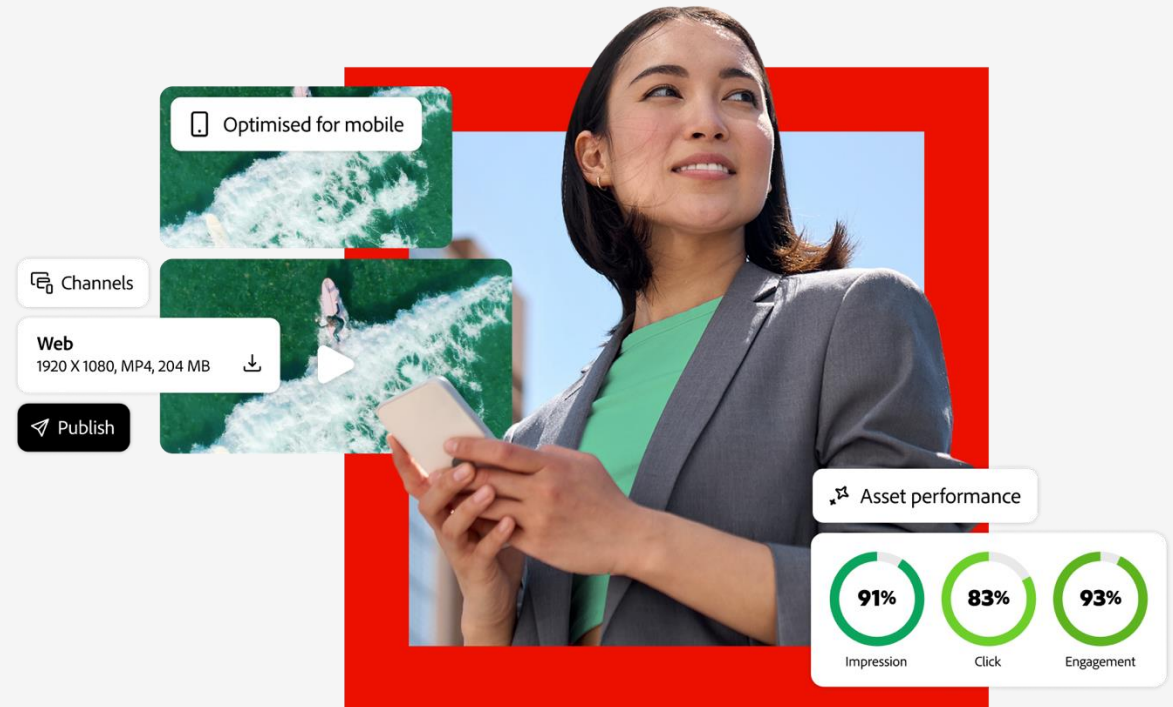


EXPERIENCE MAKERS Digital Leaders Webinar

Unlock the latest AEM Assets Innovations
with GenAI

Adobe



Speakers



Hannah S.

