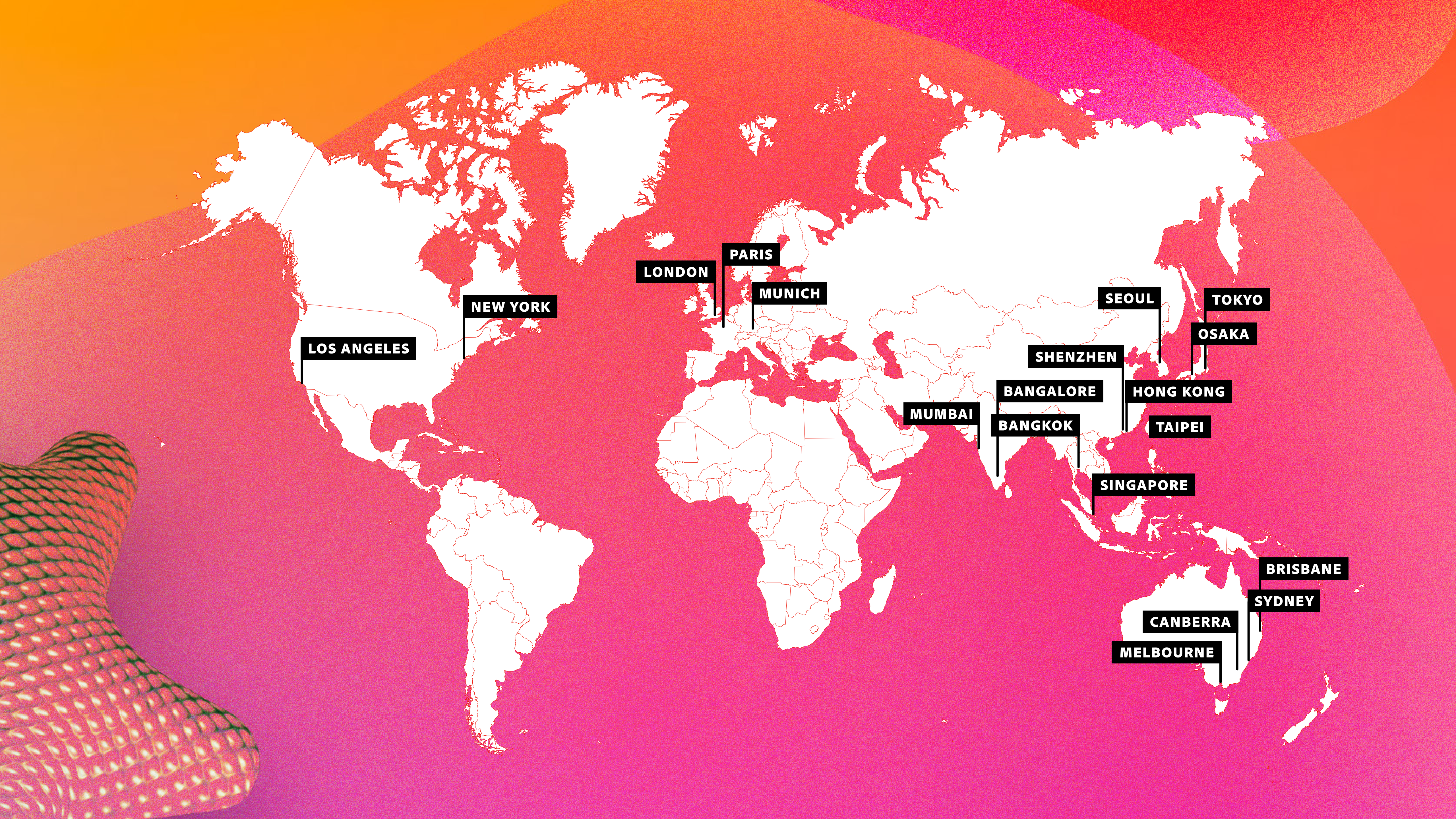


Adobe Creative Cloud

Make it. The 2024 tour.

**Where creative and marketing leaders shaped
the future of creativity with generative AI.**





LOS ANGELES

NEW YORK

LONDON

PARIS

MUNICH

MUMBAI

BANGKOK

BANGALORE

SHENZHEN

SINGAPORE

TAIPEI

HONG KONG

OSAKA

TOKYO

BRISBANE

SYDNEY

CANBERRA

MELBOURNE

A new creative era is here.

In 2024, Adobe toured the world to showcase our vision for the future of creativity.

We've entered a new era of creativity—one defined by personalized digital experiences. Demand for content is exploding, and organizations are rethinking their strategies to meet this increasing demand. Adobe has been working diligently to deliver faster and more dynamic content capabilities.

To celebrate this exciting new paradigm, we created Make It—a visionary and exclusive B2B event for creative leaders to connect and learn how to lead their teams through an ever-changing content landscape.

