

 Adobe Creative Cloud

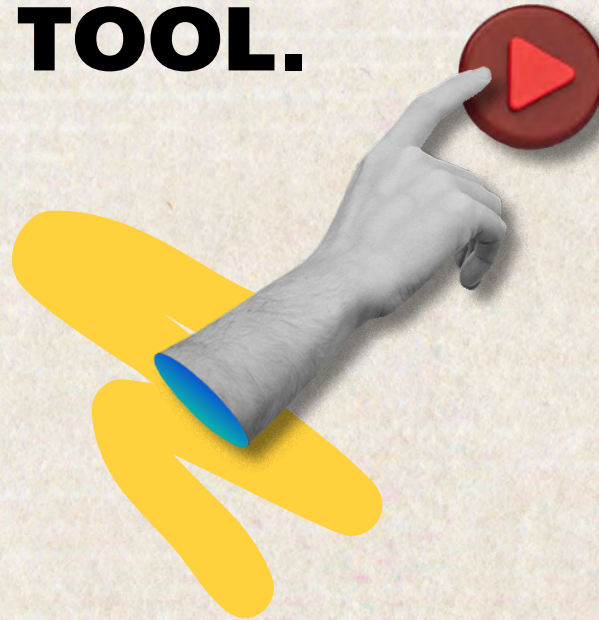
Motion Solutions Guide

Bring projects to life with Adobe Stock video and music.



VIDEO HAS TRANSFORMED INTO AN ESSENTIAL CREATIVE TOOL.

Today, more than ever before, it's clear brands that master video as a form of storytelling are the ones that thrive. Studies show that marketers who use video grow revenue 49% faster than non-video users.¹ Adobe Stock helps set projects in motion by offering millions of industry-leading videos, customizable motion graphics, and more — perfect for anyone from a large enterprise to a small business.



According to recent video marketing statistics

95% of viewers retain a message when they watch it in a video

VS

10% when reading it in text.²

Explore how you can push videos to new heights with Adobe Stock:

- ▶ Save time making videos with Adobe Stock's native integrations and AI-powered search features
- ▶ Elevate your projects with millions of world-class video and music assets and motion graphics templates
- ▶ Get the most affordable pricing in the industry with a single, comprehensive plan
- ▶ Manage video projects easily with worry-free licensing and a platform built for business

[Learn about our plans and talk to an expert →](#)

VIDEO DESIGNED FOR INSPIRED STORYTELLING.

A HUBSPOT BLOG SURVEY ASKED MARKETERS
WHAT MAKES AN *EFFECTIVE VIDEO*.

36%

of marketers said capturing
viewers' attention in the
first few seconds.

33%

said that it is about
keeping videos
concise.¹



FACES OF TRAVEL →

Access powerful videos directly within Premiere Pro and After Effects.

Make it diverse and authentic:

Capture the richness of our society
with Adobe Stock videos portraying
cultures from diverse and historically
underrepresented groups.

Save videos directly to Libraries:

Never lose track of what caught your eye.
With Libraries, organize assets you like within
apps for easy access and then share them
with your team with a click.

Bring every type of work to life:

Adobe Stock features footage that is perfect for social
media, brand and marketing, HR, films, and any other
type of project. You can also search by shot size and
angle to find cinematic aerials, vertical videos for social
channels, drone footage, and more.



GERARDO →

1 - Lestraundra Alfred "50 Video Marketing Statistics to Inform Your 2022 Strategy," HubSpot, May 23, 2022.

