



Getting started with Adobe GenStudio.

Supercharge your content creation-to-activation process with the power of generative AI.

The image features a man with glasses and headphones working at a computer. Overlaid on the scene are several UI elements:

- Profile Card:** A card for "Joshua" with a 52% progress bar.
- Assets Panel:** A panel titled "Assets" showing three thumbnails of the "Experience the world with us." content.
- Content Preview:** A large preview of the "Experience the world with us." content, including a "Learn more" button and a "Generate" button with the prompt "Cloudy blue sky".
- AI Controls:** A panel with buttons for "Summarize", "Elaborate", and "Rewrite". Below "Rewrite" is a dropdown menu with options: "Engaging", "Neutral", "Confident", and "Analytical".
- Generate Assets Button:** A blue button with a star icon and the text "Generate assets" at the bottom.

Marketing continues its massive shift from traditional channels to digital where brands are serving customers immersive, tailored experiences. These personalized experiences build trust and bring customers back again and again, deepening relationships and determining a company's success in the long term. At the same time, the way these experiences are being created and delivered is also rapidly shifting.

Generative AI is redefining what's possible with content generation, and companies are trying to keep up with this rapid shift. But many are still unsure about how to leverage AI in a commercially safe manner while also maintaining creative and compliance controls. Because the demand for personalization isn't slowing down, technologies like generative AI that can rapidly expand an enterprise's ability to scale content creation and delivery are here to stay. Companies must be quick to assess and adopt these tools so they can deliver the content that fuels digital customer engagements.

Generative AI has the potential to add the equivalent of \$2.6 trillion to \$4.4 trillion annually to the global economy.

Source: McKinsey & Company

Working to deliver such a high volume and variety of tailored and dynamic content puts tremendous pressure on creatives and marketers—especially if they're using the same processes and tools they always have, including email and spreadsheets, to manage their content supply chain.

But outdated and manual ways of working slow everyone down, and they waste time and money. Creating such a high volume of content has become a bottleneck to launching products and delivering dynamic experiences. Teams spend weeks in the content creation-to-activation cycle—ideating, writing, reviewing, versioning, and activating through extensive manual tasks and handoffs—all of which add not only hours, but also additional costs. Delivering a myriad of different assets it takes to get personalized experiences in front of various audience segments across every digital channel becomes impossible.

Enterprise content is expected to increase from an estimated 47 exabytes in 2021 to 155 exabytes by 2026, and as such, organizations need to find efficiencies in the content supply chain.

Considering the many steps of the content life cycle—storage, processing, measurement, and delivery of content as a whole—there are many opportunities to find efficiencies in helping content owners and related stakeholders in the business to get jobs done faster and with higher quality.

Source: IDC

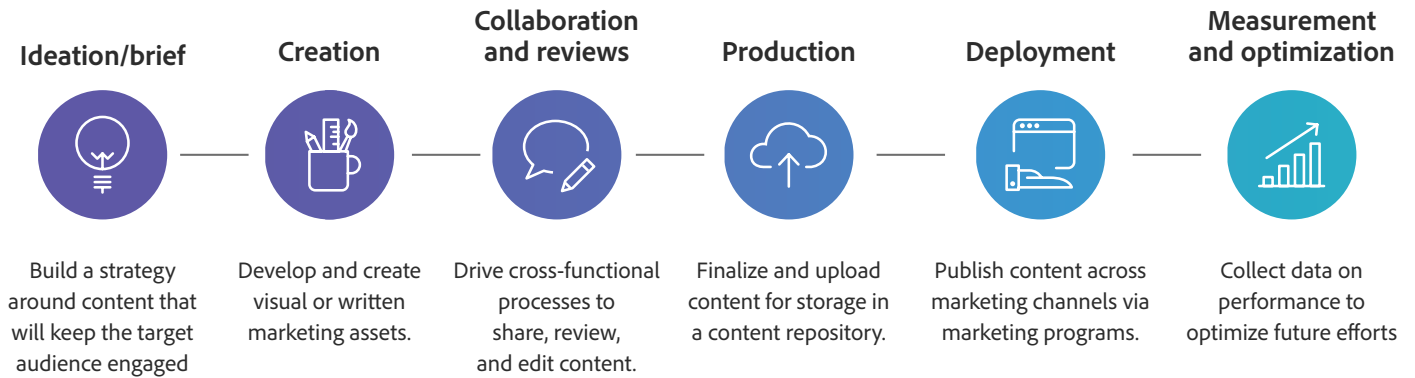
What's standing in the way of delivering the personal experience customers want?

