PRODUCT GUIDE

From first idea to final iteration: Frame.io makes work flow.

frame.io
An Adobe Company

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The creative process is non-linear.

One piece of content can require as many as **18 tools** across **6 or more** disciplines to create, store, share, review, and approve assets.

Content creation is a complicated process. Even creating a single finished asset requires numerous tools and input from many creatives and stakeholders. General business tools designed to enable workflows across various business models don't address the demands specific to creative workflows—because creative workflows are an iterative rather than linear process. When creative professionals try to use these tools for their non-linear workflows, inefficiencies result, and creatives can end up spending more time on the process than on doing what they're best at: producing effective content.

To deliver quality content, every communication and decision must be centered on the asset itself as it travels through the production lifecycle. **Frame.io is the single platform that brings together every asset, team, and process to successfully deliver compelling content that's on brand and on time, every time.**

This guide explains how you can unify your creative management and collaboration processes with Frame.io.

Plus, find out how Frame.io helped deliver value for Monster Energy, VMWare by Broadcom, and WebMD.

Creatives need a single place to centralize their work.

Consider the case of a large beverage company launching a marketing campaign for its new product. From concept to capture, the creative team may generate 1,000 assets. Multiple individuals will review and cull them down to 500 selects to be used for design. The team of creatives will collaborate on the design assets, giving feedback and revising until 100 hero deliverables are ready for review by key stakeholders. Those original 1,000 assets will yield 50 final assets, the result of many exchanges and iterations.

Frame.io provides a single platform for the end-to-end creative process by combining workflow management, fast file uploads, asset organization, secure sharing, and review and approval among stakeholders—all in one system. The result: creatives have more time to focus on delivering the highest quality content.

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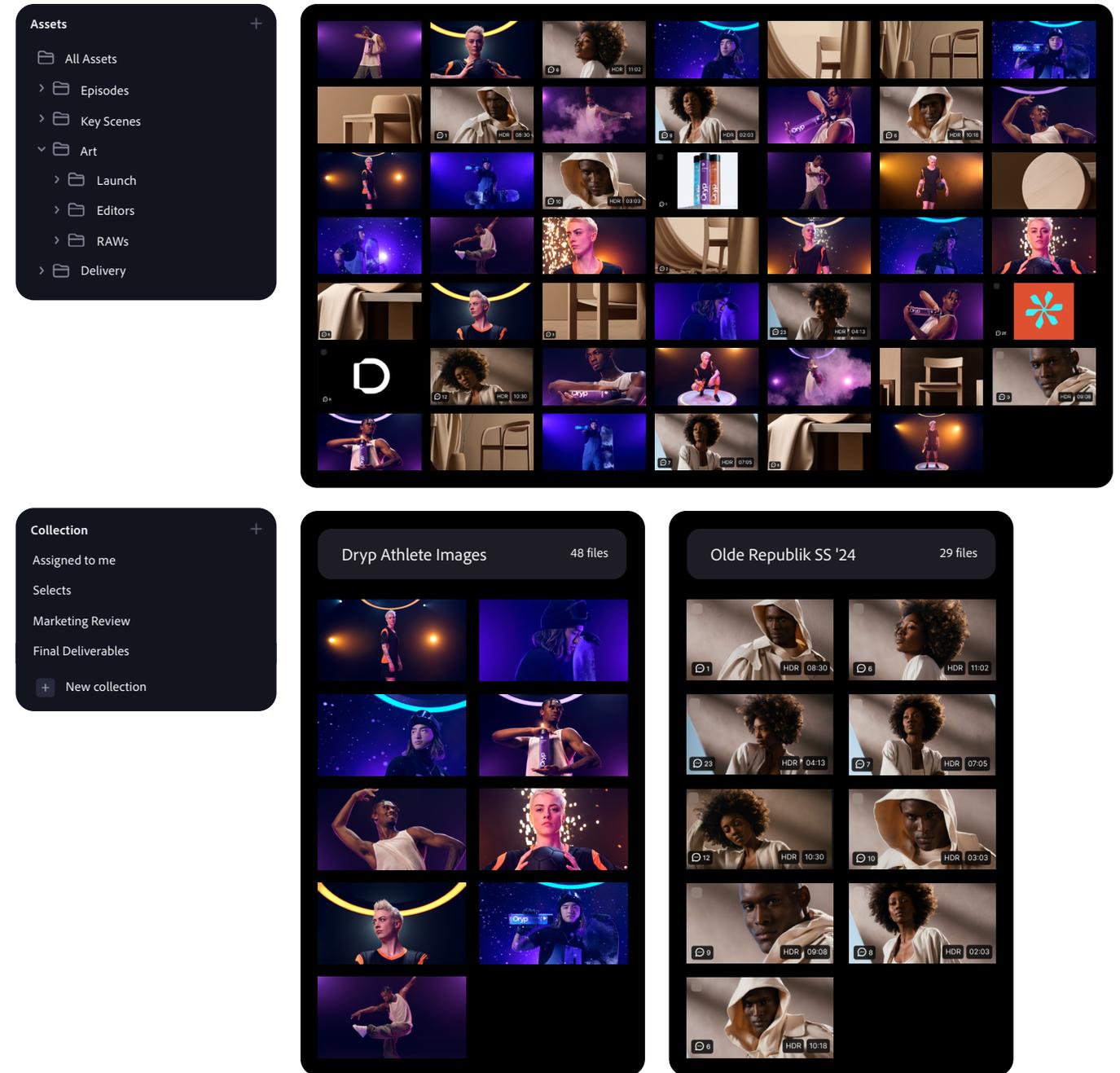
What Frame.io can do for your workflows.

