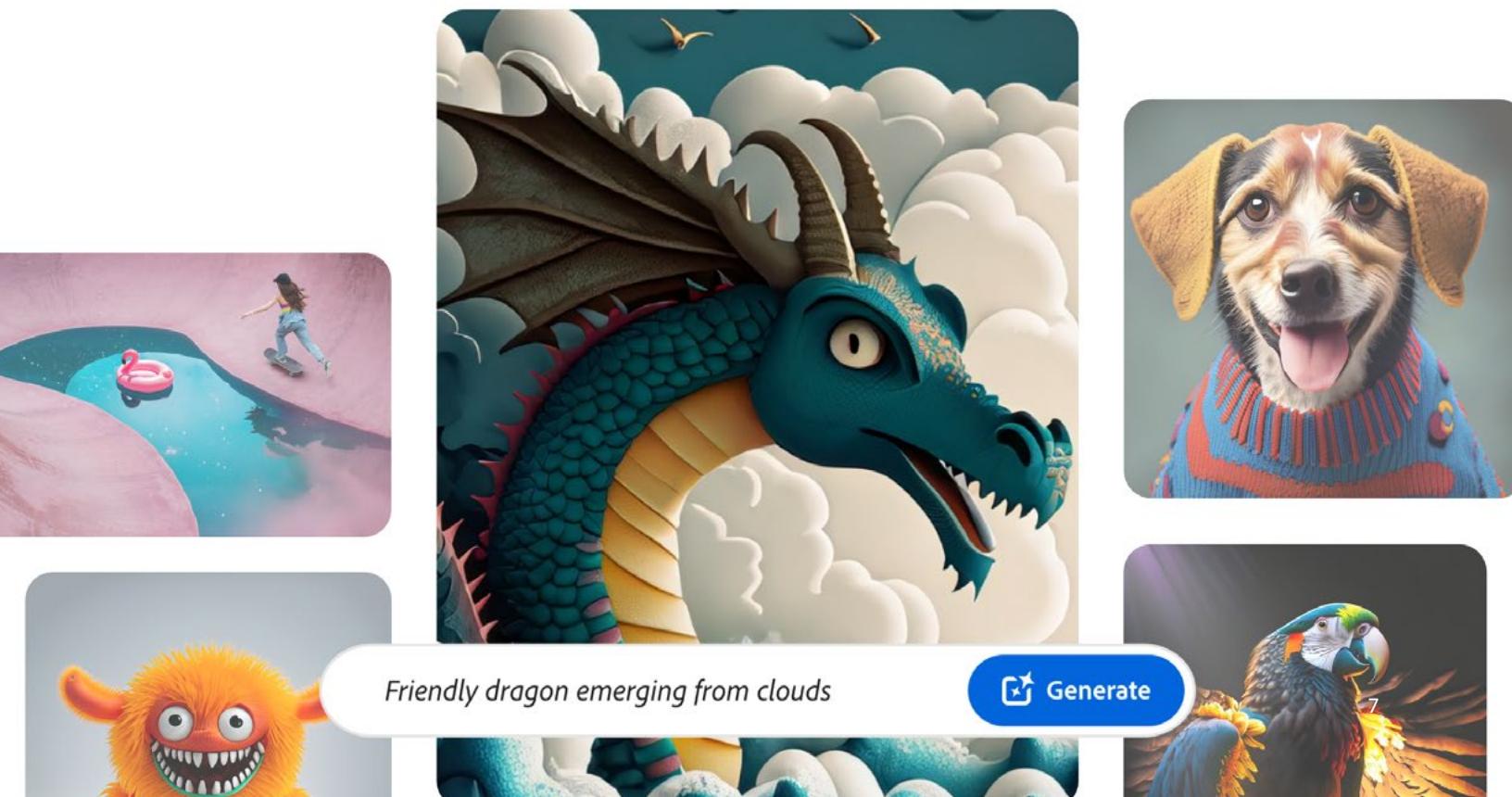


Adobe Firefly is the new family of creative [generative AI](#) models for Adobe products, focusing initially on image and text effect generation. Adobe Firefly offers new ways to ideate, create, and communicate while significantly improving creative workflows. As the creative world continues to evolve, it is the natural extension of the technology many teams are already using.

