EBOOK

Creating Quick-fire Content with Adobe Express

Adobe

Elevate your content strategy to meet the moment.

The demand for content is relentless, and the ability to meet it often feels beyond reach. Trends change quickly, new platforms rise and fall, and attention spans are seemingly shorter than ever. The ability to react quickly is essential to keeping up, maintaining relevance, and attracting the right customers at the right time. When this process is delayed, the opportunity to meet the moment passes—and money is left on the table.
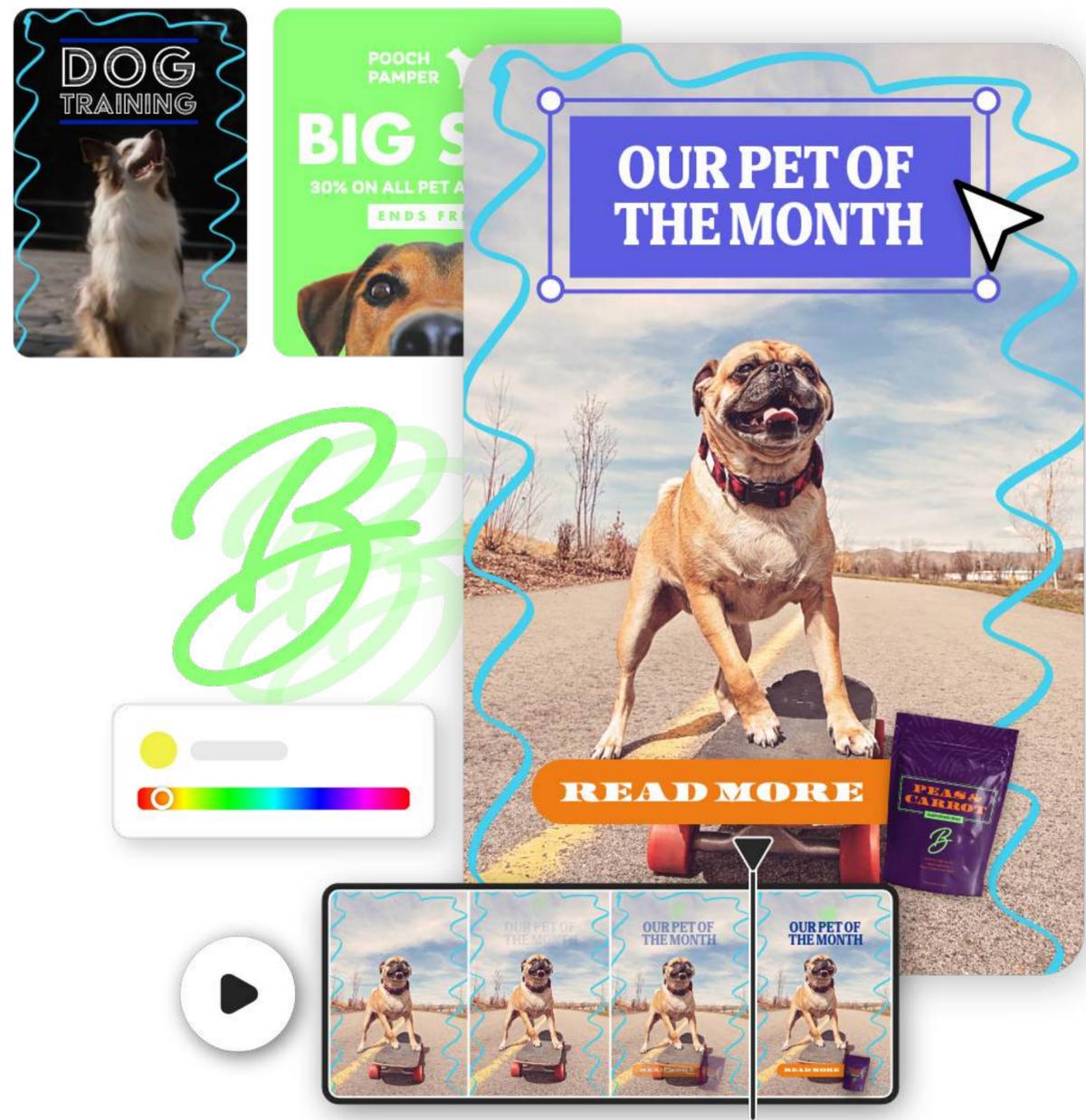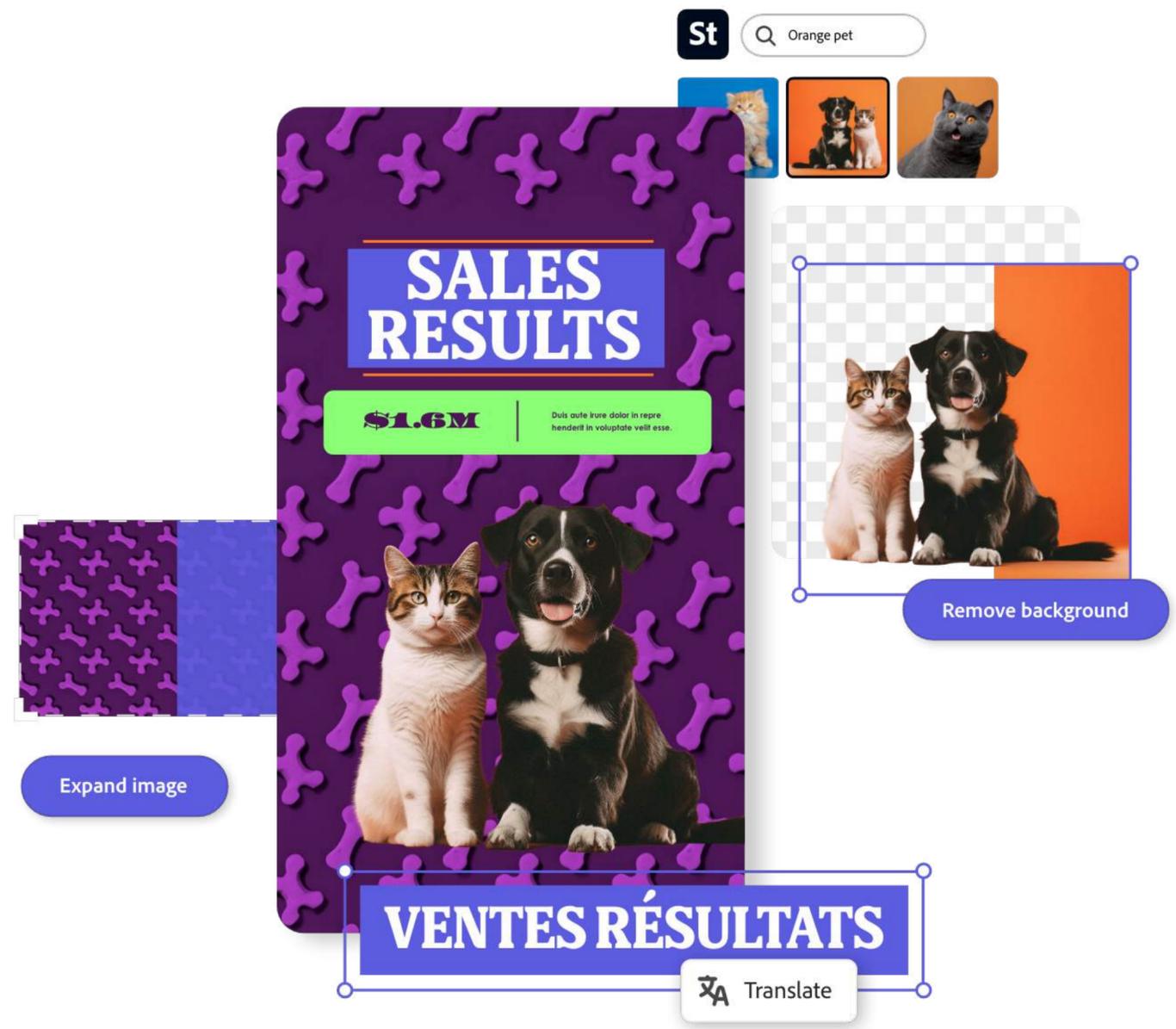
Meet new tools that solve age-old problems.