Product Marketing Manager, APAC

Adobe



See Wai Yip

Principal Solution Consultant, APAC

Adobe



Xinzhan chen

Principal Solutions Architect, APAC

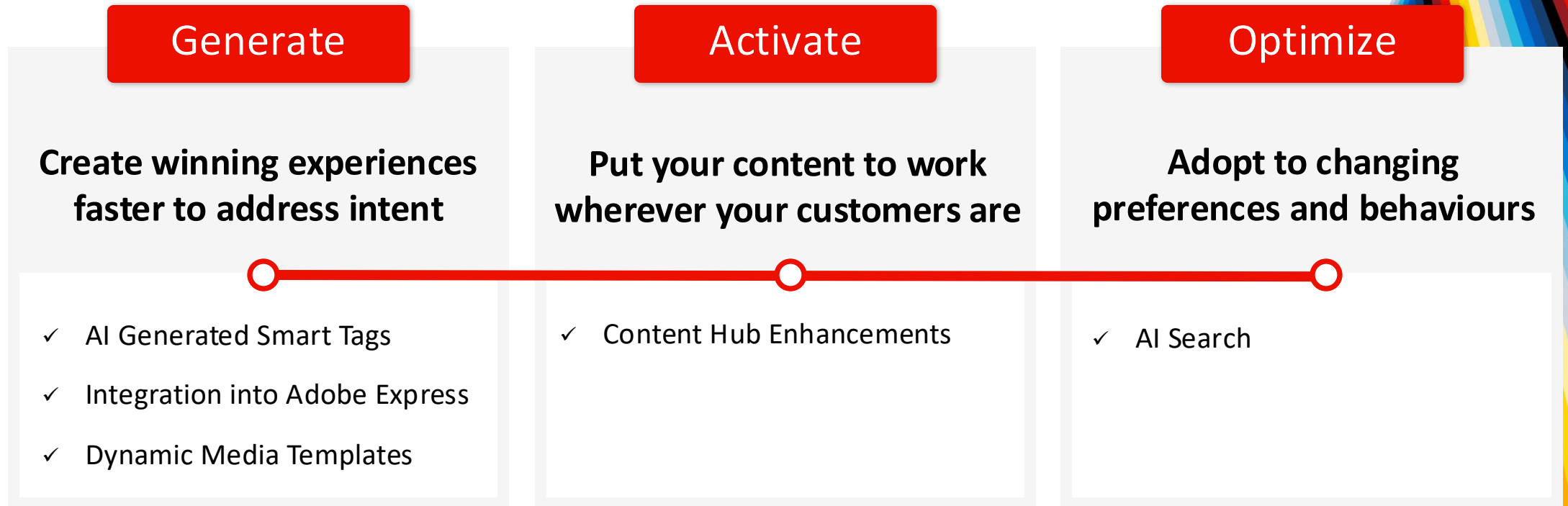
Adobe

Agenda

Section	Speakers	Time (SGT)
AEM Assets Innovation Overview	Hannah S.	11:00 am – 11:10 am
Product Demo: What's New in AEM Assets	See Wai Yip	11:10 am – 11:20 am
Customer Case: How Newell scaled content 5x faster across 50 brands with AEM Assets and GenAI	Xinzhan Chen	11:20 am – 11:30 am

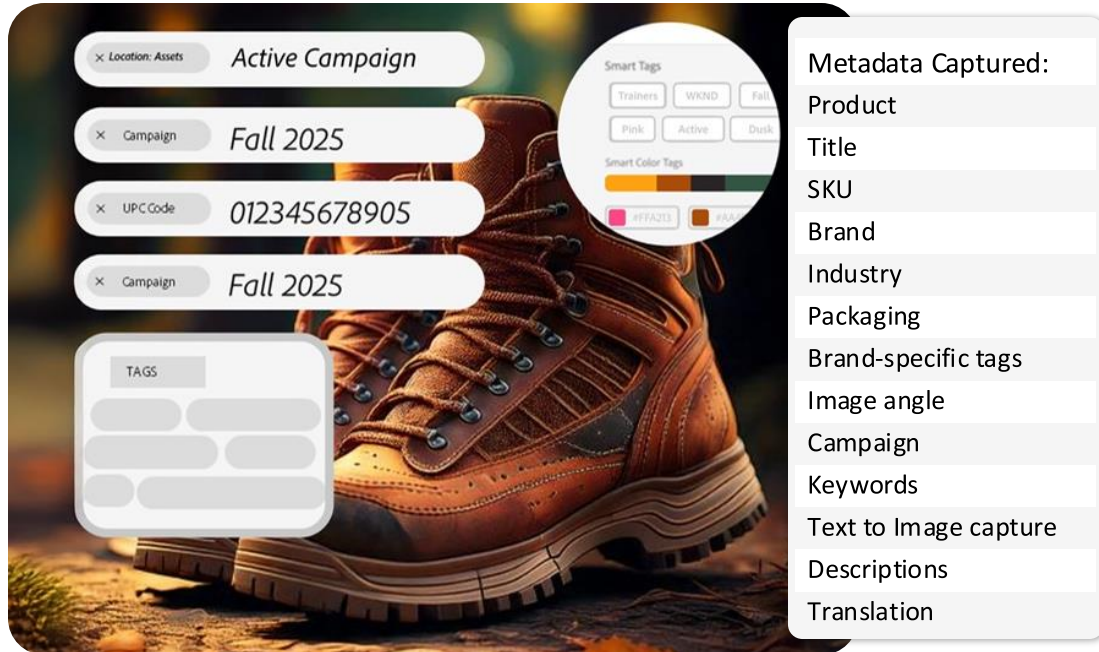
AEM Assets Top Innovations Highlights

Key steps to create winning experiences at scale



AI-Generated Smart Tags

Enriching content to scale acceptable usage



- GenAI **automatically generates and applies brand awareness tags** based on content analysis.
- **Enhance asset discoverability** and usability by generating precise metadata tags.
- **Converts visual text** from assets—such as product information, brand names, and descriptions—into metadata, enhancing **content effectiveness**, **improving searchability**, and **reducing manual tagging efforts**.