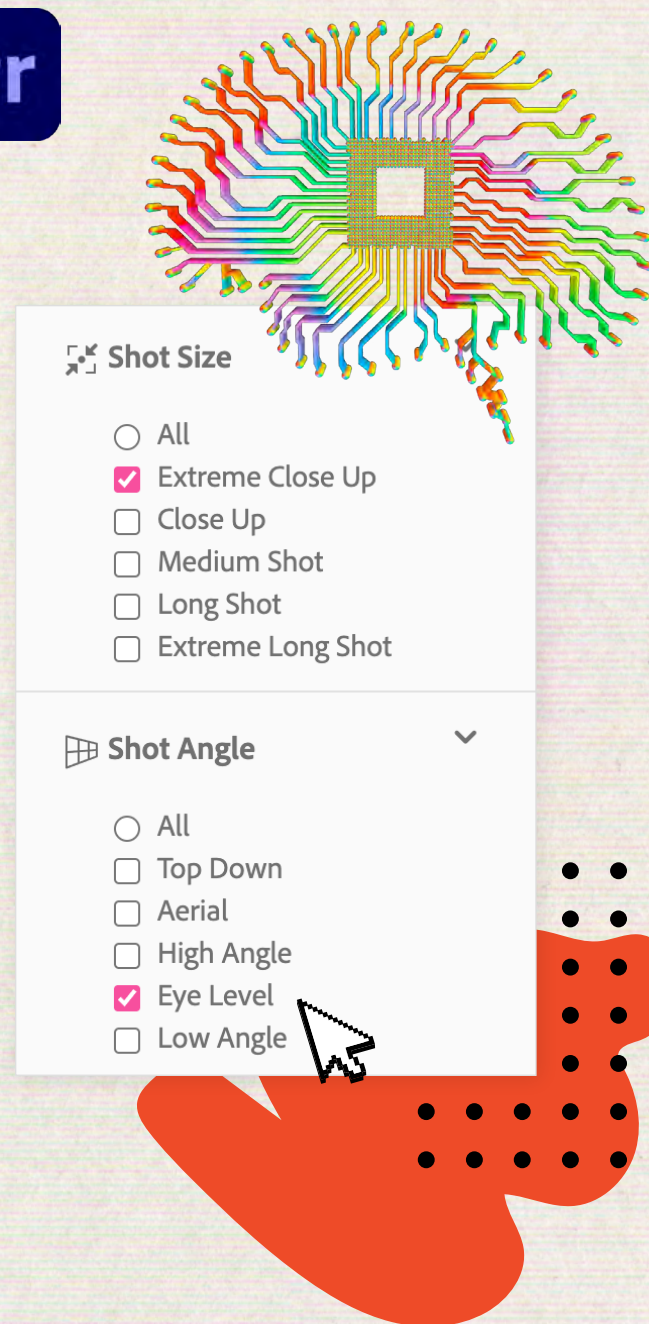
VIDEO CREATION MADE SIMPLE.

The demand for video is rising — research says 88% of people would like to see more video content from brands.¹ But while whipping up a 5-minute video may appear to be straightforward, we know it's a complex process. Businesses are often faced with either spending countless hours to coordinate a video production or digging through many resources. They also have to worry about licensing and managing all of their assets before ever being able to share their work with customers, spending precious time and money where they shouldn't have to.