Innovative organizations understand that empowering teams to work with creative assets is the future of production, and they are embracing the technologies that make this evolution possible.

Platforms like Adobe Express, with the integrated generative AI power of Adobe Firefly, are revolutionizing creativity. They enable marketers and other teams (such as HR and sales) to easily generate high-quality content without having to rely on creative teams who are busy with other demanding and challenging projects.

These tools offer new freedoms for teams to adapt and react to content demands collaboratively, safely, and efficiently. Get inspired by this exploration of practical use cases demonstrating how new tools can make on-brand, on-trend content creation a faster, smoother experience for everyone, from idea to launch to perfect landing.

Own the process to reach your goals.

Teamwork is the only way to achieve shared goals, yet navigating silos, workloads, and competing priorities can be challenging. This can lead to frustrating misalignment and delays in time-sensitive campaigns. With Adobe Express, your teams can set their own production priorities—and see them through on their own.

Adobe Express empowers teams across departments to collaborate more intuitively on creative projects and make standout content quickly. It offers thousands of video and design templates, millions of Adobe Stock images, music tracks, and sound effects, and easy, one-click edit features such as Remove Background and Trim Video. All of this is available without dedicated resources from a studio or creative agency. And when robust creative teams are in place, Adobe Express bolsters their work, further propelling marketing, sales, and internal communication efforts by empowering creatives to focus on innovation.
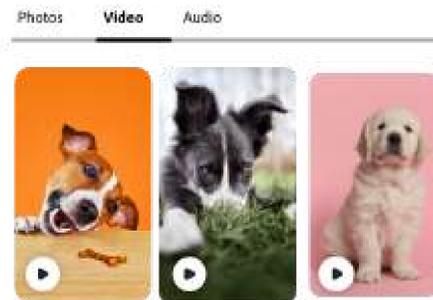
Adopt Adobe Express to take control of your content:

Empower HR to create on-brand content, including newsletters and web content, onboarding materials, print flyers and banners, and digital job board ads.

Give sales teams the tools to build customized presentation materials for specific regions, markets, and customers.

React quickly to marketing trends and changes with on-brand templates and brand assets that can be customized to meet the moment.

Offer easy access and feedback tools for legal review and compliance.

Distribute and localize materials for regional hubs, branches, and offices.

Give marketing and business teams the ability to easily generate:

Physical and digital collaterals, such as sell sheets, posters, and trade show materials.

Imagery for advertisements, websites, printed materials, and merchandise.
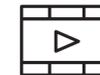
Videos for websites, apps, presentations, and social media.

Social content for Instagram, Facebook, X, TikTok, Pinterest, and others as new platforms develop.

Documents, such as branded agreements, offer letters, memos, and announcements.

Stay on brand for consistency and compliance.

One of the most challenging issues related to content creation across an organization is ensuring brand consistency and compliance. Brands have power, so it's important to apply the visual assets and characteristics that identify them correctly and carefully—which means using approved logos, colors, fonts, and key visuals to uphold creative standards across applications.

Using Adobe Express, anyone in an organization can create on-brand content without worrying about compliance. Using Brands and Libraries, you can feel safe knowing the content you're using has been approved and is ready to use.

"By empowering marketers to handle edits or even end-to-end content creation on their own, we accelerate time to market by 70%."

Sakura Martin
Global Brand and Design Lead, dentsu

Source: Adobe

Meet generative AI, your new production assistant.

Adobe Firefly, Adobe's integrated generative AI technology built into Express, offers a faster way to ideate and iterate content creation and production automatically so that businesses can create engaging experiences at scale. Whether you're a marketer, sales professional, executive, writer, or HR professional, Firefly can amplify and accelerate your creative process and help you showcase your business on a brighter stage. With Firefly capabilities integrated into Adobe Express, you can:

• Generate initial ideas to help with briefing creatives on new projects

• Showcase products in various settings customized to different audience segments or regional locations

• Save time communicating ideas through mood boards and collages

• Create templates using generative AI

• Get inspired by generative AI imagery

• Use image generation as a first draft

• Gain buy-in from key stakeholders by providing clear visual examples

• Put the right tools into creatives' hands, empowering them to use AI to accelerate creativity

How-to

Create brands for team-wide use.