Enriching images with comprehensive metadata, including product and delivery details, ensures the right content reaches the right audience and maximizes impact.

Business
Impact

63%

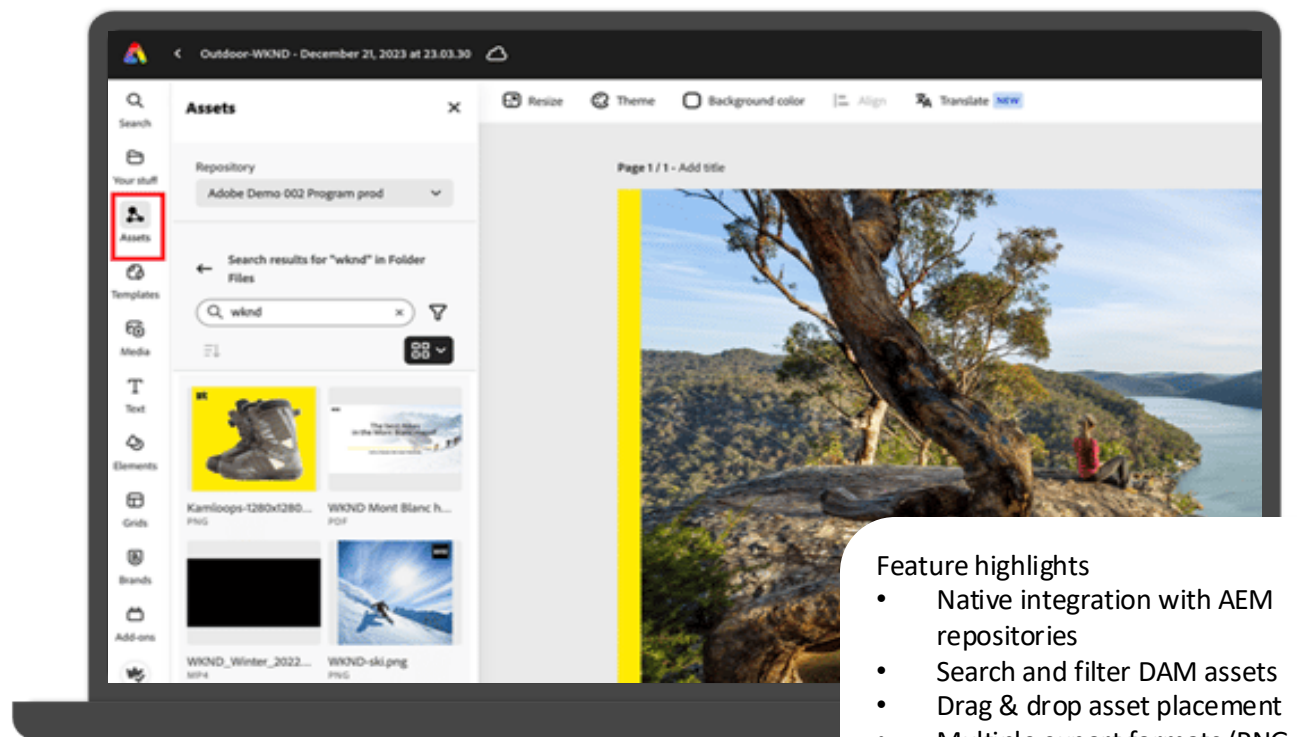
More cost-efficient and
saves 80% of time for
content librarian

>10 sec.