- Content takes too long to create and activate
- The cost of creating the variety of content customers want is too high
- Teams are siloed and collaboration is difficult
- Business priorities are disconnected from execution
- Creativity and quality suffer under massive workloads
- Quickly shifting markets and customer expectations require faster insights
- Content creation tools are centralized and it becomes difficult to quickly leverage full scale across distributed teams

Organizations that are struggling with content velocity risk falling behind their competition without an agile, streamlined, and cost-effective content supply chain.

What is a content supply chain?

A content supply chain brings together people, tools, and workstreams to effectively plan, create, produce, deliver, and measure content. With customers demanding higher quality experiences at an increasingly faster pace, coupled with the complexity of multiple channels and formats, brands need to revolutionize the way they think about content.



A better content supply chain with Adobe GenStudio.

Adobe's solution for running a simplified and efficient content supply chain is Adobe GenStudio. This end-to-end integrated offering gives creative and marketing teams the power of generative AI and the tools they need to plan, create, and activate on-brand content to deliver personalized customer experiences at scale.

“Integrations certainly make it much more efficient on our side from an overall tool stack, ecosystem, connectivity, and even an authentication standpoint. It's really exciting to see where Adobe's taking this whole content supply chain.

Christopher Grove

VP of Operations,
Xfinity Creative

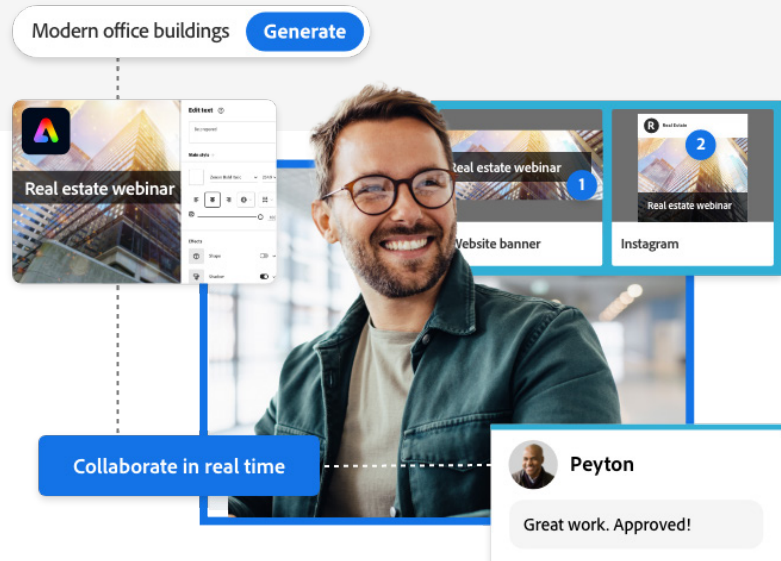
Together, the powerful tools that comprise Adobe GenStudio bring a generative AI-driven approach to creating content at scale that enable full visibility across teams and their network of agencies. Adobe GenStudio also gives organizations the ability to ensure brand standards and overall governance are maintained.

From ideation through activation, Adobe GenStudio allows creative and marketing teams to:

- Rapidly create and activate new and variant content in a simple-to-use interface that is connected to enterprise data and workflows
- Create enterprise content workflows and enable content re-use through a single enterprise portal
- Activate content through any channel and immediately gain insights into content performance
- Use the applications they are familiar with so they can create content at scale




“ We wanted our creatives spending every hour creating. Every hour that they’re not trying to toggle between systems and figure out where to get a job number or where to post an asset because they’re in a tool that’s familiar to them on a day-to-day basis is an hour gained in terms of real creative output.

Christopher Grove
VP of Operations,
Xfinity Creative







The three pillars of GenStudio.





Workflow and planning


-  Workfront
-  Experience Manager Assets
-  Frame.io

Creation and production

-  Creative Cloud
-  Express and Firefly
-  Experience Manager Assets
-  Frame.io

Activation and delivery

-  Experience Manager Assets
-  Experience Manager Sites
-  Express and Firefly
-  Journey Optimizer


Connect and streamline the entire content supply chain.

While the solutions within each pillar deliver standalone benefits, they're even more powerful when you use them together. Adobe GenStudio is built with Adobe Firefly generative AI so you can create content that is designed to be commercially safe and ready in the time it takes you to type a prompt. Similarly, you can add to, remove, or replace images with Generative Fill in Adobe Photoshop all with a text prompt to help bring your creative vision to life faster than ever. And whether it's your creative teams generating original content or your downstream marketers remixing existing assets to deliver better personalization, teams can instantly turn ideas into creative assets—driving scale and customization faster and better than ever before.