With Adobe Express, creative teams reclaim their time while business teams gain agency and autonomy. Creatives are only involved at the beginning of the process to set the stage, ensuring the entire organization is using on-brand content at all times.

1 Creative teams create and upload the brand assets from their preferred software and create templates in Express.

2 Marketing teams apply those templates to multichannel assets for brand consistency.

3 For localization projects, field marketing teams access the campaign assets and localize them to suit regional needs.
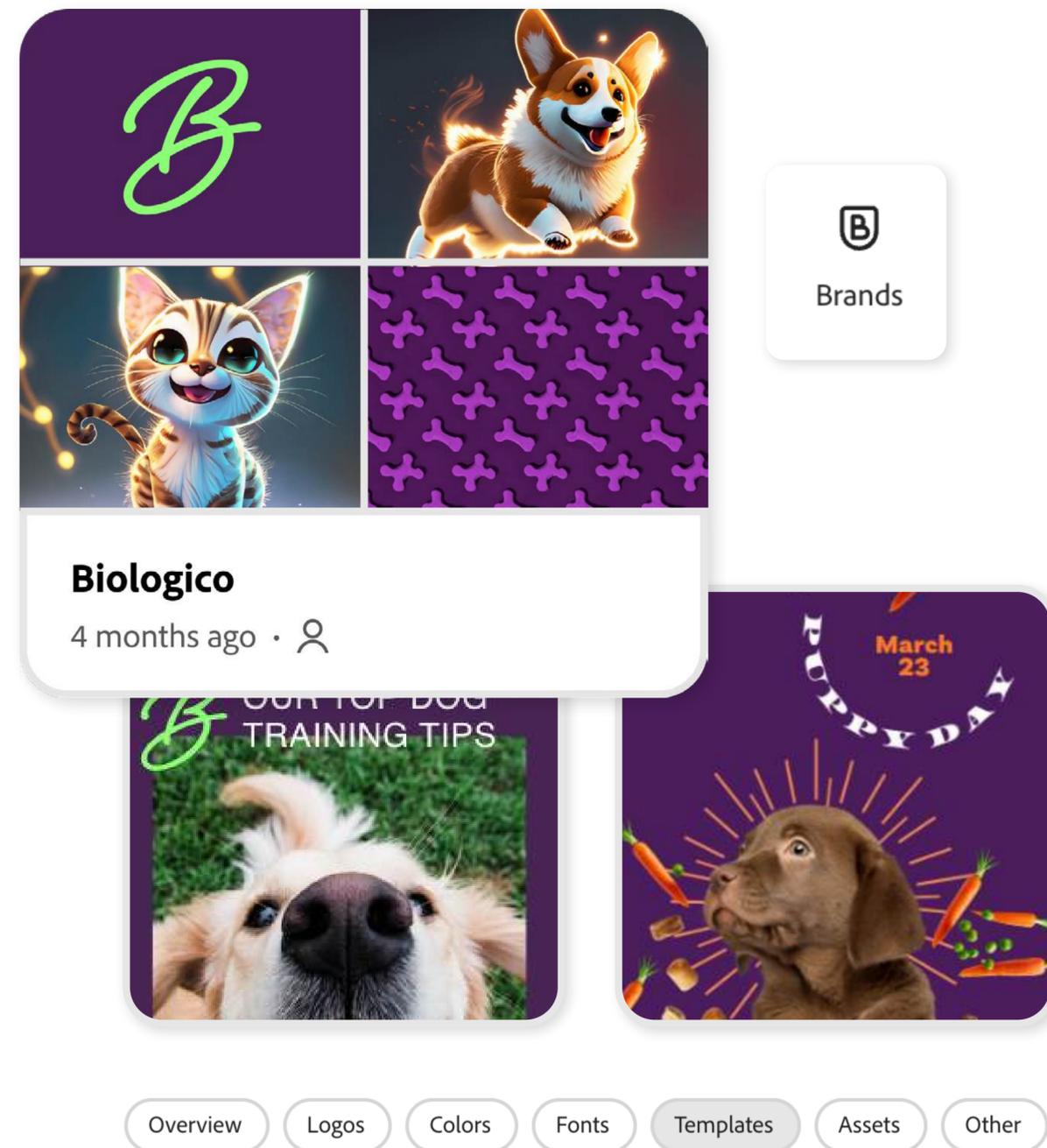
4 Other regional teams start new Adobe Express projects from on-brand templates for new social posts, flyers, web banners, and other content.

