Adobe AI Forum



Content Supply Chain for the AI World

Scale at Speed without Compromising Quality

Chris Sofokleous,
EMEA Go To Market Lead, Adobe

Scott Hemmens
Senior Solutions Consultants, Adobe



Adobe AI Forum



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81% of customers prefer companies that offer a **personalized experience**

…and they want these experiences to extend to platforms where they do business

Source: Forbes | The Personalised Customer Experience: Consumers Want You To Know Them

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Personalization across platforms increases content demand



Content volume

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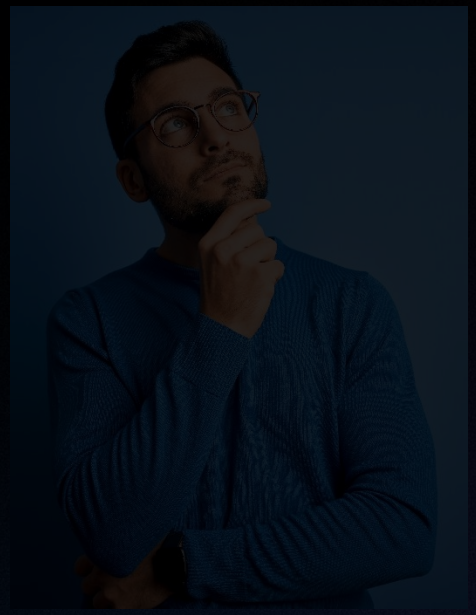
Teams across the organization face challenges in scaling content creation while staying on-brand

Marketing Pros



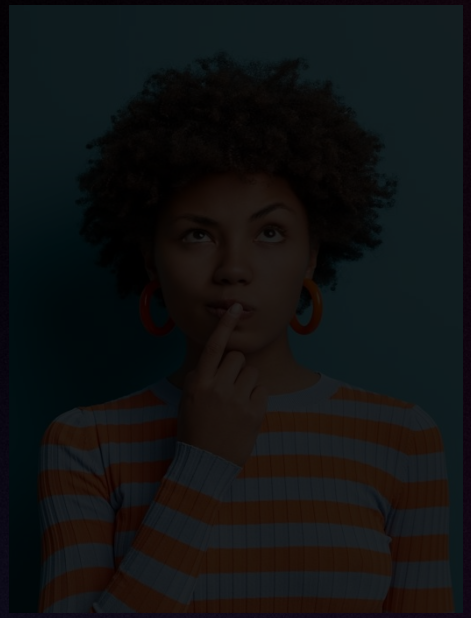
Running fewer campaigns or dealing with ad fatigue, resulting in missed opportunities

Business Pros
(Creative/Marketing Ops)



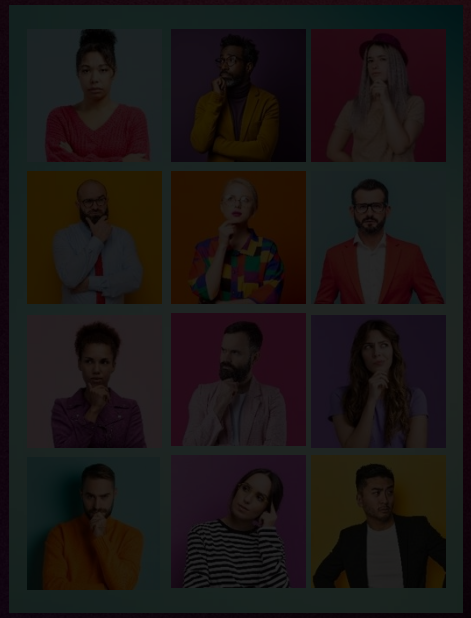
Costly to scale content production

Creative Pros



Burdened by repetitive tasks, limiting time for high-value creative work

Company-wide Teams



A lack of self-serve, on-brand assets and disconnected workflows lead to rogue content

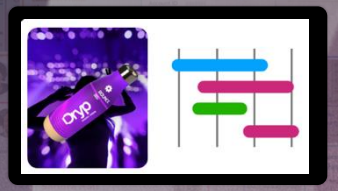
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Adobe has connected workflows across the content supply chain

Creation & Production



Workflow & Planning





Asset Management



Delivery & Activation

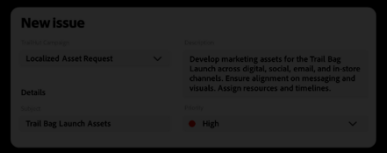


Reporting & Insights

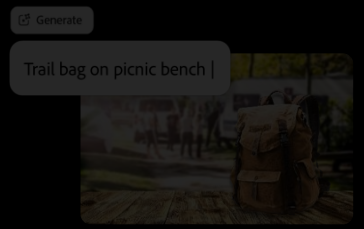
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The unified creation and production workflow