Less than 10 seconds
to modify tags with
Smart Tags

AEM Assets integration into Adobe Express

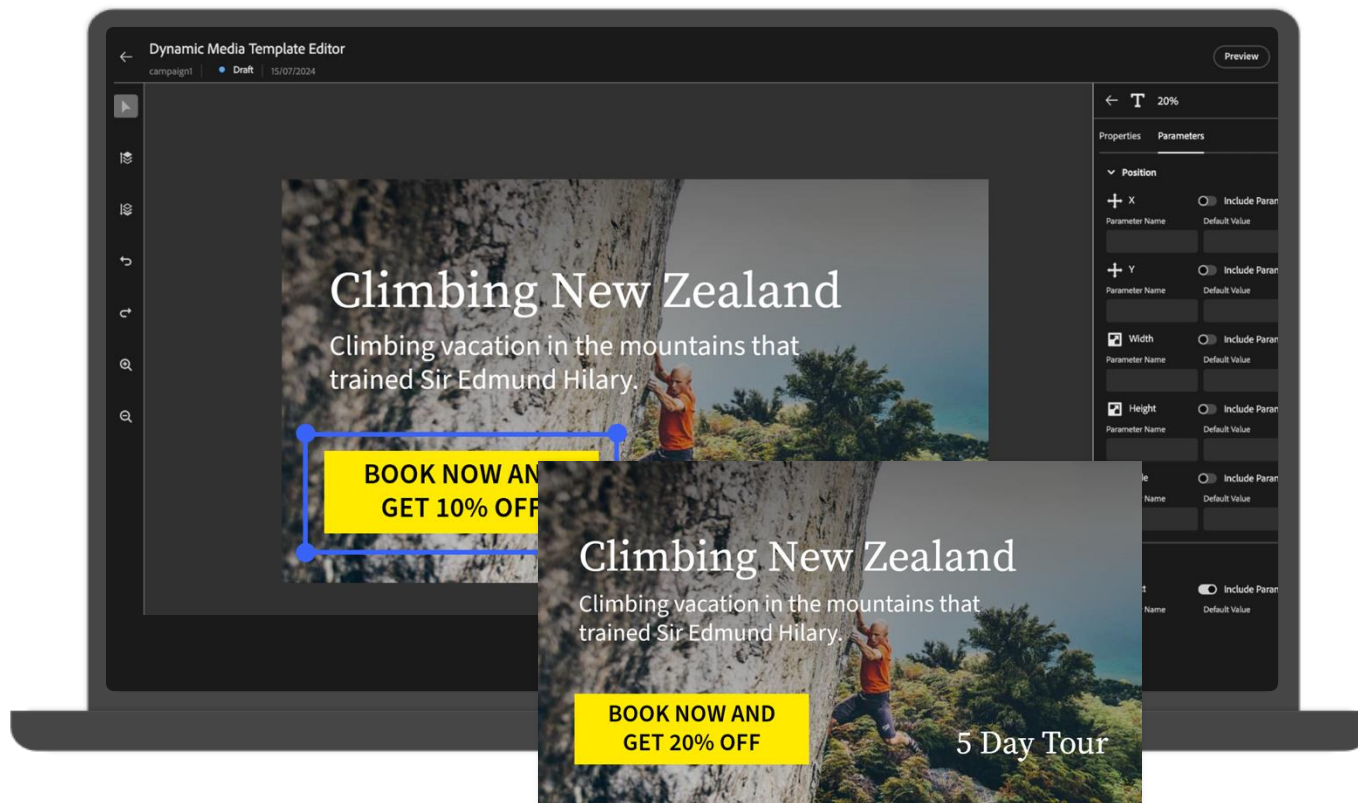
Effortlessly create and edit content within Adobe Experience Manager Assets using Adobe Express



- **Access DAM content in Express:** Browse and search AEM Assets directly from the Express editor. Find the assets you need without switching applications.
- **Drag & drop into designs:** Easily incorporate approved brand assets into your Express designs with simple drag and drop functionality. Filter by file type, dimensions, and more.
- **Save back to AEM Assets (Collaborators or Power Users only):** Export your Express creations directly to AEM Assets with keywords and value fields. Save single page or complete projects.
- **Maintain brand governance:** Access only approved assets and save new content with keywords and value fields to ensure brand consistency and proper asset management.

Dynamic Media Templates

Scale millions of winning variations on-the-fly



- **Create winning content variations on the fly**, infused with 1:1 personalization at the point of channel activation
- Personalize image/text layers with an **easy-to-use Template Editor**
- **Leverage Dynamic Media Template URLs**, to scale millions of winning variations on-the-fly

Business Impact

- **Increase revenue** by delivering highly personalized, engaging experiences
- **Decrease production time** by avoiding single use content