How-to

Use branded templates and libraries.

The first step to creating ready-to-use content without relying on studio support is developing templates and branded libraries full of the assets your team needs to meet brand compliance. Work with creative teams to establish templates, color palettes, approved fonts, and any other brand-specific assets (such as logos) for your teams' use.

1   From the Adobe Express home screen, click **Brands** to display the brands available for your use. If you're working from a library, click **Libraries** from the **Your stuff** menu.

2   Scroll to **Templates** and choose one to suit your needs.

Brands

Biologico
4 months ago ·

OUR TOP DOG
TRAINING TIPS

PUPPY DAY
March 23

Overview   Logos   Colors   Fonts   Templates   Assets   Other
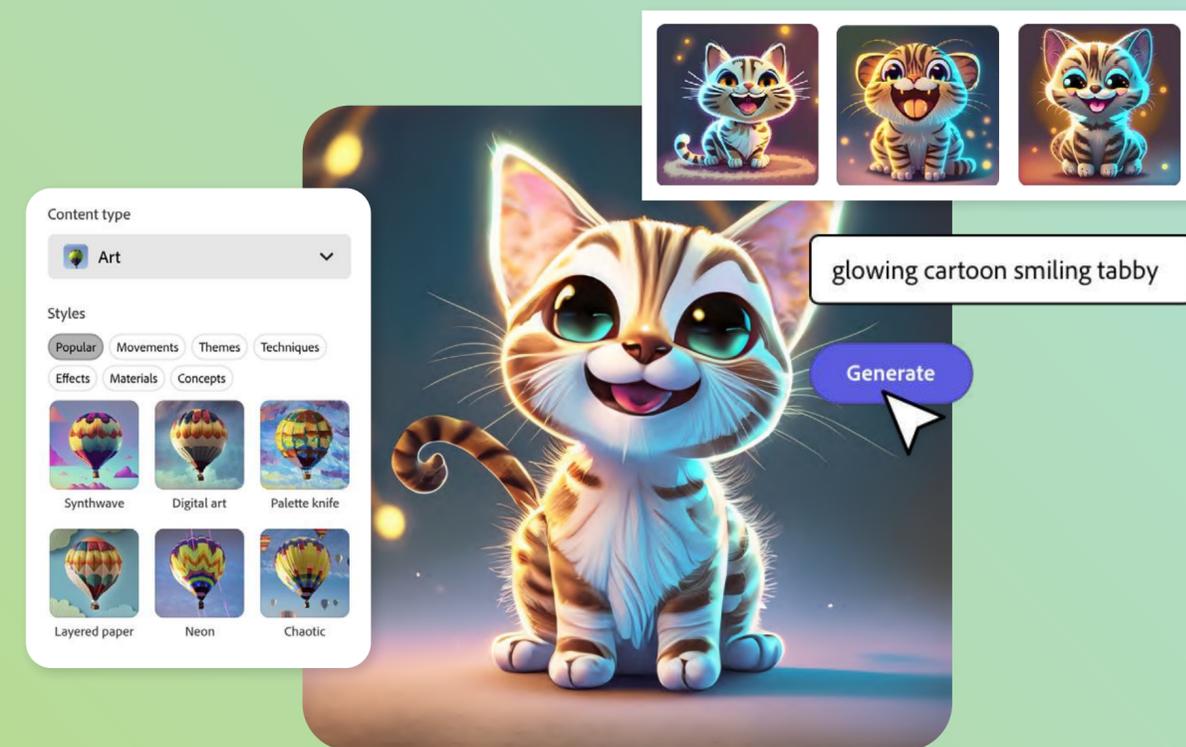
How-to

Use generative prompts in Adobe Express.

Prompts are descriptions you type to generate the image or visual effect you want to create. A text-based prompt drives features powered by Adobe Firefly, like Text to Image and Generative Fill, throughout the Adobe apps you know and love, like Adobe Photoshop and Illustrator.