Adobe Firefly aims to enhance the creative process and help people expand their already existing creativity. As a standalone product and embedded model inside Adobe apps like Adobe Photoshop and Adobe Illustrator, Firefly offers generative AI tools made specifically for creative workflows. With its easy-to-use capabilities, your team can speed up content production and boost creativity with tools like:

- **Text to Image.** Easily create social posts, videos, flyers, banners, and cards with the new, all-in-one Adobe Express.
- **Generative Fill.** With the help of Adobe Photoshop, use a simple text prompt to add or remove content from any image. Click and drag beyond the image border to seamlessly fill the expanded canvas with matching content powered by Adobe Firefly.
- **Text Effects.** Apply styles or textures to words and phrases to make your designs stand out.
- **Generative Recolor.** Integrated with Adobe Illustrator, you can unlock endless color combinations in a snap with simple text prompts for endless color variations.
- **Generative Expand.** Change the aspect ratio of your image with a single click.

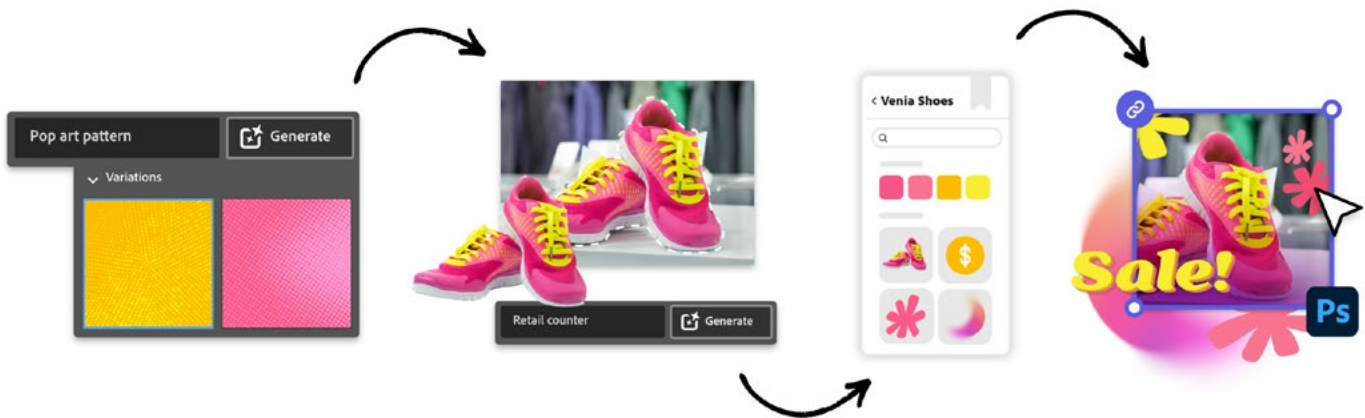
Generative AI tools come with significant creative benefits that will let you increase your content supply chain, but like any new technology, it comes with questions about security and ethics. Executive decision makers like IT directors and C-level leaders can be confident in the standards of responsibility in place from Adobe Firefly.



*Friendly dragon emerging from clouds*

 **Generate**

# Make content faster. Amplify business impact.



Scaling content creation and increasing velocity means teams must work faster without sacrificing creative quality. The tools creative and marketing teams have at their disposal can make that happen.

Adobe generative AI is transforming creative velocity with scaled creativity. Adobe Firefly and Adobe Express can help you drive business revenue by equipping your team with the tools they need to do their best work—quickly.

By introducing groundbreaking generative AI technology into your design workflows, your creative teams can ideate and create original content at light speed, save valuable creative time with generative AI features integrated into Creative Cloud apps, protect your brand, and empower creativity across the business.

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



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