[See Adobe Express with Firefly in action.](#)



“ Adobe 100% stands behind the belief that generative AI is an accelerator for creative uses, not a replacement. These technologies become another tool that can accelerate the production process.

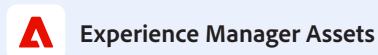
Ely Greenfield
CTO,
Adobe Digital Media

Adobe GenStudio capabilities

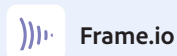
Workflow and planning



Workfront



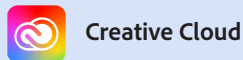
Experience Manager Assets



Frame.io

- Initiate content planning in alignment with campaign needs, assign work, and track to completion.
- Provide visibility into status and cost of content efforts.
- Centralize approved assets for easy access and to start new content creation.
- Accelerate collaboration across marketer/creative interactions.

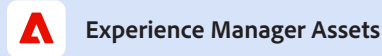
Creation and production



Creative Cloud



Express and Firefly



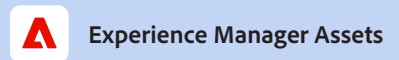
Experience Manager Assets



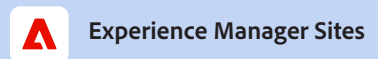
Frame.io

- Produce original, brand-approved and commercially safe content with generative
- Give non-creatives the autonomy to remix existing content and create scaled variants for multiple channels, formats, audiences, or regions.
- Edit and refine content developed by non-creatives.
- Route reviews and approvals to stakeholders in a collaborative space.

Activation and delivery



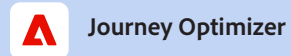
Experience Manager Assets



Experience Manager Sites



Express and Firefly



Journey Optimizer

- Easily edit final assets and websites, including generative AI copy variations.
- Provide dynamic media capabilities for publication to every delivery channel.
- Direct activation of content to inbound and outbound channels and capture analytics.
- Integrate assets with delivery tools for ease of use and proper governance.

“ [People] are the most creative when their brain is not preoccupied with answering the next email and answering the next project and attending the next meeting—there’s no way creativity will grow just out of the box because of the day-to-day that everybody has.

Marketing Director, IT Consulting

Source: The State of Work in 2023, Adobe

Adobe GenStudio success stories.

Our customers are already leveraging the power of Adobe solutions to improve their content supply chain and seeing incredible results. From increasing content velocity to tremendous time and cost savings, these real-world success stories underscore the transformative power of a supercharged content supply chain.

- [Orvis](#) saw a 75% reduction in time to produce project plans
- [JLL](#) creative team increased their deliverable output by 260% in two years
- [T-Mobile](#) increased campaign output by 47% without adding headcount
- [Asics](#) saw a 30% reduction in waste through increased asset reuse



Adobe is the leader in world class digital experience.

5 years

Adobe recognized by the Gartner Magic Quadrant as a Leader for digital experience platforms five years in a row.

Source: Gartner

285%

3-year ROI with Workfront.

Source: Forrester

366%

3-year ROI with Experience Manager Assets.

Source: IDC

388%

3-year ROI with Adobe Creative Cloud.

Source: IDC

As we look to the future of a rapidly evolving digital landscape, it's clear companies that have transformed their content supply chains with Adobe are at the cutting edge of what relevant digital content experiences look like.



With Adobe's help, Prudential was able to transform its content creation process.

[Learn more](#)

Sources

- 1 ["Award-Winning Creativity from the Cloud,"](#) Adobe, December 2022.
- 2 ["Future of Customer Experience Incorporates Generative AI into the Persuasive Content Supply Chain,"](#) IDC, June 2023.
- 3 Irina Guseva, Mike Lowndes, Jim Murphy, and Gene Phifer, ["Gartner Magic Quadrant for Digital Experience Platforms,"](#) Gartner, February 23, 2022.
- 4 Melissa Webster, Matthew Marden, ["The Business Value of Adobe Experience Manager Assets,"](#) IDC, February 2018.
- 5 ["The State of Work in 2023: A Radical Rethinking of Work Is Underway,"](#) Adobe, 2023.
- 6 ["The Total Economic Impact of Adobe Creative Cloud for Teams for SMBs,"](#) Forrester, October 2021.
- 7 ["The Total Economic Impact of Workfront,"](#) Forrester, July 2020.
- 8 ["The Value of Getting Personalization Right—or Wrong—Is Multiplying,"](#) McKinsey & Company, November 12, 2021.



Adobe, the Adobe logo, are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2023 Adobe. All rights reserved.