Frame.io is purpose-built for creative professionals, providing a flexible, intuitive, and secure platform that centralizes people with the assets they're creating and reviewing. No matter the scale, assets and processes stay organized and work flows smoothly.

Boost creative focus.

An intuitive, performant interface helps creatives focus on producing their best work.

Increase efficiency.

The centralized platform unifies your process, people, and assets in one place, reducing bottlenecks.
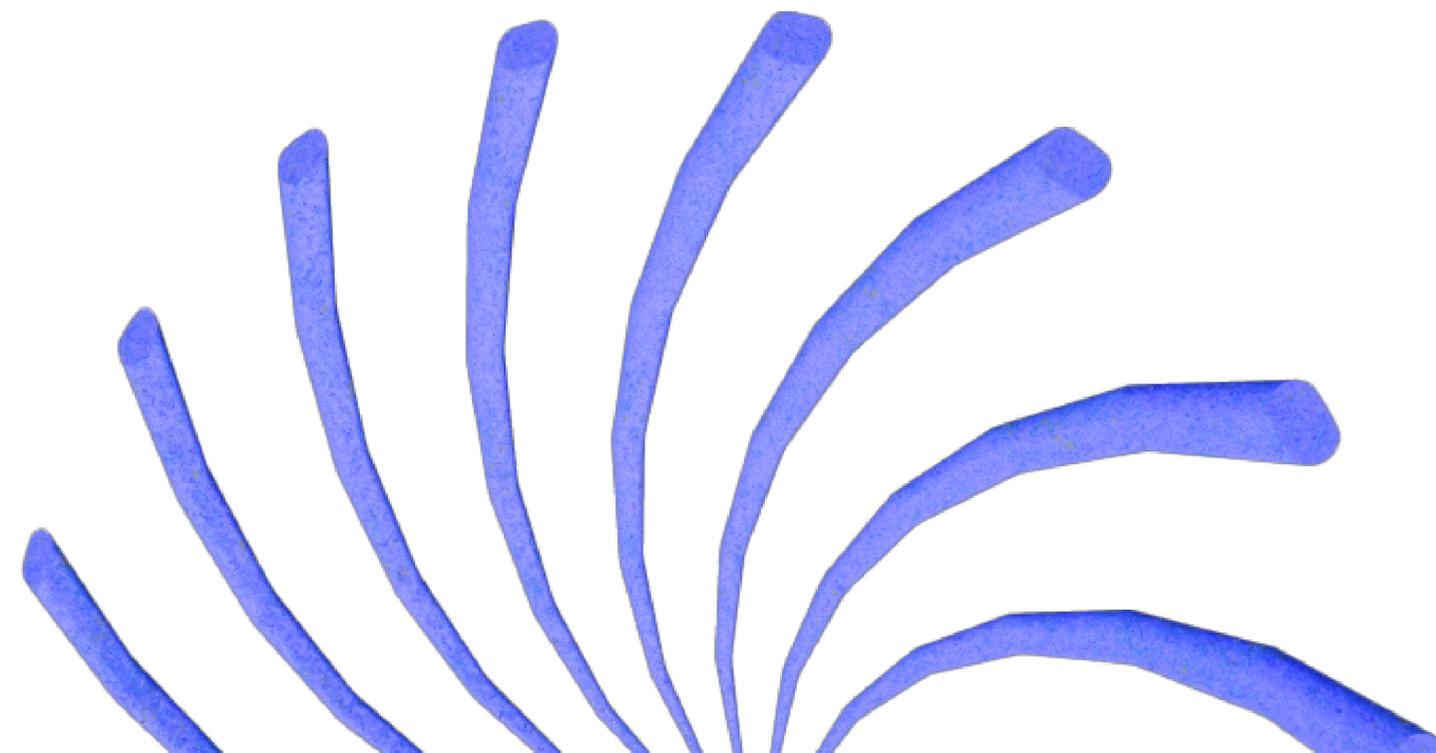
Improve collaboration.