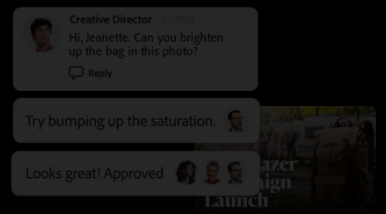
Campaign kickoff



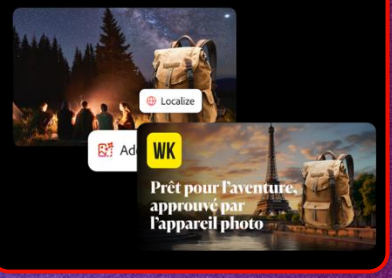
Creative development



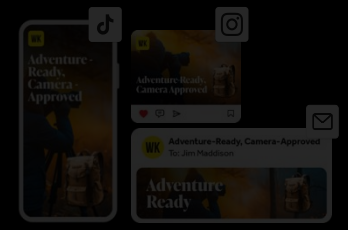
Review & approval



Content Production



Publish & Delivery



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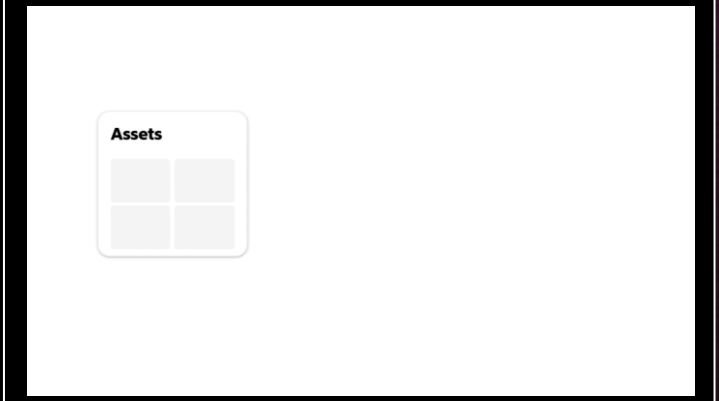
Scale on-brand content creation and production

Adobe Firefly Services

Creative production

Boost the production of asset variations at scale

Adobe GenStudio for Performance Marketing



Performance marketing

Create and activate high-performing content for digital campaigns

Adobe Express



Company-wide creation

Ensure all teams in the organization create content with brand integrity

Creative Ops
Creative teams/ Studio teams

Growth /
Performance Marketing

Field Marketing
Sales Enablement
Partner Marketing … + …

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SCENARIO:

The TrailBag launch campaign



Backpacks - Adobe Bridge

Essentials Libraries Filmstrip Output Metadata Workflow

Bridge Search: Current .

Computer > adobecorpuseast > TPMM_Space > 2025 > Events > Summit 2025 > Demo - Joe Session > Scene 1 - Firefly Services > Backpacks

Sort by Filename

Content: Backpacks + Content: Near Lake + Content: White Background +



blue_hiking_backpack.jpg



camouflage_backpack_army_green_brown_tan_travel_hiking.jpg



Firefly hiking backpack on a white background 99602.jpg



green_hiking_backpack_travel_adventure_outdoor_gear.jpg









17 items, 1 selected - 4.24 MB

Tiles Thumbnails Only

Backpacks - Adobe Bridge

Essentials Libraries Filmstrip Output Metadata Workflow

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References - Adobe Bridge

Essentials Libraries Filmstrip Output Metadata Workflow

Bridge Search Current

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Sort by Filename

Content: References + Content: Near Lake + Content: White Background +



canyonlands_mountain_biking_adventure.jpg



mountain_view_through_rock_formation.jpg



serene_lake_mountain_view_woman_sitting.jpg



ski_touring_winter_landscape_snow_covered_trees_blue_sky.jpg









8 items, 1 selected - 3.72 MB

Tiles Thumbnails Only

blue_hiking_backpack.png_R

app.frame.io/player/3d658c45-2ff8-4405-8d4a-85e5ec8f8c4e

blue_hiking_backpack.png_Reference_05.jpg_1x1.jpg

Needs Review

Share



Ben Vanderberg uploaded 1h ago

Job ID: urn:ff:jobs:epo852211:8bc141e0-e7e4-43ab-a452-a606e17b0bb7
Seed: 1459095341

1 Comment | File Information

Timecode

Hide

Ben Vanderberg Just now

No shadow.

Reply

38%

Leave your comment here...

Everyone

Send

We help customers reimagine their approach to content creation and creative innovation