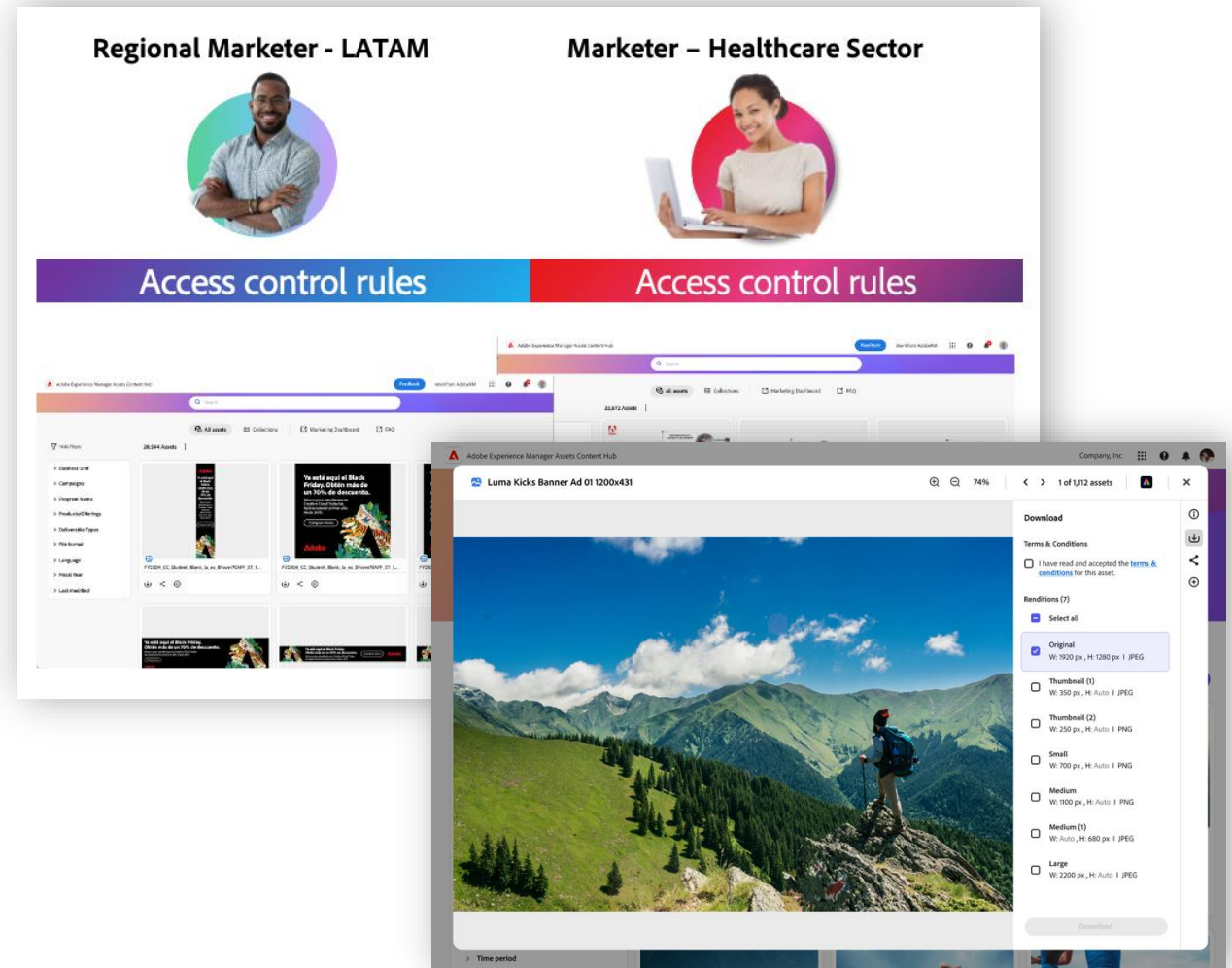
Content Hub Enhancements

Quickly deliver brand-approved assets to the right group with activation capabilities surface through an intuitive portal

- **Permissions:** Govern brand-approved assets with rules based on matching attributes users (e.g., groups) & assets (metadata) via **Attribute-Based Access Control**
- **Dynamic Media Renditions:** Faster activation with preview and download of static assets
- **Public Link Sharing:** Share assets to internal and external teams with for temporary access
- **Visual UI Branding:** Customize with your own company branding
- **Extensibility:** Extend with other applications across the enterprise to enhance search and activation