Make It traveled the world, hitting 19 of the biggest creative hotspots, from Los Angeles and Bangalore to Paris and Hong Kong. More than 5,000 like-minded creatives came together for in-depth discussions on the state of creativity, sneak peeks at Adobe's latest innovations, and so much more.

There were fast-paced demos, panels, and presentations by some of the biggest names in the creative industry and real-world strategies shared about how to scale content production, speed up time to market, and drive business forward. The energy in the room during networking sessions was palpable.

Most importantly, there was a shared sense of possibility and renewal. As the power of generative AI becomes more apparent, industry leaders shared their excitement about the revolutionary new technology. Its true power lies in helping organizations re-center creativity at the heart of their campaigns.

And the best part? We're just getting started. Read on to explore what creative leaders shared at Make It events around the globe, the latest developments in Adobe Firefly generative AI capabilities, what to expect from Adobe in the future, and how you can attend our next event.



Meredith Cooper

Senior Director, GTM Execution,
Corporate Growth Segment
Adobe



Design your business,
not just your content.

Make it.

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Make it.

조종현

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Re-center creativity.

Taking inspiration from keynote speaker Scott Belsky.



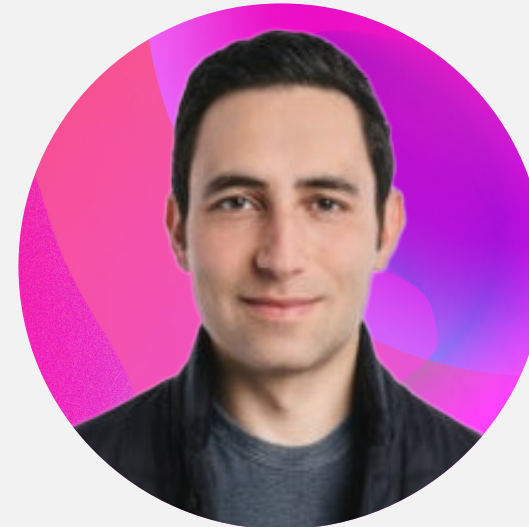
The Make It series was more than a presentation—it was a dialogue and a gathering of our strategic partners for an afternoon of inspiration, education, and connection.

During the conclusion of the world tour in New York City, Scott Belsky, chief strategy officer and executive vice president at Adobe, summed up the magic of Make It best—the power of social connection to enhance creativity.

“We showcase our vision for creative technology and creative AI, but the best part is interacting with creative and marketing leaders who are innovating and transforming your businesses.

The unexpected conversations while standing in line,” he said, “can be even more impactful than what happens on the stage.”

Those unexpected sparks of connection and creativity are the life force of effective campaigns. Belsky’s keynote focused on how generative AI is empowering individuals to re-center the creative process in their work—and how Adobe empowers this re-centering.



“The new age of creativity and personalized digital experiences will change everything.”

Scott Belsky

Chief Strategy Officer and Executive VP
Design & Emerging Products, Adobe

Major industry shifts as described by Belsky.

Creativity is the new productivity.

Productivity has been the name of the game for humankind since the beginning. But now that production tasks can be automated, ideas—and the ability to express them—will become more important than ever.

- Humans will be expected to come up with better ideas and tell more compelling stories.
- Technology, like Adobe's AI-powered solutions, will reduce creative friction, more easily allowing people to get into a state of creative flow.
- Not only will expert creatives be able to bring their ideas to life faster, but those who were never able to express themselves visually will be able to as well.

Creative confidence is growing. The average human achieves peak creative confidence at age five, and then we realize there are critics and limitations. Now, technology empowers people to confidently create what they see in their mind's eye.

- Adobe is building tools that give creative confidence to all, no matter their creative experience.
- With generative AI, everyone feels creatively capable of expressing ideas. Creativity is no longer constrained by the segment of skills. More people can create across more segments.
- Now, we're only constrained by imagination. Instead of finding someone else to tell your story, you get to tell it yourself.

The opportunity for creative exploration is expanding. People find solutions when they have the time to explore possibilities. With AI, there is no barrier to *just trying it*.

- The surface area of possibility has always been explored piecemeal, but now it can be explored in broad strokes.
- After experiencing what generative AI can do for them, creatives express feelings of liberation and excitement. Getting help with mundane tasks, like rotating color palettes, means creatives can get to their own ideas faster and compose more meaningful content than before.

The future of every digital experience will be personalized. We long to be known. When we encounter tailored content, we have a better, connected experience.

- With Adobe's generative AI, creative pros can make more meaningful content, and other business professionals can take it further, speaking directly to hyperspecific audiences.
- Generative AI-enabled personalization allows for the creation of meaningful stories tailored to people's unique experiences at scale, resulting in powerful interactions that move the needle.

“Creativity that is effective is creativity that moves us.”

Scott Belsky



From playground to production.

How Adobe Firefly generative AI is impacting enterprise organizations.

The world met Adobe Firefly last year. Now, this groundbreaking technology is moving from playground to production—and driving business value.

Keeping up with the explosive demand for content.