Adobe Firefly Services & Custom Models

ESTĒE LAUDER COMPANIES

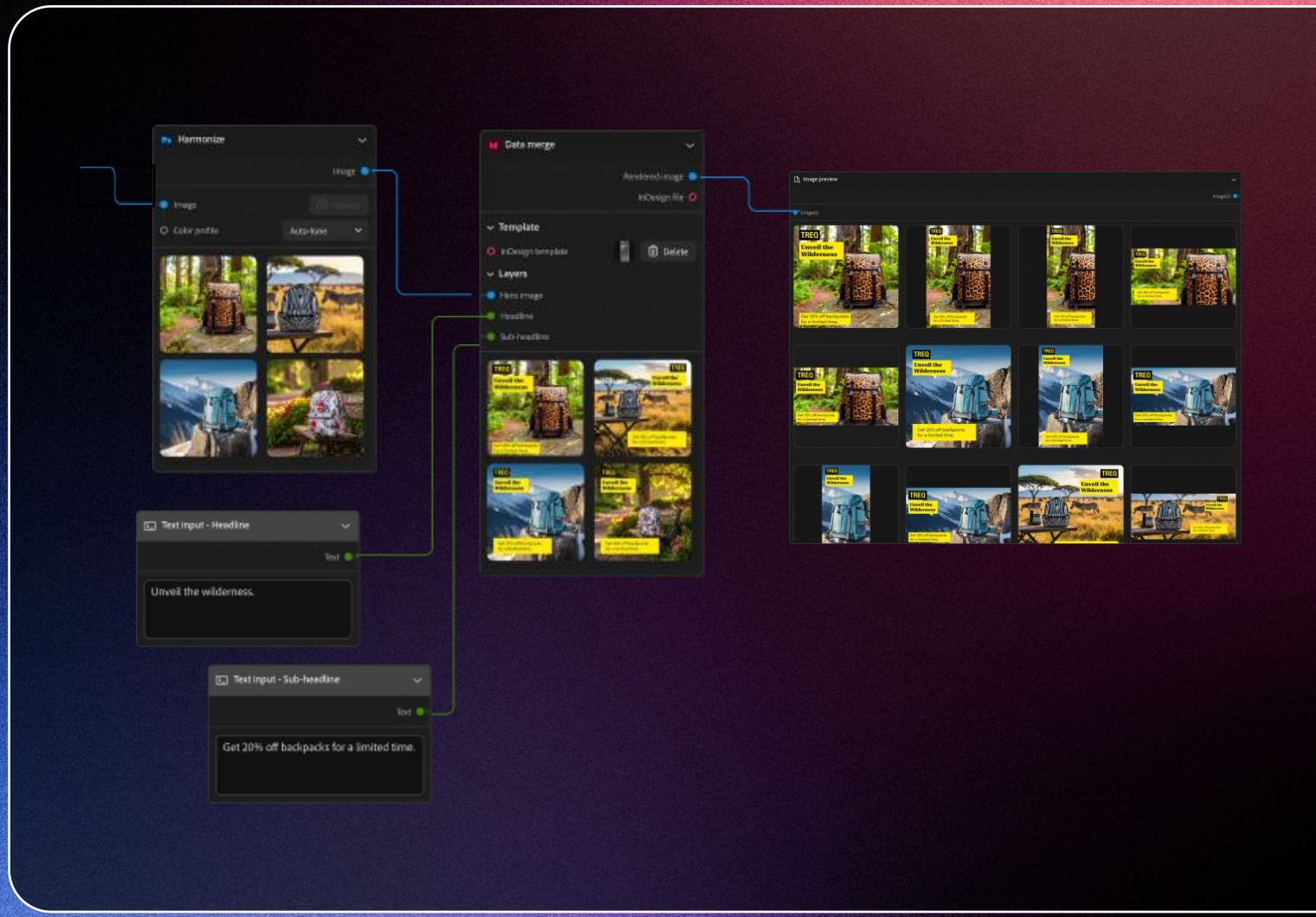


Intelligently optimized content for various formats, freeing up time for fresh creative across 25 brands.

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Firefly Creative Production for Enterprise

Build reusable, on-brand production workflows.

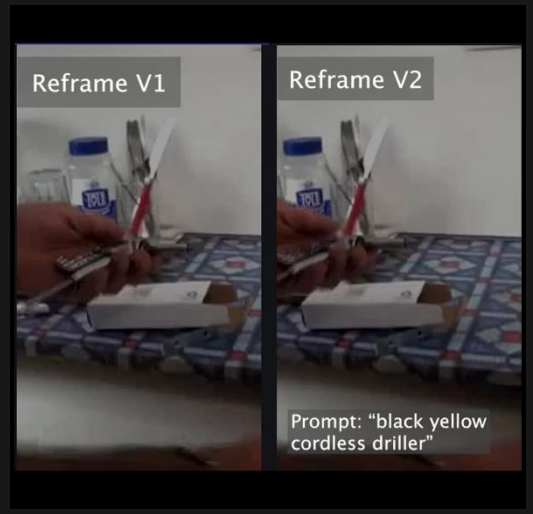


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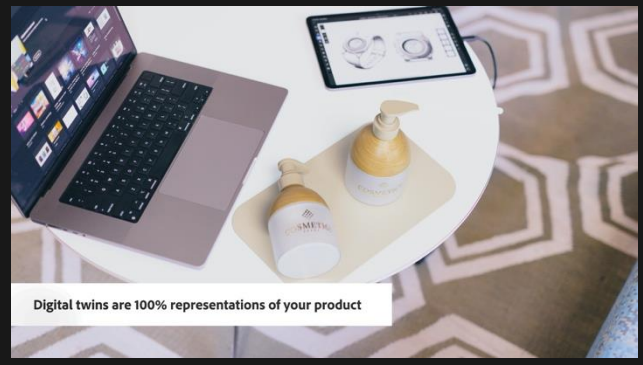
Shaping what's next: Firefly Services

Reframe Video API Enhancement (beta)



Control focal point with prompts and keywords

Generate 3D Object Composite API



Composite 3D into photorealistic Firefly scenes

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Scale on-brand content creation and production

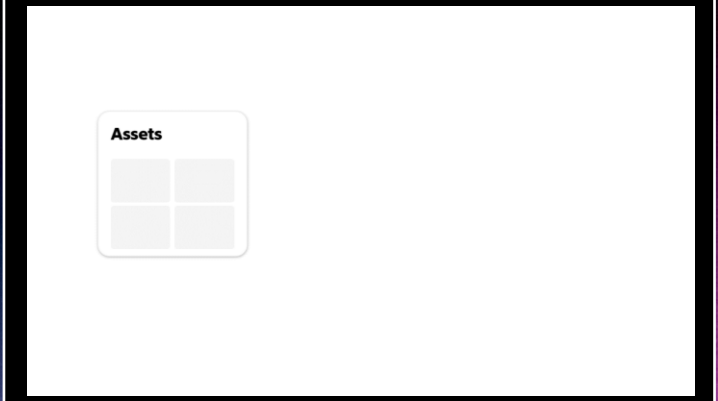
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Creative teams/ Studio teams