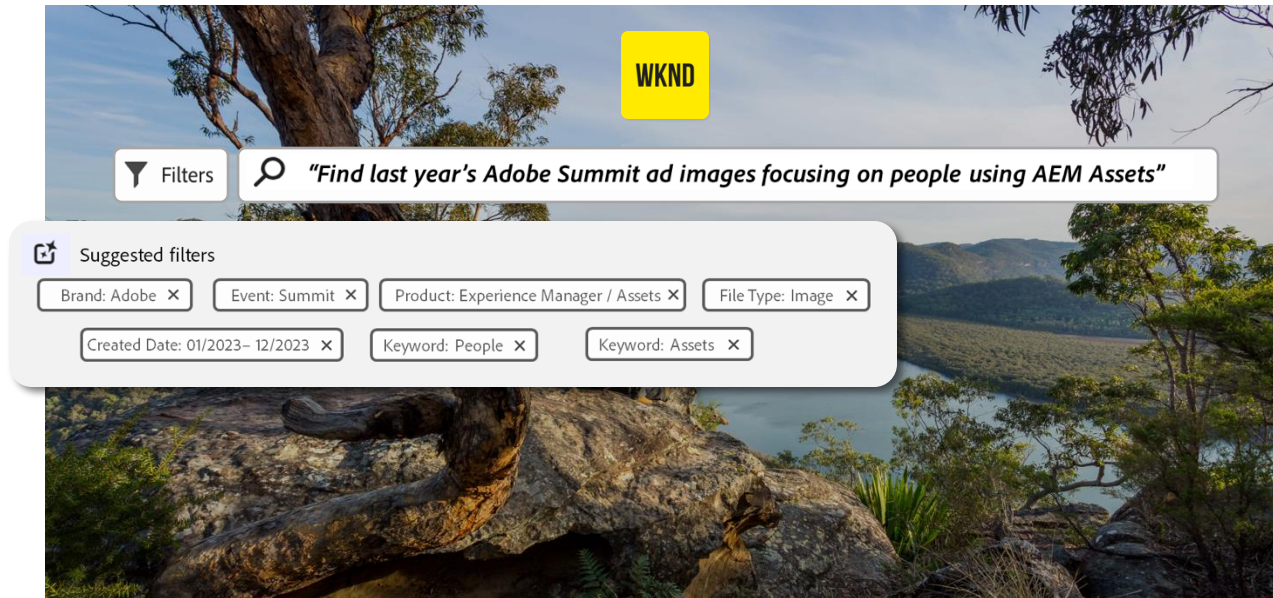
Business Impact

- **Faster go-to-market**
- **Boost productivity** with more access to content



AI Search

Search that understands intent through AI intelligence



- **Meaning based search:** Focuses on understanding the intent and context behind a query, not just the words used.
- **More relevant results:** Provides nuanced results and filter suggestions even if queries are complex. Emphasis on discoverability and surfacing assets regardless of exact metadata.
- **Contextually aware filter suggestions:** Uses ML and NLP to interpret words and their relationships and map to customer-specific filters to quickly refine result sets.

Improves search accuracy by **understanding the meaning and context of words in a query**, rather than just matching keywords.