When writing a prompt, keep the following in mind:

- Consider specific details you'd like to see in your generated image, such as the weather, the time of day, and the place. You can even name a city or country.

- Your words are your drawing tools. Use photographic terms like "shallow depth of field" and composition terms like "wide" and "shot from below."

- Your prompt doesn't need to be long. Sometimes simple is better, but you can write up to 175 words.

- Use vivid details and concrete language to produce more predictable results. Use abstract language to produce surprising results.

- Separate descriptors using commas.

- Adobe Firefly is trained on Adobe Stock, so explore Adobe Stock keywords for ideas, then align keywords with your branding, audience, and business goals.

Try this classic formula:

1 Subject + description + context + style = image.

2 Refine your prompt by selecting a content type and style.

3 Explore, compare, and select your favorite versions.

Use Quick Actions to refresh existing campaigns.

Using Adobe Express to extend a campaign's freshness and utility is one of the best and easiest ways to get the most from your content. Powered by Adobe Firefly, your team can use Adobe Express Quick Actions to instantly customize content for multichannel campaign needs.
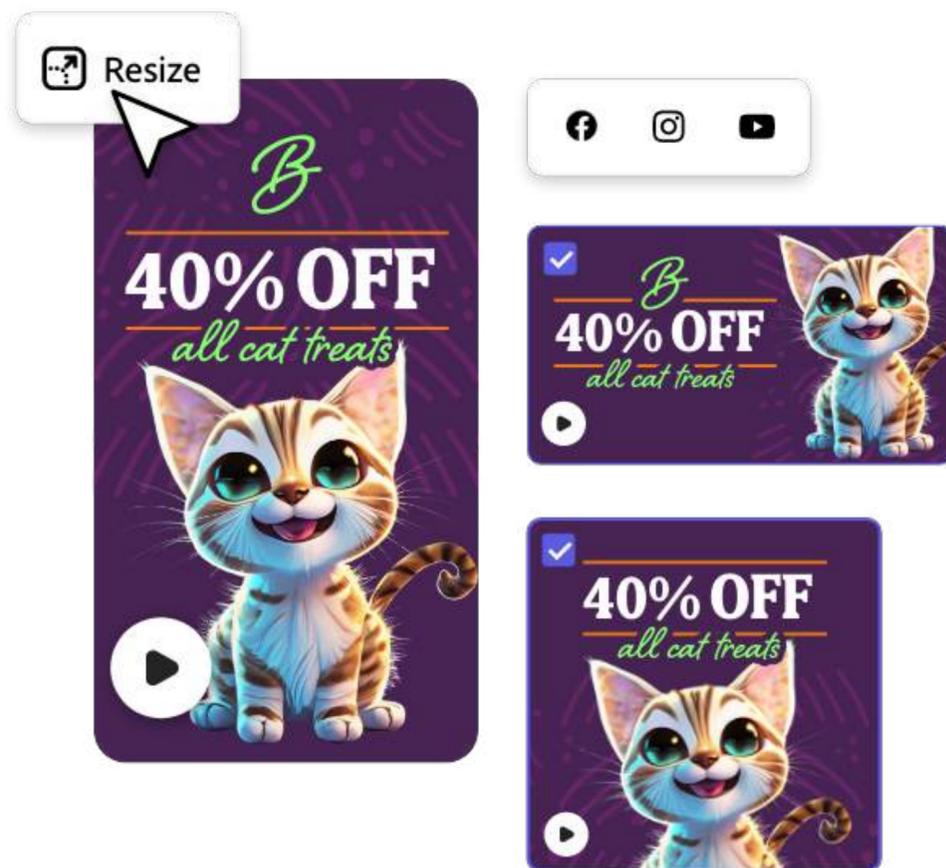

Let's say you need to edit an image for an email, flyer, or presentation, and you need to add an animation to a static image. After you use your company's approved brand kit in Adobe Express to create an Instagram post, you can create a custom animated ad by following these easy steps:

1 Under **Quick Actions**, find **Resize image**

2 Choose a size template

3 Instantly download or keep editing

4 Continue by animating elements and save as a GIF

With a Quick Action powered by generative AI, you can:

