

Adobe MAX 2024 Digest.

We couldn't have been more excited to host Adobe MAX in Miami this year, or more inspired by the thought leaders who shared their insights and experiences with us. We invite you to catch up on our major announcements and to explore some of the fresh new perspectives we gathered on creativity and the influence AI is having on ideation, creation, and distribution.



Top 5 MAX announcements

1. GenStudio for Performance Marketing

Purpose-built to accelerate the process of producing digital campaigns, GenStudio for Performance Marketing uses an AI-powered workflow to help marketers quickly iterate through variations while gaining valuable performance insights to create accurate, high-performing content with greater agility.

2. Adobe Express Bulk Create

Designed for organizations with assets that need to be repurposed into thousands of customized and personalized versions, Bulk Create speeds through the process automatically, leaving your team free to do higher-value creative work.

3. Frame.io V4

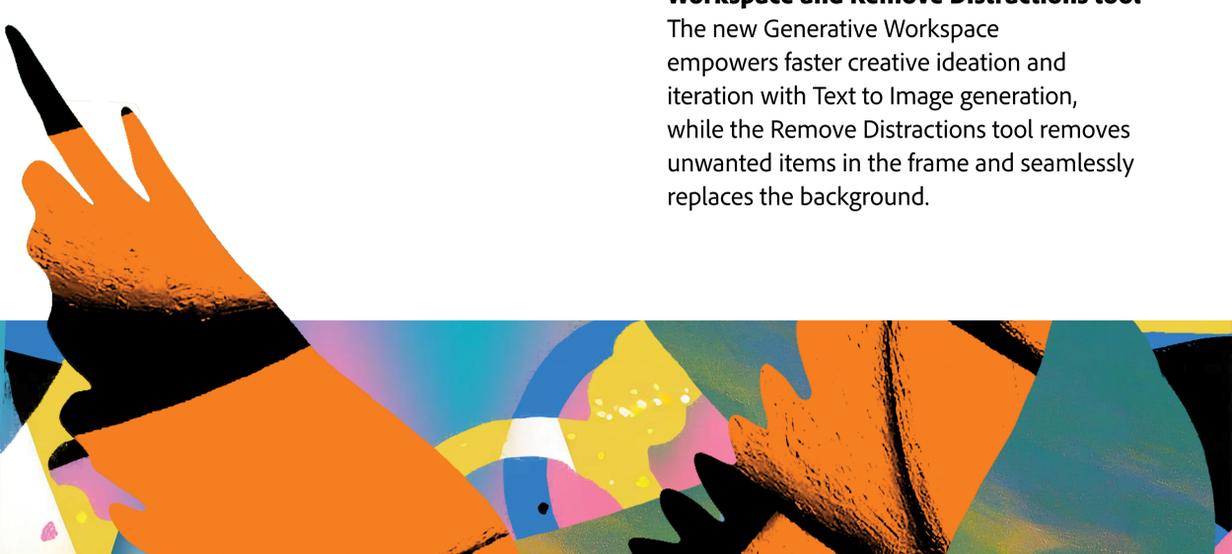
All your assets, collaborators, and stakeholders stay unified within the creative management platform that takes you from pre-production through final delivery. Creatives and their teams can effortlessly organize and manage assets while designing custom workflows that boost productivity and foster creative alignment.

4. Premiere Pro Generative Extend

Generative AI now enables editors to extend a video clip by creating extra frames to better fit their creative needs without having to choose a different take or request a costly reshoot.

5. New Photoshop Generative Workspace and Remove Distractions tool

The new Generative Workspace empowers faster creative ideation and iteration with Text to Image generation, while the Remove Distractions tool removes unwanted items in the frame and seamlessly replaces the background.



Session summaries

We were fortunate to have leaders from some of the world's biggest brands and agencies participate in thoughtful discussions as they've navigated the new landscape for content creation—aided by generative AI—including:

Human Centered-AI Strategies for Creative Leaders

Adobe's Chief Brand Officer Heather Freeland and Comcast's Chief Creative Officer Clayton Ruebensaal discuss how creativity, a core human value, is key to brand differentiation. Learn how creative leaders are streamlining their workflows using new AI tools and strategies as an adjunct to human creativity.

Reimagining Content Creation for Real Business Impact

No one understands the demands for content creation at scale better than massive global brands comprising multiple products. Join leaders from PepsiCo and Newell Brands to see how they're using generative automation to increase productivity and personalization and to enhance ideation, creation, and collaboration.

Future You, Future Proof: The Creative Playbook for the Next Decade

Join Anthony Yell, CCO of Razorfish, and Adobe AI Strategic Development Manager Chris Duffey as they explore emerging technologies, the tools business leaders and innovators need to implement new AI workflows, and how those tools can be used ethically and sustainably.

Red Hat/IBM

Monty Hood, brand automation lead at Red Hat, talks you through how they're using Adobe Express and Adobe Firefly to help creatives design templated content that's easier for non-creatives to use. The result? Each group maximizes their skills, yielding more creativity, increased productivity, and higher satisfaction across the entire design and delivery workflow.

Explore the 2024 Adobe MAX on-demand sessions.

Re-experience 2024's global celebration of creativity by accessing our Adobe MAX webinars.

[Learn more](#)

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We are truly in the age of creative transformation, where content is the strategic differentiator to unlock personalization at scale.

Ashley Still

Senior Vice President & General Manager of Creative Product Group

Speak to your account manager to learn about upcoming Adobe events happening near you.

[Get in touch](#)