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Performance marketing

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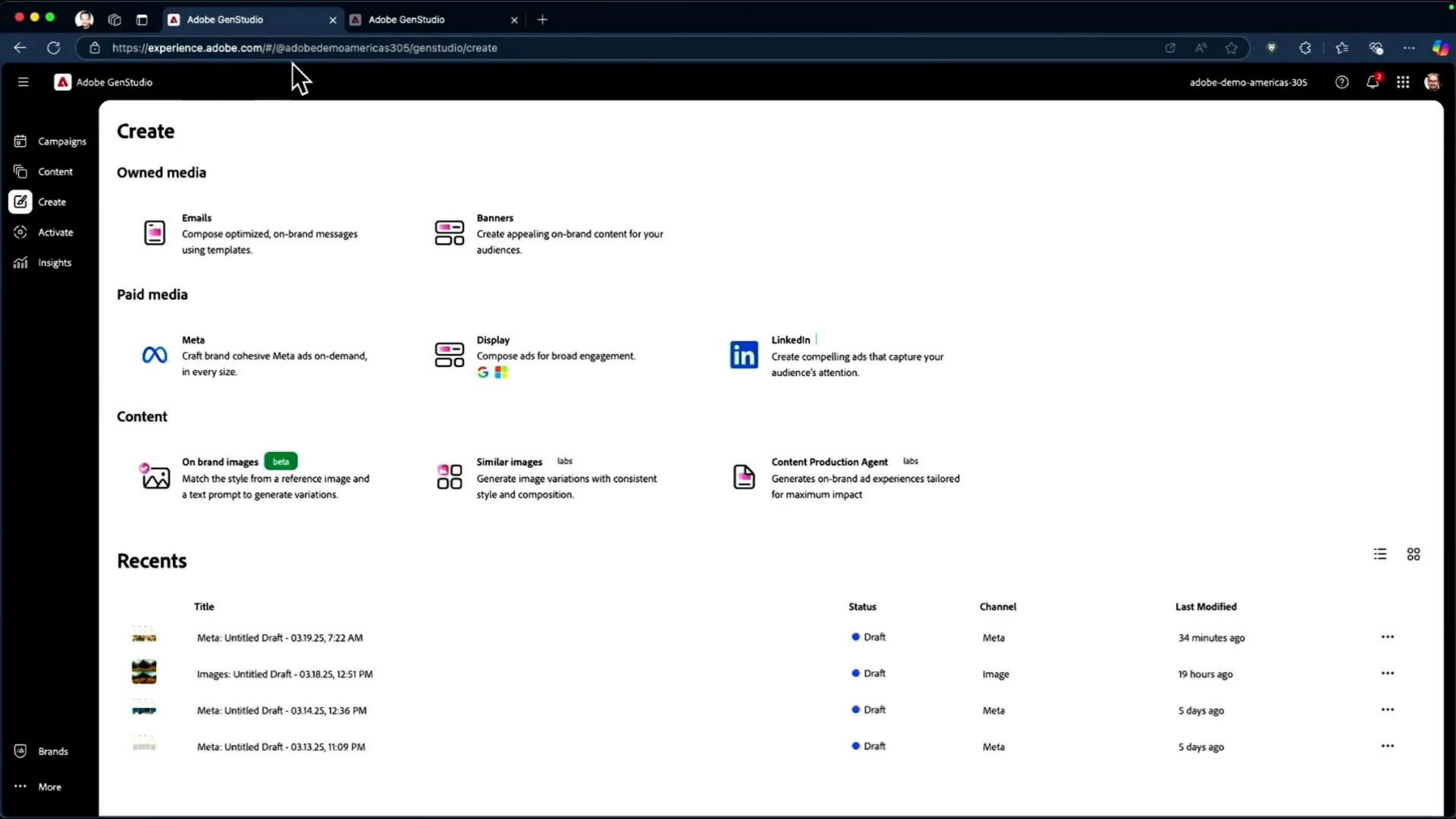
Adobe Express