• Make quick edits with confidence without depending on your creative team

• Reduce agency costs to make quick changes to a campaign

• Scale your ability to create more meaningful content personalized per region

• Resize content, convert files, and add animated effects in seconds
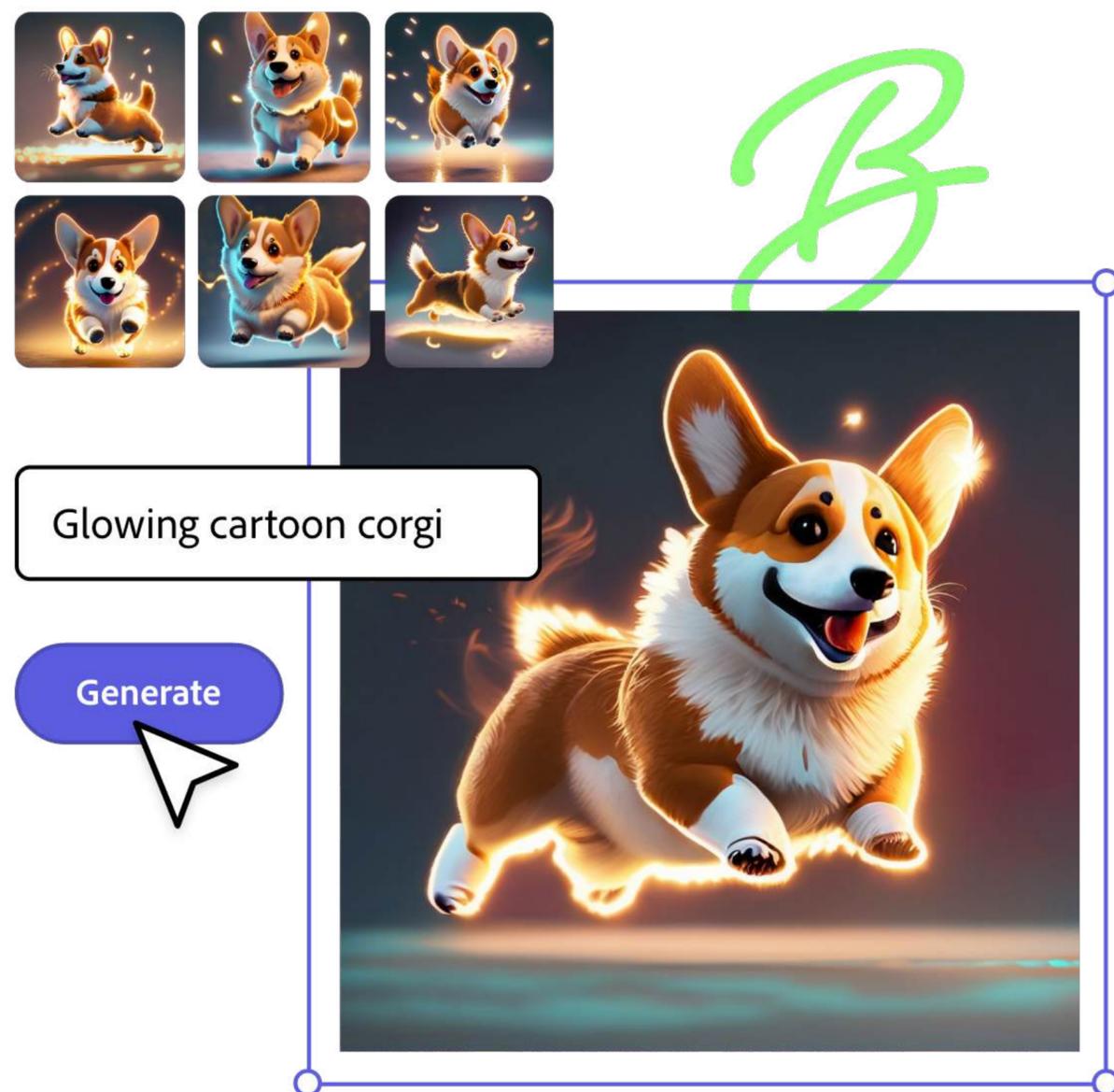
Adobe Firefly: Create with confidence.

With Adobe Firefly, anyone can use a few simple words to create rich images and art. And because of Adobe's ethical approach to generative AI technology development, Firefly is designed to be safe for business.