Business
Impact

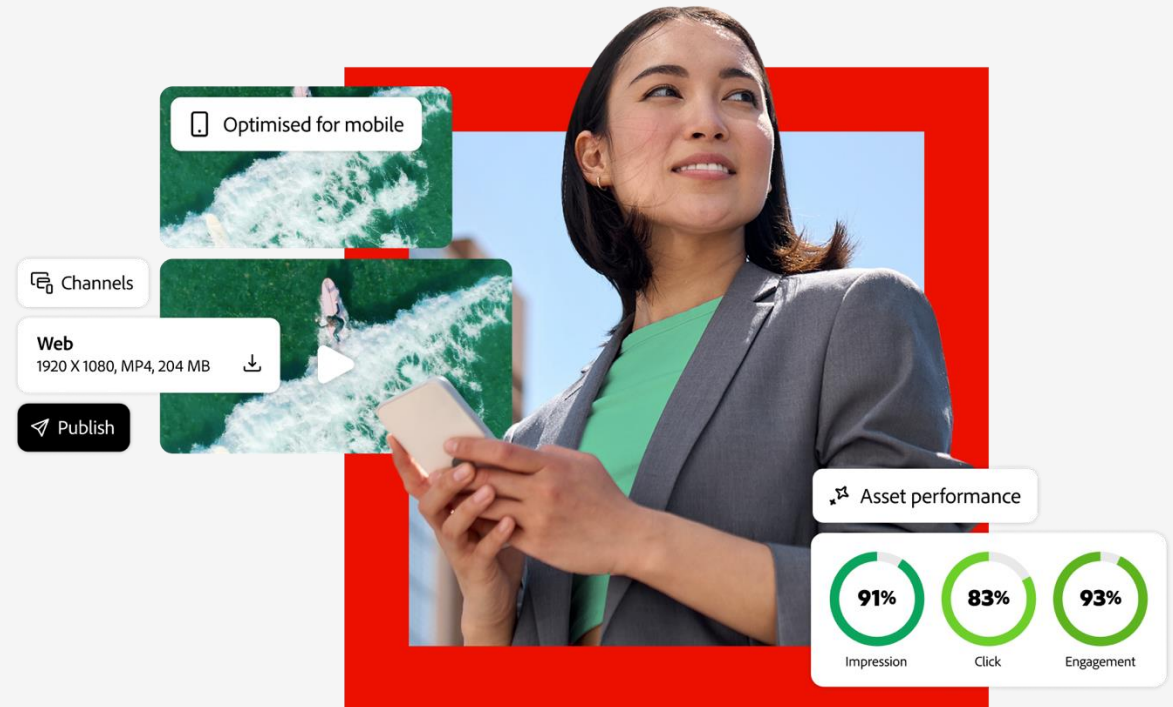
62%

Reduce spend on
duplicate assets*

24%

Lower in
agency spend*

Customer Case: How Newell scaled content 5x faster across 50 brands with AEM Assets and GenAI