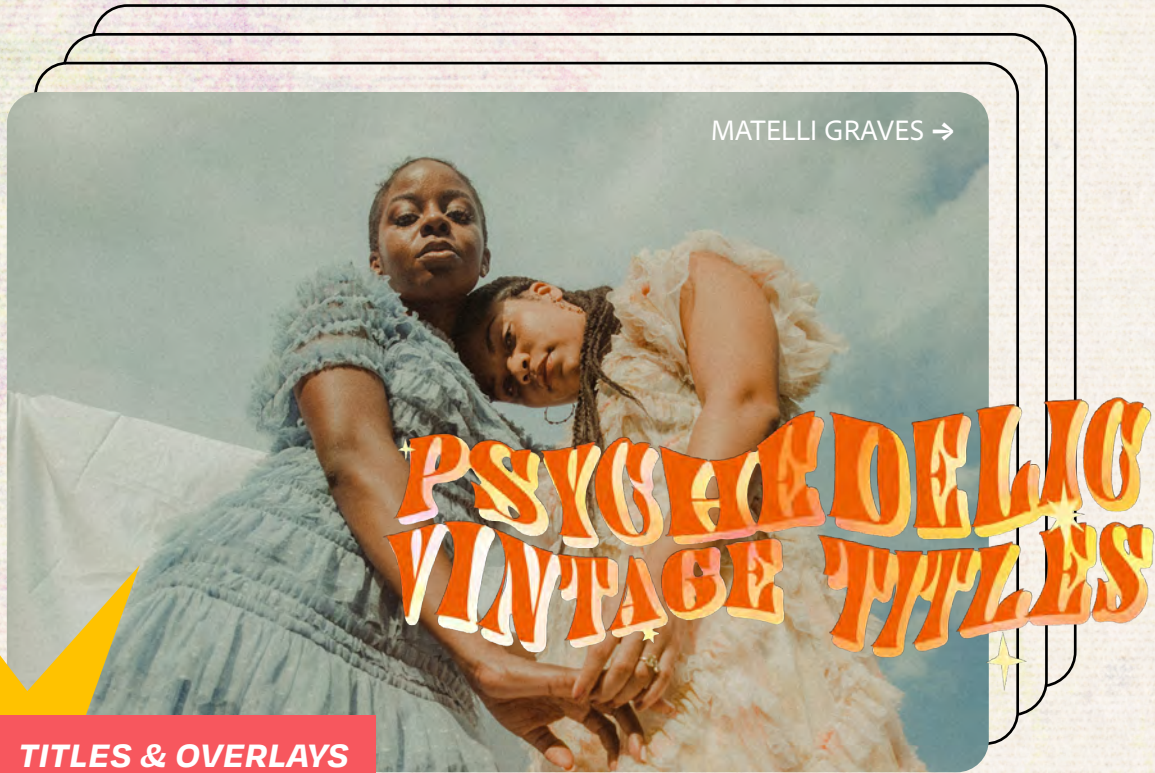
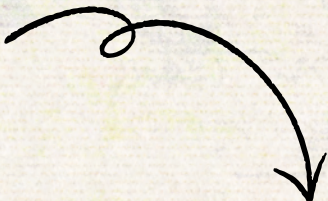
Make high-quality videos easier with Adobe Stock.

- ▶ Save time and money when you choose from a variety of high-quality videos from creators around the world.
- ▶ Find, download, and license your video without ever leaving Adobe Premiere Pro and After Effects.
- ▶ If you can dream it, Adobe Stock likely has it — everything from dramatic GoPro clips to authentic lifestyle moments.
- ▶ Use the AI-powered search tool to filter by color, angle, and size — like 9:16 vertical video, ready for social — to find the perfect shot.



REFINE YOUR VIDEO WITH MOTION GRAPHICS.

Adobe Stock Motion Graphics templates add smooth transitions, captions, eye-catching movement, and more to your video. Our artist-designed templates are customizable to fit your project ranging from titles and overlays, lower thirds, custom transitions, and more.