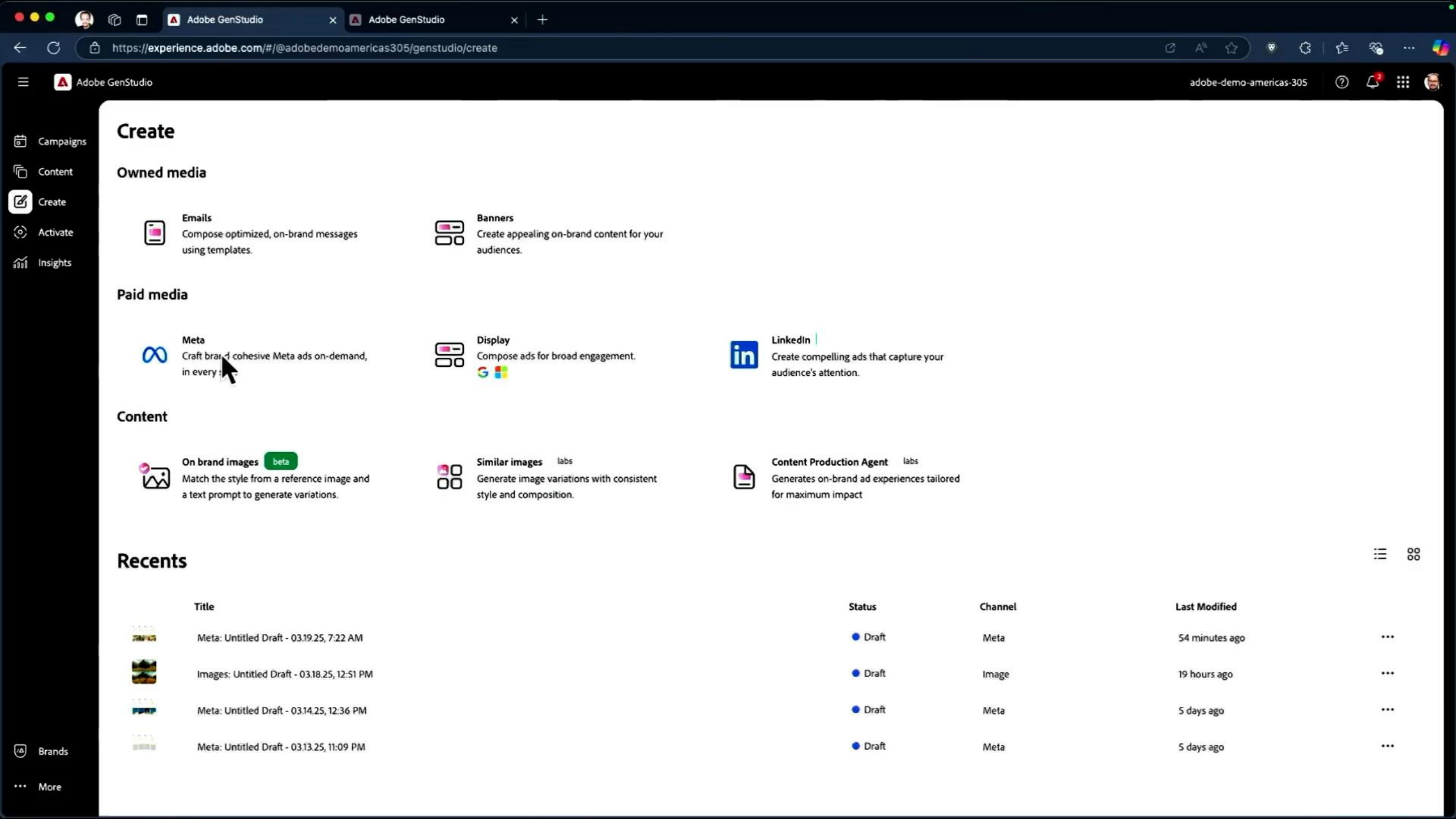
Company-wide creation

Ensure all teams in the organisation create content with brand integrity

Field Marketing
Sales Enablement
Partner Marketing … + …

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Campaigns
Content
Create
Activate
Insights
Brands
More
Create
Owned media
Emails
Compose optimized, on-brand messages using templates.
Banners
Create appealing on-brand content for your audiences.
Paid media
Meta
Craft brand cohesive Meta ads on-demand, in every size.
Display
Compose ads for broad engagement.
LinkedIn
Create compelling ads that capture your audience's attention.
Content
On brand images beta
Match the style from a reference image and a text prompt to generate variations.
Similar images labs
Generate image variations with consistent style and composition.
Content Production Agent labs
Generates on-brand ad experiences tailored for maximum impact
Recents
Title
Status
Channel
Last Modified
Meta: Untitled Draft - 03.19.25, 7:22 AM
Draft
Meta
34 minutes ago
Images: Untitled Draft - 03.18.25, 12:51 PM
Draft
Image
19 hours ago
Meta: Untitled Draft - 03.14.25, 12:36 PM
Draft
Meta
5 days ago
Meta: Untitled Draft - 03.13.25, 11:09 PM
Draft
Meta
5 days ago


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Adobe GenStudio
https://experience.adobe.com/#/@adobedemoamericas305/genstudio/create
Adobe GenStudio
adobe-demo-americas-305
Campaigns
Content
Create
Activate
Insights
Brands
More
Create
Owned media
Emails
Compose optimized, on-brand messages using templates.
Banners
Create appealing on-brand content for your audiences.
Paid media
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Recents
Title
Status
Channel
Last Modified
Meta: Untitled Draft - 03.19.25, 7:22 AM
Draft
Meta
54 minutes ago
Images: Untitled Draft - 03.18.25, 12:51 PM
Draft
Image
19 hours ago
Meta: Untitled Draft - 03.14.25, 12:36 PM
Draft
Meta
5 days ago
Meta: Untitled Draft - 03.13.25, 11:09 PM
Draft
Meta
5 days ago

Adobe GenStudio | Adobe GenStudio

https://experience.adobe.com/#/@adobedemoamericas305/genstudio/create/meta/urn:aaid:aem:b4e54ead-2aba-45a6-8c04-62bdf03b3295

Adobe GenStudio | adobe-demo-americas-305

TrailBag ads

Publish | Export | Request approval

4:5 Vertical AD 1/4

86

Your Brand
Sponsored

Conquer trails with TrailBag. Lightweight, durable, and ready for any adventure.

WK

Conquer with TrailBag



example.com
Take on trails with TrailBag
Learn more

4:5 Vertical AD 2/4

86

Your Brand
Sponsored

Discover new paths with TrailBag. Ergonomic support and modular compartments.

WK

Discover with TrailBag



example.com
Adventure awaits with TrailBag
Learn more

4:5 Vertical AD 3/4

90

Your Brand
Sponsored

TrailBag: your ultimate companion. Versatile, comfortable, and eco-friendly.

WK

Explore confidently with TrailBag



example.com
Explore more with TrailBag
Learn more

4:5 Vertical AD 4/4

86

Your Brand
Sponsored

Explore further with TrailBag. Weather-resistant and spacious for all your gear.

WK

Venture further with TrailBag



example.com
Hike further with TrailBag
Learn more

Generate

Adobe GenStudio | Adobe GenStudio

https://experience.adobe.com/#/@adobedemoamericas305/genstudio/create/meta/urn:aaid:aem:b4e54ead-2aba-45a6-8c04-62bdf03b3295

Adobe GenStudio | adobe-demo-americas-305

TrailBag ads

Publish | Export | Request approval

4:5 Vertical AD 1/4

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Take on trails with TrailBag | Learn more

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Take on any trail with TrailBag. Rugged, spacious, and eco-friendly.