Stakeholders can leave specific feedback directly on assets for more effective communication with creative teams, resulting in fewer revision cycles and faster delivery.

Enhance security.

Enterprise-grade security features and granular permissions let you control who has access to assets and what they can do with them.

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Workflow management

3.1x

faster creative workflows with Metadata and Collections

File management

2.6x

faster organizing and navigating through assets

Secure sharing

3.6x

faster finding and sharing assets

Review and approval

2.3x

faster review and approval across multiple stakeholders

Create more time for creatives.

You've hired top-tier creatives because you know they produce high-quality work. By centralizing your workflow in a single, purpose-built system, you can reduce the less creative, labor-intensive, process-related tasks and give the creatives more time to do what they really love to do—create stellar work that gets results.

Source: Pfeiffer

Manage it all on one platform.

Frame.io is Adobe's creative management and collaboration layer, driving greater alignment between creatives and stakeholders. It provides an intuitive, flexible, secure platform that matches the processes of creating assets with the people who need to deliver them—no matter where those people are located. Frame.io currently supports 500+ file types, including all Adobe formats, and continues to expand connections and integrations with Adobe applications.

From task and asset management to sharing and collaboration, Frame.io streamlines your end-to-end creative workflow.

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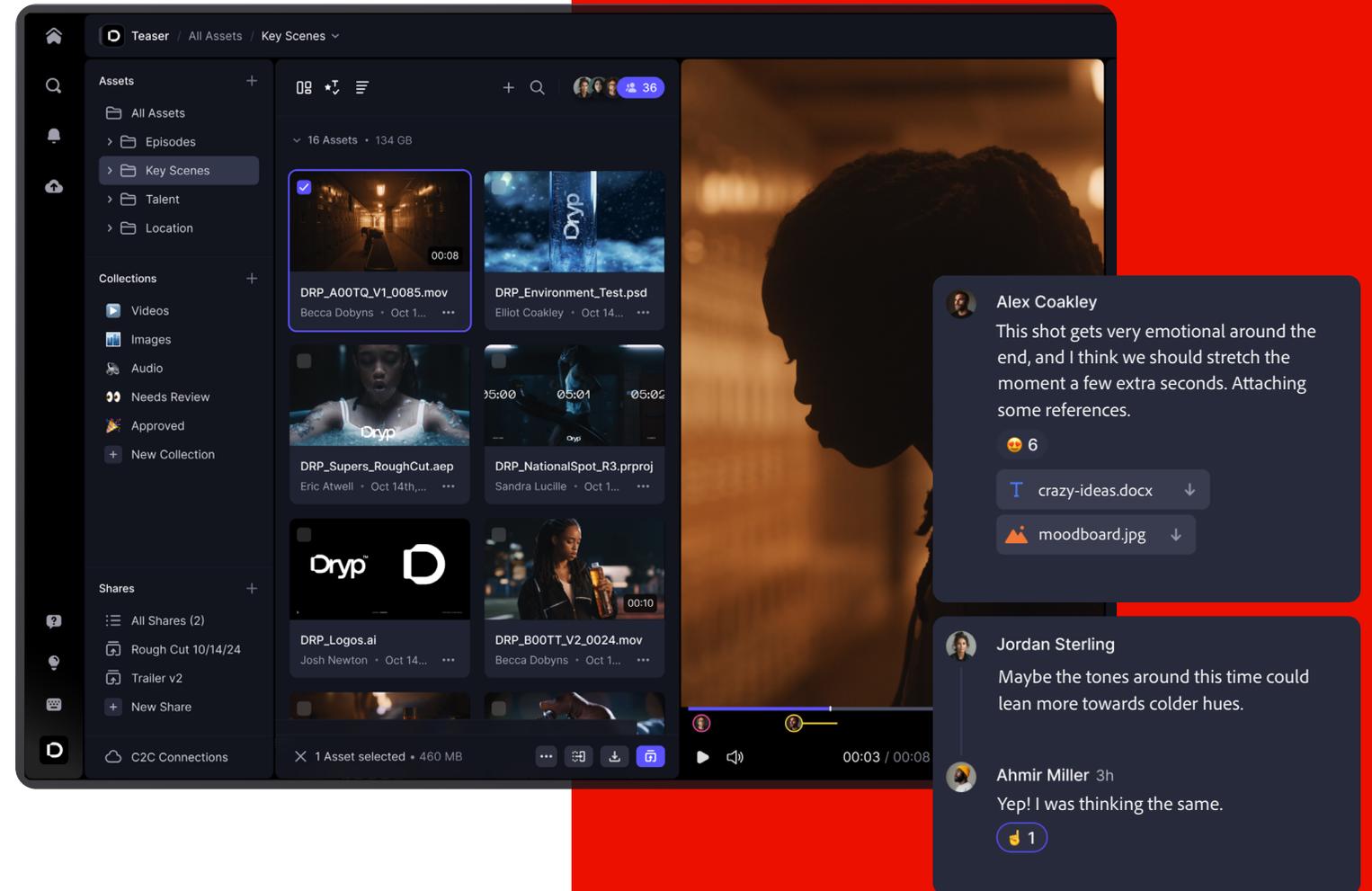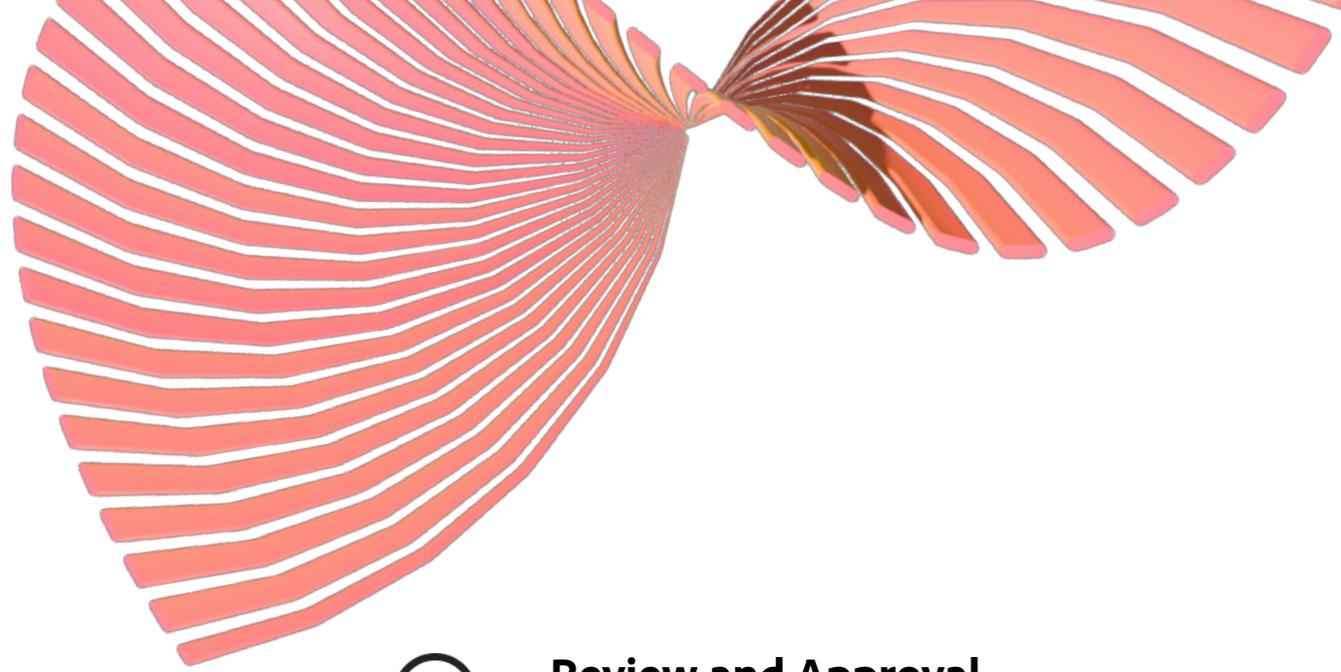
How it works.

Workflow Management
The metadata framework lets you tag your assets so you can filter, group, and sort according to how your creative teams view and prioritize work.

File Management
Fast file transfers, direct input from hundreds of cameras, and the flexibility to connect your own storage let you increase speed and reduce time—and costs.

Secure Sharing
Build branded Shares from one central space that can be accessed anywhere—but only by those you give access to.

Review and Approval
An intuitive review experience that lets stakeholders leave precise comments or drawings directly on assets or upload attachments to clearly illustrate their ideas, reducing revision cycles.

APIs and Integrations
Native integrations and an open API help you connect with the applications you rely on.

Governance and Permissions
Granular roles, access controls, and security features give you greater peace of mind.