TITLES & OVERLAYS

- TITLES AND OVERLAYS
- LOWER THIRDS
- CUSTOM TRANSITIONS
- SOCIAL MEDIA ELEMENTS
- VIDEO OVERLAYS
- INFOGRAPHICS

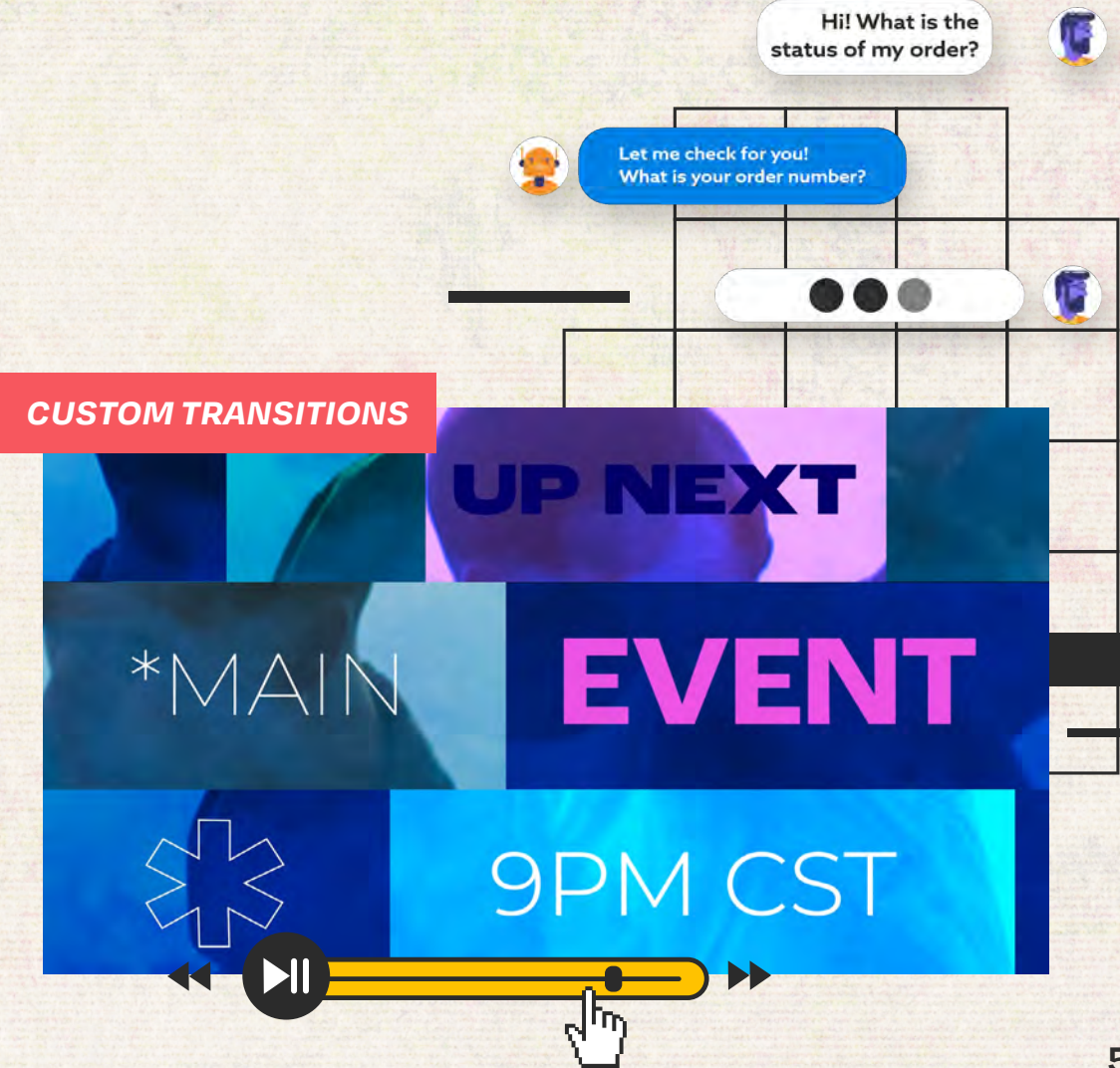


VIDEO OVERLAYS

Adobe Stock Motion Graphics templates save you time by:

- ▶ Instant editing of text type/color and more directly in your Premiere Pro app.
- ▶ Providing ready-to-use motion graphics that no longer require the use of third parties for custom work, which prolong production timelines.

[Explore more Motion Graphics templates →](#)




CUSTOM TRANSITIONS



EXPLORE TRENDING VIDEO COLLECTIONS.

Adobe Stock uses extensive research and data insights to forecast trending visuals as part of the annual creative trends forecast. Additionally, we create industry-specific reports and collections.



Get an otherworldly, creative trend.

To reflect the shift towards virtual experiences, Adobe Stock released a one-of-a-kind collection in the creative trends forecast called *Metaverse Mix*. It captures calming futuristic movement, special effects depicting technological advancements, shooting neon colors, and bustling streets.

- [Metaverse Mix Collection →](#)
- [Animals & Influencers Collection →](#)
- [Psychic Waves Collection →](#)
- [Real is Radical Collection →](#)
- [Retro Active Collection →](#)



Collections reflecting industry needs.

From a telemedicine collection for healthcare, to imagery capturing the current financial services climate, Adobe Stock provides diverse, of-the-moment content that reflects top industry trends.