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4:5 Vertical AD 4/4

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Generate

Content check

Variant 3 / 4

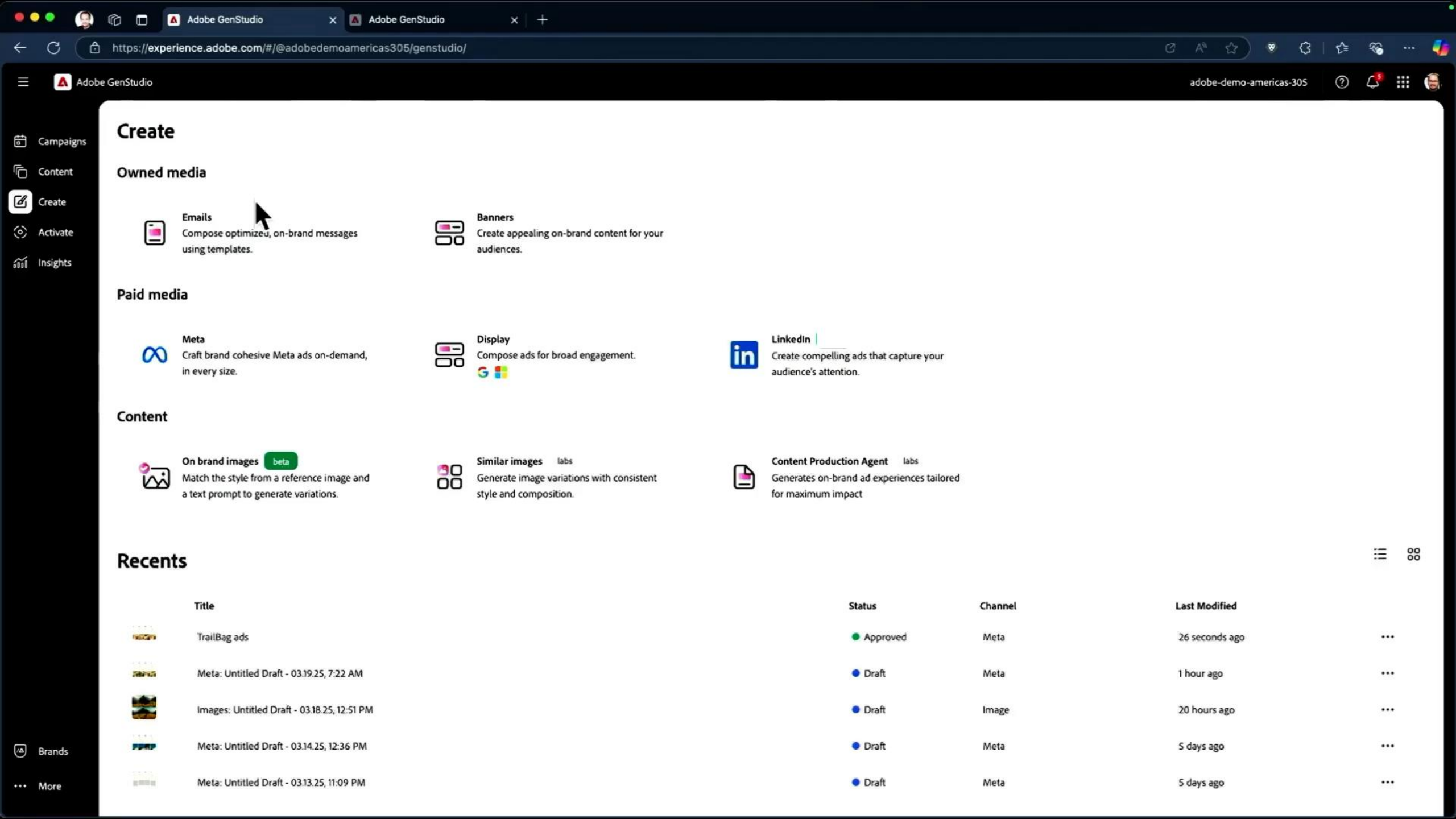
Brand	Meta	Accessibility
100	Pass	Pass

Recheck score

View what we're measuring

Needs Review (0) | Passed (27)

You did it!
All guidelines have been met


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Meta
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https://experience.adobe.com/#/@adobedemoamericas305/genstudio/activate/meta

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Campaigns
Content
Create
Activate
Insights
Brands
More