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Use case

Marketing campaign creative collaboration.

The challenge

Brands need to deliver consistent content—on time and at massive scale—involving internal creatives, stakeholders, and often external agencies, vendors, or freelancers.

How we're solving it

Frame.io is the central hub where all creatives can access the assets they need to plan and facilitate their work and get feedback from stakeholders. This ensures brand consistency and higher quality across all deliverables.

Business impact

- Give creatives easier access to work-in-progress assets, resulting in faster delivery.

- Centralize communication and collaboration between team members, maximizing creative effectiveness.

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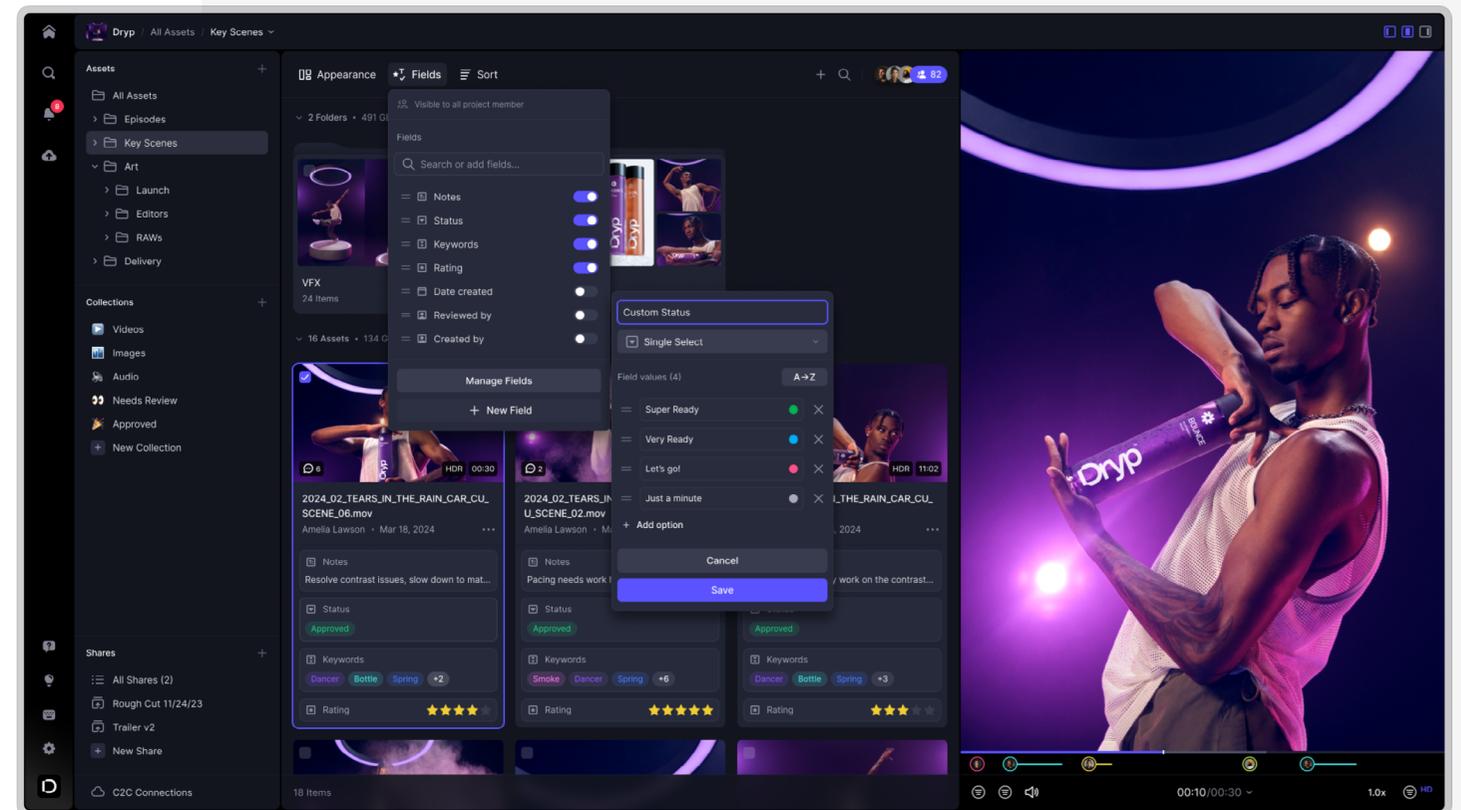# The Frame.io advantage

Secure, central hub.