- [Computer Software and Services Collection →](#)
- [Financial Services Collection →](#)
- [Gaming Collection →](#)
- [Healthcare Collection →](#)
- [Insurance Collection →](#)

MEET SOME OF OUR VIDEO PARTNERS.

We believe in supporting work by creatives, for creatives.

Giving you more than 24 million high-quality, royalty-free HD and 4K clips from artists across the globe.

Adobe Stock x Delta Air Lines:

[The Faces of Travel collection →](#)

Adobe Stock partnered with Delta Air Lines to create an exclusive collection of videos and images that celebrate diverse representation in travel.



Get to know the best of the best.



[HERO IMAGES →](#)

Authentic, cinematic moments.

Hero Images focuses on diversity and capturing real moments. It's used every day by top brands to create authentic work.



[THE GoPro COLLECTION →](#)

An Immersive thrill.

Deliver a GoPro adrenaline rush with a collection featuring scenes above a dramatic jungle, deep ocean dives, and more.



[DEVINSUPERTRAMP →](#)

Award-winning, cultural clips.

Capture breathtaking scenes from over 40 countries, including rare wildlife shots, daring stunts, remote landscapes, and more.





BRING YOUR VIDEO TO LIFE WITH MUSIC.

The right music creates an emotional connection with your audience. Whether you're looking for a lively pop beat or a melancholic instrumental song, search by mood or genre. With Adobe Stock, you'll always find music from world-class, award-winning artists that complements your video's vibe.

[Adobe Stock music](#) →



See why Adobe Stock music is unrivaled.



▶ AI-driven search filters:

There's nothing like our lightning-fast AI-powered search filter. You can search for a track by mood or genre, find similar, or music loops, directly in your go-to app.

▶ Unlimited use of your track:

Once you license a song, you can use it as many times as you need in any project, anywhere in the world.

▶ Worry-free music licensing:

You'll never worry about where you can use your newly licensed track. You can use it in any online, advertising, social, point-of-sale, or broadcast media projects.

▶ Native integration with Premiere Pro:

It's the beauty of native integration. With a single click, you can preview Adobe Stock music tracks, import preview files without any distracting audio watermarks, and license — all within Premiere Pro.

Epidemic Sound



SET YOUR PROJECT IN MOTION WITH ADOBE STOCK.

Five key reasons why Adobe Stock is your hub for all video and music needs:

1 Millions of unique videos:

You get high-quality, royalty-free stock footage at your fingertips.



2 Improve your workflow:

It's built right inside Creative Cloud apps to enable teams to easily save, manage, and share motion assets — improving collaboration.

3 Evoke emotion with music:

Find the perfect track to engage and bring an emotional connection with your audience.

4 Customizable motion graphics:

Access artist-designed Motion Graphics templates to save time and elevate your project.

5 Worry-free licensing:

Adobe Stock motion assets are 100% royalty-free and cleared for commercial use.

SEE WHICH PLAN IS BEST FOR YOU



WORLD-CLASS COLLECTIONS AT YOUR FINGERTIPS.

Choose the right plan that fits your needs.