When Adobe Firefly was introduced a year ago, it was a model with a user interface on top of it. Now, it has transformed into an enterprise-grade platform that powers the Adobe creative apps you know and love. Make It London showed audiences how Firefly can accelerate ideation, scale content, boost production, and streamline collaboration.

“With Firefly, you’ll reduce the specific time it takes to run a campaign, so you can run more campaigns, go deeper into personalization, and really start to affect business outcomes.”

David Wadhvani

President of Digital Media Business, Adobe

Keeping up with content demand.

A dynamic customer panel on maximizing creativity by tapping into generative AI.



Rich Staplehurst, creative director at Moonbug Entertainment, oversees creative for a global children’s entertainment company that produces wildly popular shows, like Cocomelon and Blippi. Moonbug distributes its content on more than 100 platforms in 26 languages. Adobe Express, Staplehurst said, allows his in-house team to maintain brand consistency while keeping up with the fast pace of today’s market. “As the brand guardians...we can be more in control.”



The speed of Adobe’s technology is unmatched. Sabrina Godden-Tuma, creative director at Vodafone, recalled her time at university 25 years ago when she was given 4.5 hours to expand an image in Photoshop during an exam. “It was brutal to get that done,” she said. “Now, you click a button and have it in thirty seconds.” That speed is essential for Vodafone, which operates in 13 distinct markets around the globe.



According to Claire Darley, vice president of strategic initiatives for Adobe Express, perhaps the most exciting aspect of generative AI is how it opens up new avenues to get creatives back to doing what they do best—creating. Firefly helps automate the rote tasks that have taken up so much of creative teams’ bandwidth as demand for content has exploded. “You want to spend the time in the places that you need the time,” she said.

Highlights from the tour.

Seeing is believing.

A lightning-fast demo with Matthew Mifsud and Celeste Menich, Creative Cloud consultants at Adobe.

- We had a sneak peek at how exactly Firefly improves each step of the campaign process.
- In a process that traditionally would take months, fictitious skincare brand Halliby quickly developed a summer campaign, including a moodboard, campaign and product imagery, and 96 variations of banners and social assets.
- Firefly outputs are so much more than text prompts made visual—they help creatives bring the ideas floating around in their minds to life. Choose colors, styles, textures, and more; pull from millions of preloaded references; and upload your own style and structure references to almost instantly produce a creative concept that could have taken days or weeks to create.

From playground to production.

A keynote on how Firefly drives business from David Wadhwani, president of digital media business at Adobe.

- Users have generated **11 billion images** since Firefly's launch.
- New capabilities have been introduced: **Style reference** allows you to feed Firefly an image; capture the style, color, lighting, and mood; and generate an output in that style. **Structure reference** allows you to use an image so Firefly outputs will match the structure.
- Firefly capabilities can **boost creative productivity 10x** by eliminating mundane tasks and speeding up ideation.



mansion with a courtyard

Generate

Tap into endless creativity.

A special guest appearance by Jason Bevan, former head of creative development at Warner Bros.

- Jason Bevan showed the audience that, yes, the creative process can tap into technology, but it's humanity that creates. "When you take all of this tech and combine it," he said, "with feelings, emotions, relationships, wow, you've got the real rocket fuel."
- We all have creativity and innovation inside us. Humans are hardwired that way. And there has never been a more important time to be a real person, to use all this amazing AI, and to focus on what we as humans can do with the right tools.





Take your creativity to new heights with Adobe Firefly.

Adobe Firefly is the groundbreaking generative AI at the heart of Adobe's suite of creative apps, a full suite of models that gives its users the ability to create any kind of content.

The Adobe difference.

Firefly models are:

- Responsibly trained on millions of Adobe Stock assets as well as openly licensed and public domain content where copyright has expired
- Intuitively integrated into your workflows across all of our creative apps
- Ethical and designed to be safe for business
- Customizable to your brand to empower faster creation and brand consistency

The ever-growing capabilities of Adobe Firefly generative AI.

Current Firefly models include:



Vector



Design



Image 3

Just announced at Make It London, three new Firefly models will be released this year:



Audio



Video



3D

The newly released Image 3, an advanced photographic output model with more prompt coherence, a new set of control capabilities, and more realistic, textured image outputs.

What Firefly can do for your business.

IBM, an early adopter of Firefly for enterprise, saw a huge increase in creative output by automating manual tasks such as resizing and personalization across channels, audience segments, and markets.

The results:

- 10x increase in creative productivity by automating manual tasks such as resizing and personalization
- 60% faster time to market
- 26x increase in engagement

Source: Adobe

Join us in Miami for Adobe MAX.

The world's leading creativity conference.

Creativity unites us all.

Ignite your imagination, explore the latest trends and tools, and learn from each other in a spirit of inspiration and collaboration.

October 14–16, 2024
Miami Beach + online

In-person attendance is limited. Book now.

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Sources

Ken Reisman, “[IBM Reimagines Content Creation and Digital Marketing with Adobe Firefly Generative AI](#),” Adobe, 2024.



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