Manage 500+ file types, including video, photo, and design files, and organize them using metadata so creatives find exactly the assets they need. Permissions allow you to control who should have access—and who should not.
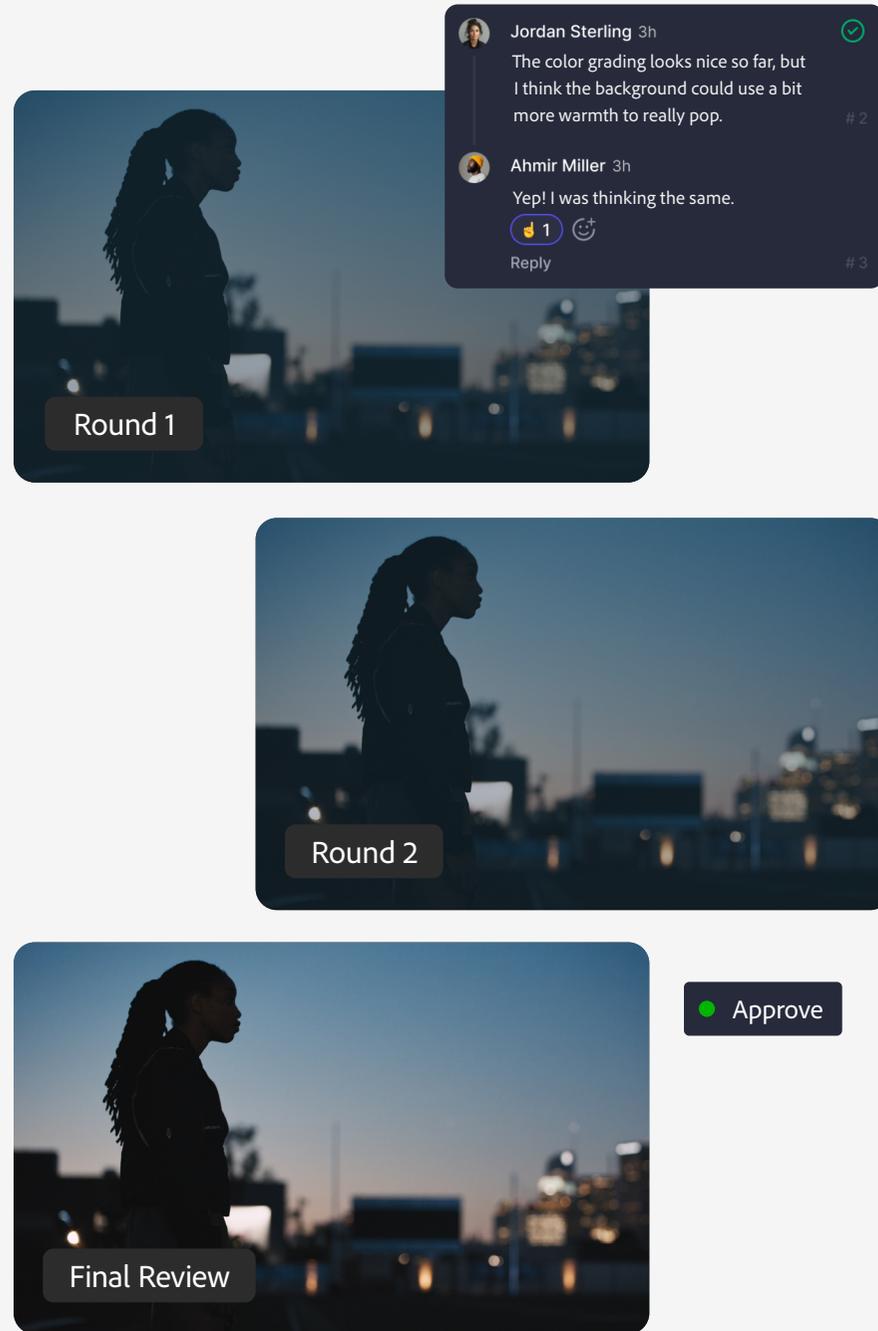
Design your workflow.

Customized tagging lets you set the milestones that mark your progress, ensuring each team finds what it needs to move smoothly through the entire process.

Organize delivery.

Curate and share final deliverables to make it easy for marketers or internal stakeholders to access final ads, social media posts, ecommerce assets, landing page collateral, and more.

Jordan Sterling 3h
The color grading looks nice so far, but I think the background could use a bit more warmth to really pop.   # 2

Ahmir Miller 3h
Yep! I was thinking the same.
👆 1
Reply   # 3

Round 1

Round 2

Final Review

● Approve

Use case

Video production workflows.

The challenge

Multi-purpose video content is a necessity for brands. As the demand for it increases, so does the challenge of creating video at a speed and quality that stands out—while controlling production costs.