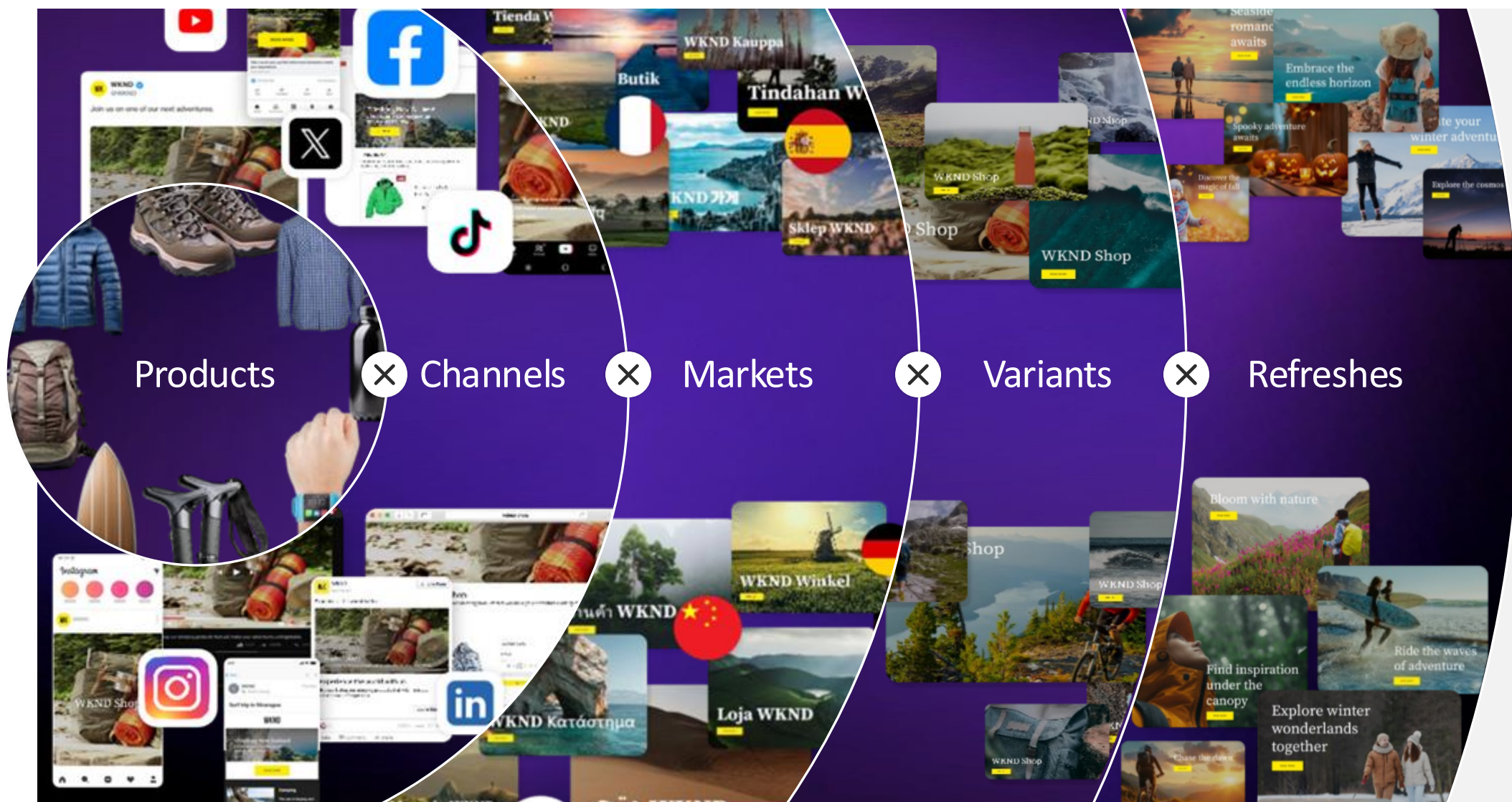


The Strategy

As part of our corporate strategy to win in the marketplace, we are investing in solutions that help us deliver superior brand communications. We wanted a partner who could help us connect the Newell Brands ecosystem, thereby **enabling faster, higher quality content creation** that can be **leveraged globally** with ease,

- Melanie Huet
Co-CEO
Home & Commercial Segment at Newell Brands.

Demand for assets to drive business outpaces existing capacity



Content
volume



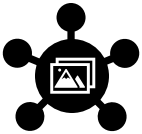
The Challenge

How to

Deliver 5X the content

without 5X the investment?

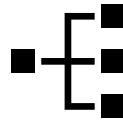
Setting Up The Pillars in Order



Consolidate Assets

Centralize all assets into AEM - Creating a unified platform for digital asset management and content delivery.

All digital assets into a single source of truth, to ensure governance, single system for automation, easy access to versions across teams.



Scale with Built-in AI

Leverage on Adobe GenAI Custom Models APIs with automation to scale generation of brand consistent assets globally

Accelerating asset production while reducing manual effort which frees up team to focus on high-impact creative work



Empower Team

Enable creatives, marketers, and business users to collaborate versions, and self-serve access to brand-approved assets in a single source.

Empower and reduce friction across teams which accelerate time to market while ensuring governance

Results



Future ready

This platform is the kind of innovation that empowers Newell to continue improving everyday life.



Consistent Branding

Scaling assets for >50 brands with speed, volume, brand consistency and accuracy



Faster Time to Market

An example will be the accelerated production of Paper Mate® packaging by 75%



Omnichannel Content

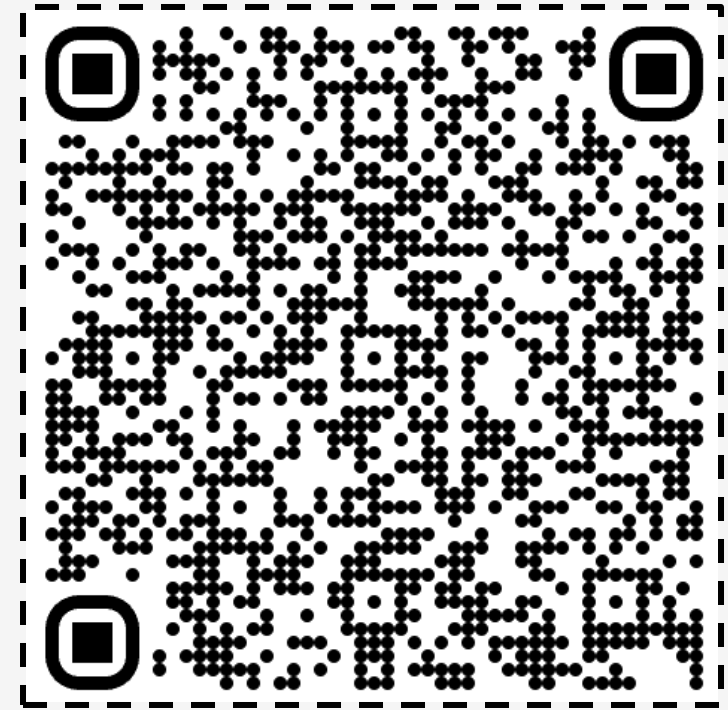
Deliver the engaging personalized and omnichannel experiences that today's consumers expect

“We ultimately decided to expand our partnership with Adobe, a longtime trusted partner with best-in-class tools that can be used directly in our existing workflows. We leaned into Adobe to rebuild our content supply chain and integrate our marketing technology stack with a vision of delivering five times more content, unlocking significant efficiency gains, and improving the effectiveness of our brand communications.”

- Melanie Huet
Co-CEO
Home & Commercial Segment at
Newell Brands

AEM Assets resources available on Experience League

Scan the QR code for finer details on each AEM Assets innovation presented today



AEM Assets Resources

Adobe