Trained on 375M+ licensed Adobe Stock assets and public domain images where copyright has expired, Firefly can generate content for public and commercial use that gives you peace of mind. Enterprises also have the opportunity to obtain additional intellectual property protections from Adobe for content generated by select workflows powered by Firefly.

By default, Firefly includes Content Credentials metadata on every asset created to indicate that generative AI was used, adding trust and transparency to digital content. They can show information, including an asset's name, creation date, tools used for creation, and any edits made. Powered by free open-source technology, this data remains associated with content wherever it appears, whether published or stored, enabling proper attribution and helping consumers make informed decisions about digital content.
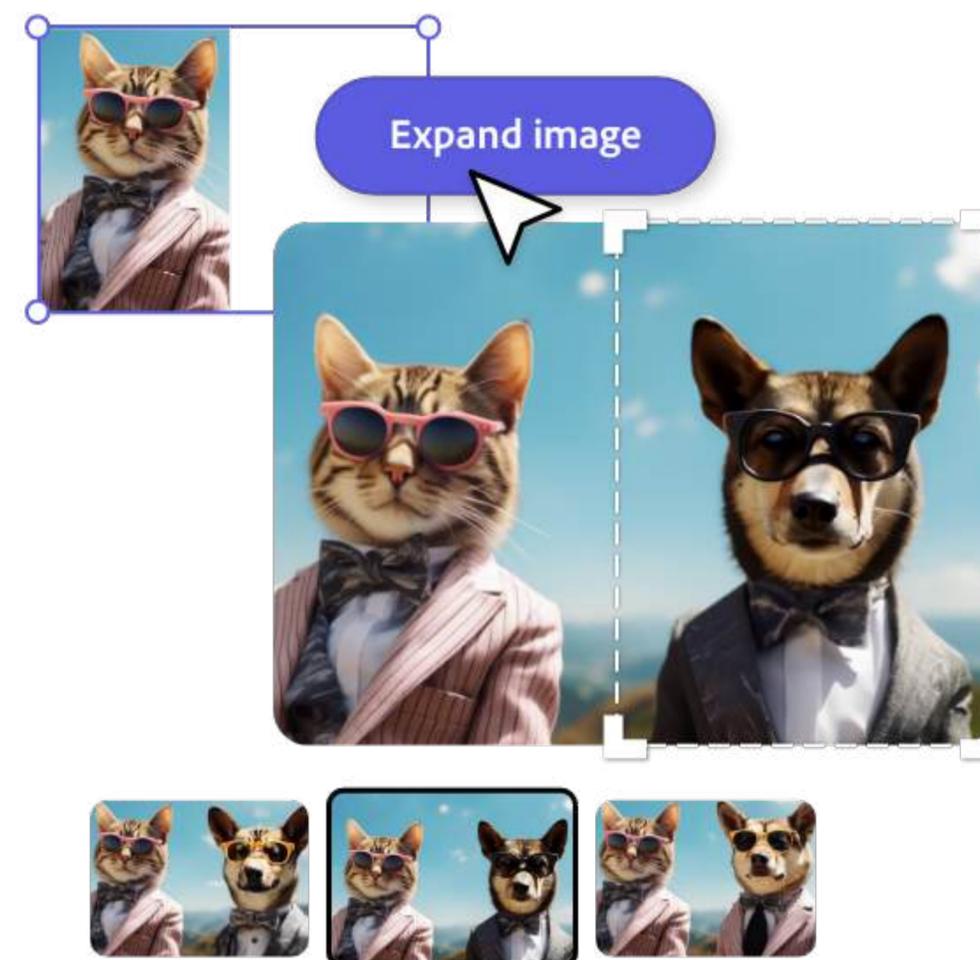
Your teams can get branded content to market faster—with the confidence that assets produced using Adobe Firefly are designed to be safe for businesses.

Your questions. Our experts.

With generative AI superpowers built into Adobe Express, you can ideate, iterate, and automate content creation and production faster. This opens the door to new ideas, new methods of collaboration, and new possibilities for delivering meaningful, personalized experiences to your customers.

Ready to try it out? Contact your sales representative to get started.

Learn more

![Adobe]