How we're solving it

Frame.io is the intuitive, cloud-based platform that powers creative workflows from ideation and pre-production planning through production and post to final delivery.

Business impact

- Improve content velocity by centralizing people with the assets they need to access and approve—no matter where they are located.

- Maximize ROI on video production by making it easier to organize, find, and repurpose assets across all deliverables for current (and future) campaigns.

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# The Frame.io advantage

Intuitive and powerful.

The intuitive UI makes it easy for users to start harnessing the power of Frame.io from the first time they use it, keeping creatives and stakeholders aligned from brief to final approvals. Metadata lets creatives organize their workflow and assets their way.

Collaborate instantly.

With Camera to Cloud, keep your stakeholders and editor involved in productions even when they're not on set. Get fast feedback to make sure you've got everything you need while you're still shooting, and reduce the time from capture to first cut.

Ensure quality, present beautifully.

The precision viewer gives you confidence that every frame is perfect before you call it done. Custom-branded sharing lets you show your work to stakeholders and clients at the highest quality.
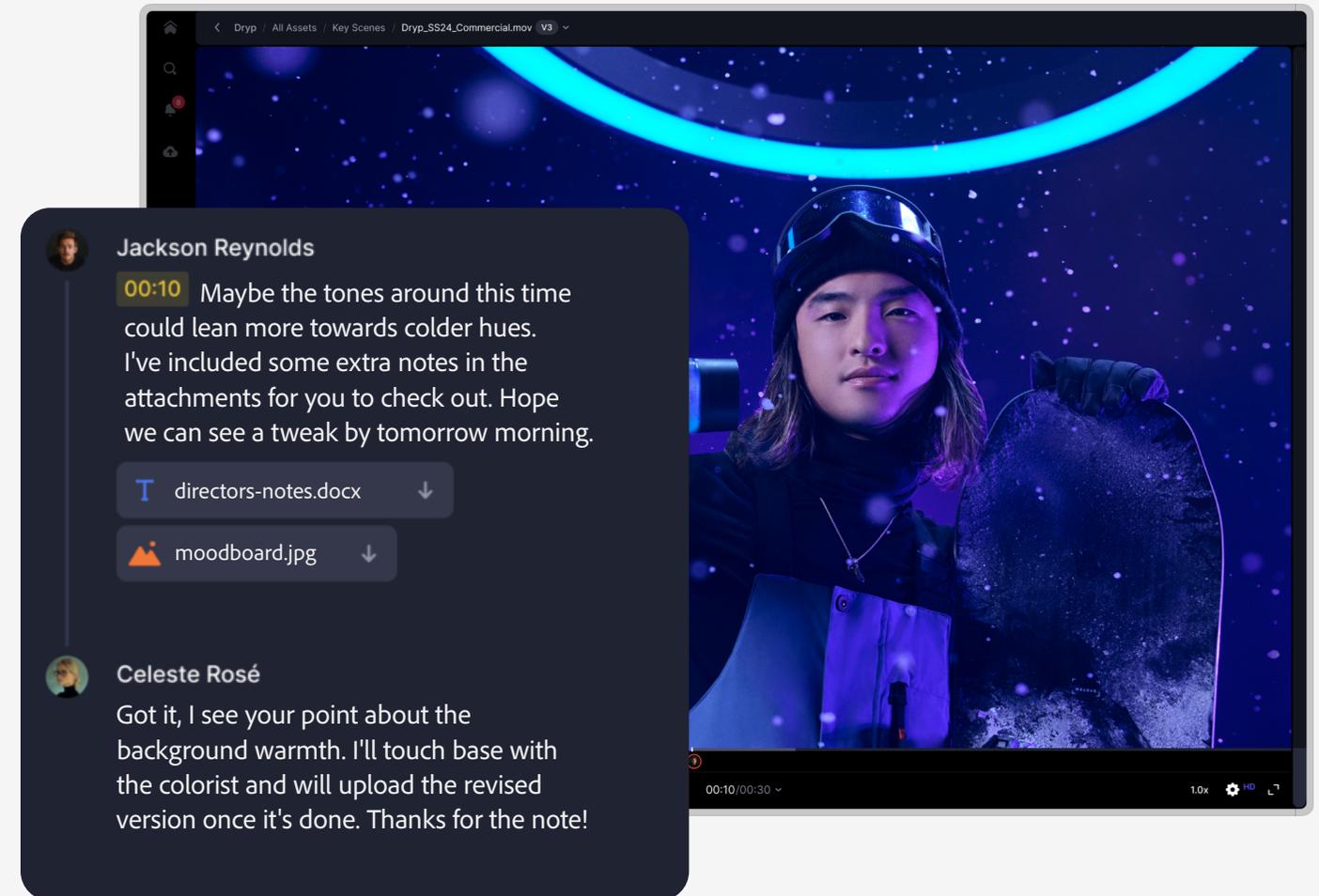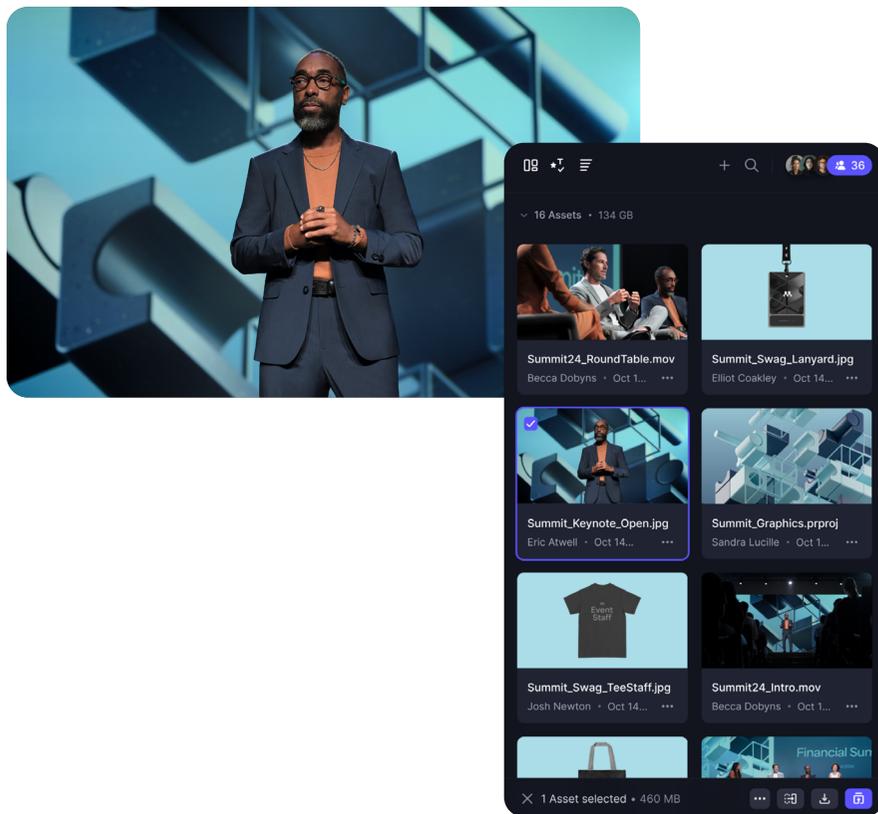
Use case