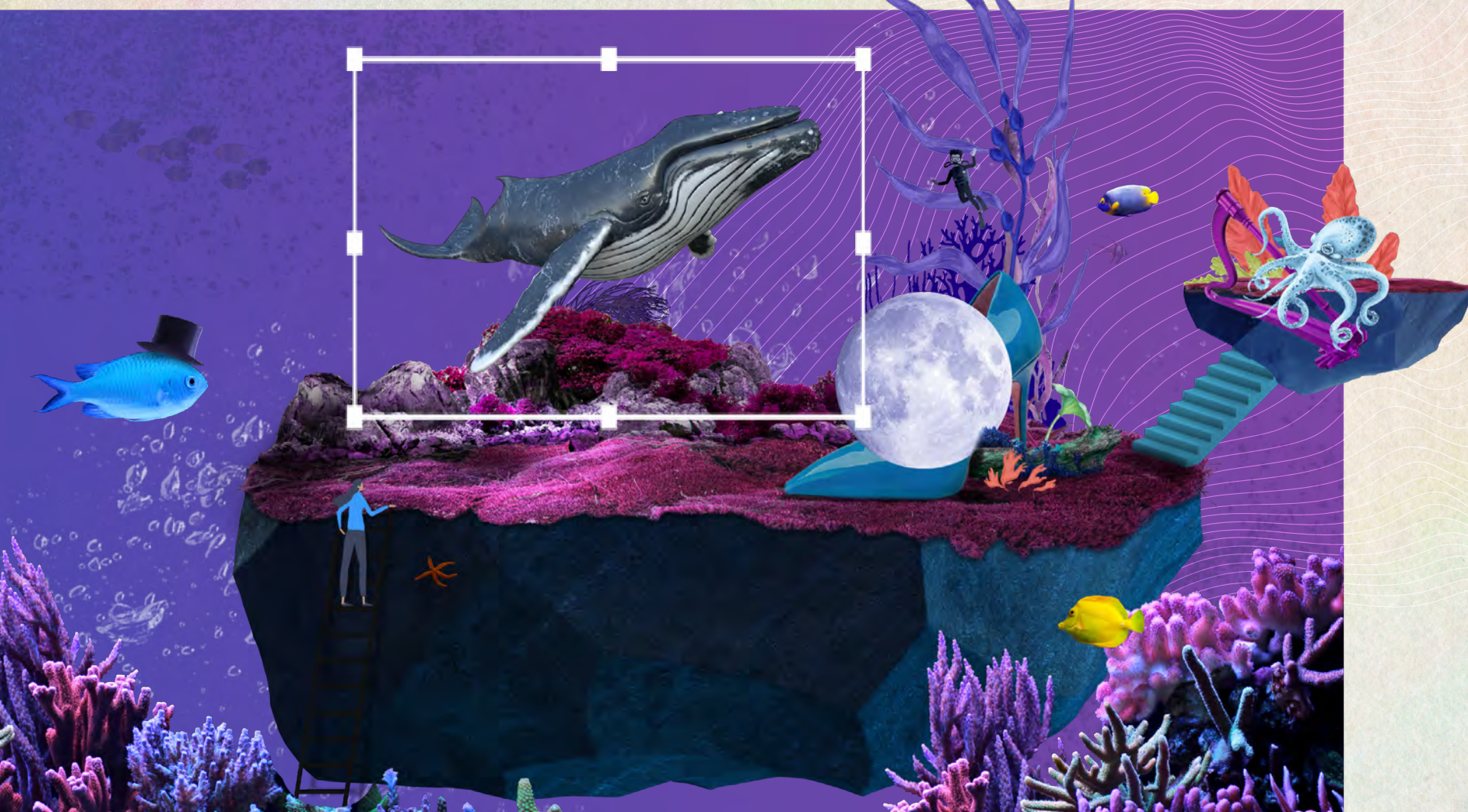


	Pro Edition <i>Unlimited access to the Adobe Stock standard collection</i>	Pro Plus Edition <i>Unlimited access to the entire Adobe Stock collection of more than 300 million assets</i>	Credit Packs <i>License any asset with flexibility at a set price</i>
Native integrations with Creative Cloud Apps	✓	✓	✓
Unlimited standard photos, 3D, and design assets	✓	✓	Use credits to license assets as you need them
Unlimited video, music, and premium assets	✗	✓	Use credits to license assets as you need them
Unified admin console to manage access and licensing	✓	✓	✓
Industry-leading protection and usage rights	✓	✓	✓
Live 24/7 tech support	✓	✓	✓

CONTACT AN EXPERT TO FIND THE RIGHT PLAN

YOUR ONE-STOP SHOP FOR CREATIVITY.

With Adobe Stock, you get access to millions of royalty-free motion assets including 4K and HD videos, Motion Graphics templates, and music files — all within your go-to Creative Cloud apps.



**Contact your Adobe account
team to learn more.**

Adobe Stock for teams
888-724-4508

Adobe Stock for enterprise
800-685-3524