Meta

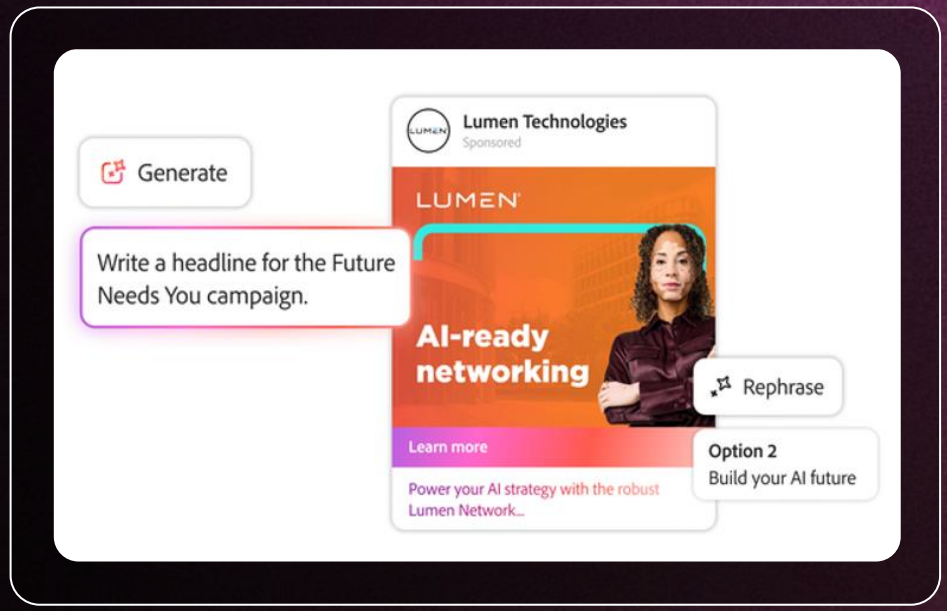
+ New activation

	Experience name		Ad name	Publish date	Published by	Regions	Status
	TrailBags Ads	•••	WKND1	03/19/2025, 8:32 AM	Ben Vanderberg		Publishing
	TrailBag	•••	AD123	03/19/2025, 7:59 AM	Ben Vanderberg		Failed
	Rios flannel	•••	WKND adventures	03/18/2025, 7:17 PM	Bonnie Soohoo		Failed
	WKND Get Outside Summer Campaign	•••	WKND Tent Summer Experience	03/17/2025, 12:56 PM	Mary Artz		Failed
	Rios Shirt Summer Campaign	•••	WKND Tent Summer Experience	03/17/2025, 10:21 AM	Mary Artz		Failed
	Rios Shirt	•••	rio shirt	03/13/2025, 12:33 PM	Jason Smith		Failed
	Rios Shirt	•••	rios shirt	03/13/2025, 9:52 AM	Jason Smith		Failed
	Rios Shirt	•••	rio shirt	03/13/2025, 9:26 AM	Jason Smith		Failed
	Rios Shirt	•••	rio shirt	03/13/2025, 8:19 AM	Jason Smith		Failed

We help customers speed time to market for personalized campaigns

Adobe GenStudio for Performance Marketing

LUMEN

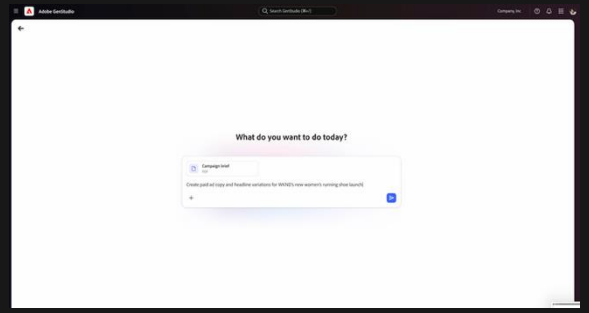


Accelerated ad creation by 65%, creating campaigns 3x faster

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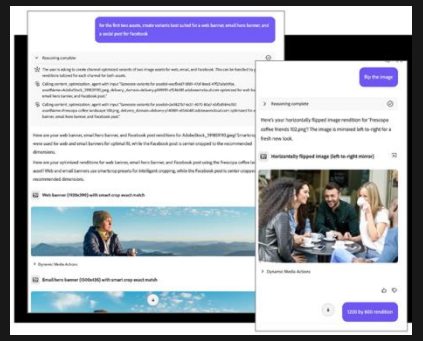
Shaping what's next: GenStudio for Performance Marketing

Content Production Agent



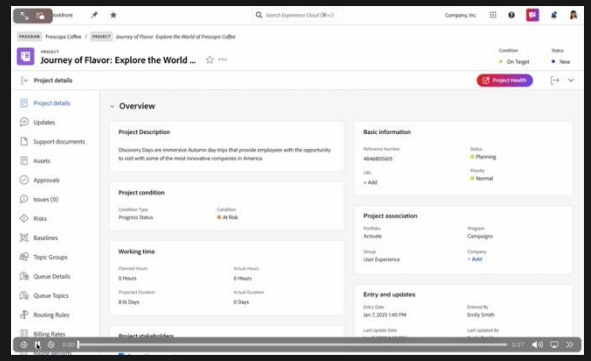
Transform campaign intent into custom content with a conversational AI.

Content Optimization Agent



Instantly generate ready-to-use, performance-optimized assets.

Workflow Optimization Agent



Keep projects moving with AI that updates milestones automatically.

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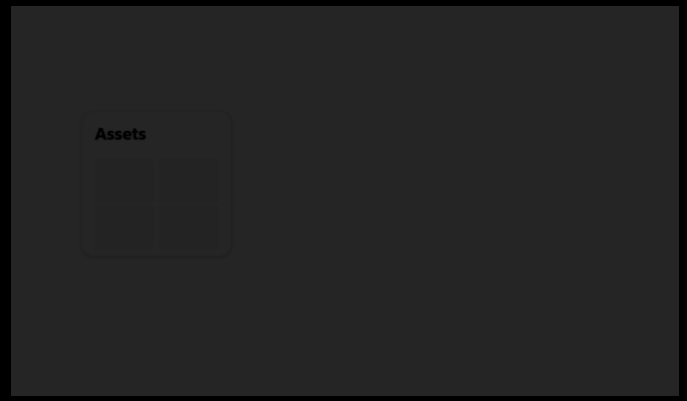
Scale on-brand content creation and production

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Schedule
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Add-ons

WKND Project

Share

Your stuff > ... > WKND Project > WKND (T&H)