Event creative collaboration.

The challenge

Large-scale events rely on many kinds of content: video, digital and physical signage, web content, and more. Multiple teams, including outside vendors, agencies, and freelancers, need to access and share assets while staying creatively aligned.

How we're solving it

Frame.io is a single platform where creatives can manage the output of multiple teams working with a massive quantity of deliverables. At the same time, event managers can track progress and adjust as needed to synchronize all the moving parts.

Business impact

- Centralize the many kinds of assets for all creative work, reducing the time spent searching for assets and eliminating confusion.

- Produce events that excite and delight attendees while capturing the event in real time to engage non-attendees and widen the audience.

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The Frame.io advantage

Maintain creative focus.

Custom statuses let you tag busy creatives, collaborators, or stakeholders so they know what to look at and when.

Integrated workflow.

Capture assets with Camera to Cloud during the event and send them directly to Premiere Pro so editors can turn around same-day recaps or event highlights.

Fast, organized access.

The Frame.io project structure lets you create a centralized library of event assets so you can find exactly what you need across current and future events.

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Delivering on the Frame.io promise to facilitate creative work collaboration.

Frame.io is a powerful creative management platform that drives campaigns from the first idea to the final iteration. Ready to find out how to use Frame.io to deliver on-time, on-brand content at scale? Contact your sales representative to get started.

MONSTER ENERGY — **50% faster time to market**

vmware by Broadcom — **20% fewer revisions**

WebMD — **2x improvement in review workflow speed**

Source: Adobe

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Sources

"Frame.io: New productivity dimensions for creative workflows," Pfieffer, 2024.

"Monster Energy meets growing demand for content with Adobe," Adobe customer story for Monster Energy.

"VMware by Broadcom," Frame.io customer story for VMware by Broadcom.

"WebMD builds remote video production workflow with Adobe," Adobe customer story for WebMD.

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