Add

Overview | Logos | Colors | Fonts | Graphics | Unsupported

Edit custom groups

Edit your custom groups in the Creative Cloud Desktop App. Learn more

Logo



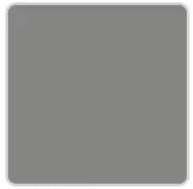
App-Icon.svg

Logo-White

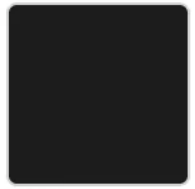


Logo-Primary

Colors


#909090

#EBEBEB


#202020


WKND color theme

#FFEA00

Fonts





Edit page

Add title 1920 x 1080px

Resize | Animate all | Quick replace

Translate | Bulk create

Background

Color

Edit page





Page

Locked Text

Lock settings

Text can be replaced

Edit replace settings

Replace text

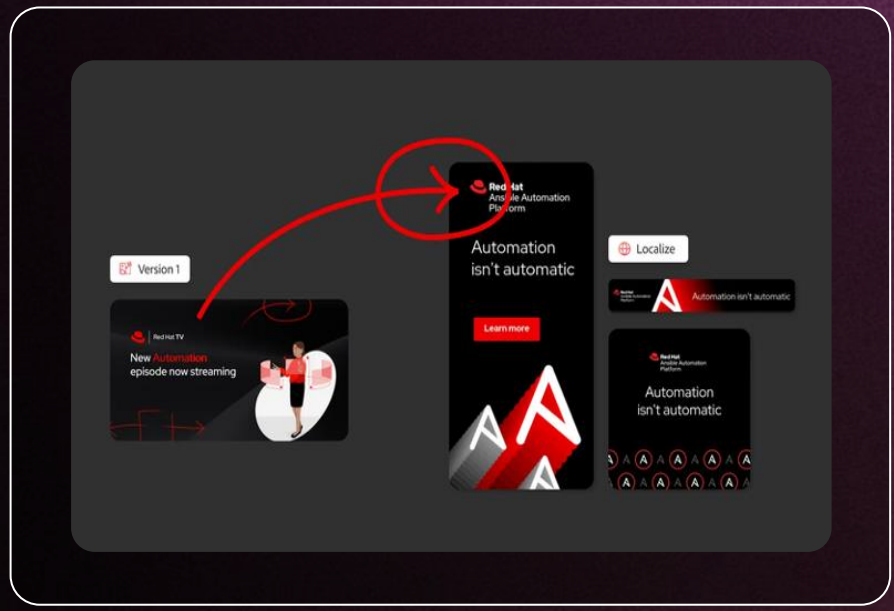
Hiking in Scotland this weekend



We help customers scale on-brand content creation across teams

Adobe Express

Red Hat

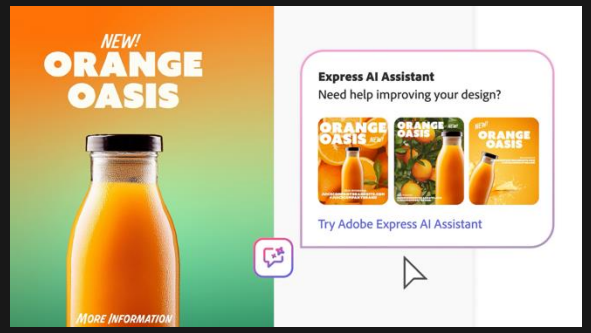


Achieved 10x faster asset creation and doubled campaign output

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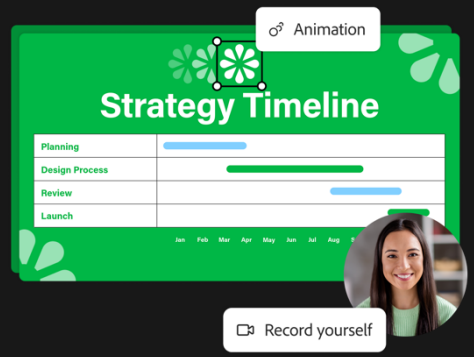
Shaping what's next: Adobe Express for Business

AI Assistant



Create on-brand with agentic workflows using contextually aware prompts.

Generate Presentation



Transforms existing PDF content into polished, on-brand presentations in minutes.

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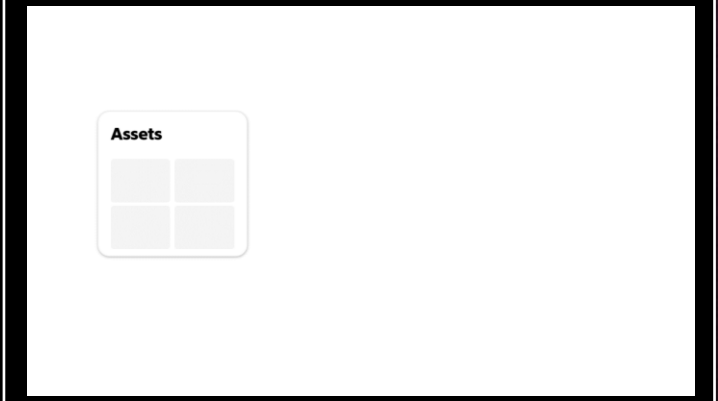
Scale on-brand content creation and production

Adobe Firefly Services

Scaled production

Boost the production of asset variations at scale

Adobe GenStudio for Performance Marketing



Performance marketing

Create and activate high-performing content for digital campaigns

Adobe Express



Company-wide creation

Ensure all teams in the organization create content with brand integrity

Creative Ops
Creative teams/ Studio teams

Growth /
Performance Marketing

Field Marketing
Sales Enablement
Partner Marketing … + …

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Thank You!