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Media Alert: First-Of-A-Kind Integration with Adobe Express and TikTok’s Creative Assistant Powers Stand-Out Digital Content

- Integration of TikTok’s Creative Assistant for Adobe Express brings together the power of Adobe’s industry-leading creative technology and vast digital expertise from TikTok to help creators make and market content more effectively than ever before
- TikTok Creative Assistant integrated into Adobe Express allows brands, marketers and small businesses to seamlessly ideate, create and publish TikTok video content that stands out and delivers results
- The TikTok Creative Assistant add-on for Adobe Express is now available in English wherever TikTok is available for all free and Premium users

SAN JOSE, Calif. — February 13, 2024 — Today, Adobe (Nasdaq:ADBE) and TikTok announced first-of-its-kind integration with TikTok’s Creative Assistant, that makes ideating, creating and optimizing stand-out video content for the platform, quicker, easier and more effective than ever before. TikTok’s Creative Assistant is now available as an add-on in [Adobe Express](#), the go-to tool for social content creation, providing a seamless TikTok content journey from idea to publication.

“The new Creative Assistant add-on in Adobe Express reduces the time, effort and resources required to work across different platforms for each stage of the content ideation, creation and distribution process,” said Stacy Martinet, Vice President of Marketing Strategy and Communications, Adobe. “We see tremendous value in being the first to collaborate with TikTok’s Creative Assistant, bringing together our unique creative tools and their extensive knowledge of a highly engaged, global audience and platform, to help make content that delivers real business value for our customers.”

Creating content that is adapted to a platform’s unique style and audience is critical for success in a digital-first era. TikTok reports that when videos are optimized for their platform, [74% of viewers](#) say the content stands out. And TikTok also reports that when brands create ads optimized for TikTok say they experience [3.3x more action](#) in outcomes, driving significant clicks, likes and shares compared to other platforms.

A Seamless, Effective Creative Journey

The Creative Assistant add-on for Adobe Express reduces the time, effort and resources required to work across different platforms for each stage of the creative journey. Starting in Adobe Express, users have access to thousands of professionally designed templates, Adobe Stock video clips, audio, stickers and [an Adobe](#)

[Express TikTok video creator](#). The Creative Assistant add-on helps users ideate, generate creative ideas and refine TikTok-first video content and best practices, trends, hashtags and insights so that each post can better reach the right audiences with greater impact. And with just a few clicks, it's simple to schedule and publish optimized content directly to TikTok—all without leaving Adobe Express. The TikTok Creative Assistant add-on for Adobe Express joins Adobe's growing developer ecosystem, making it possible for developers and partners to build integrations that offer new innovations like generative AI, help users collaborate better together and facilitate custom workflows for business.

"At TikTok, we are always finding innovative ways for brands, advertisers and creators to create engaging, fun and impactful content that resonates with the TikTok community," said Sofia Hernandez, Global Head of Marketing, TikTok. "We're excited to integrate Creative Assistant within Adobe Express and help businesses seamlessly create TikTok-first campaigns within the platform they know and love. Having the ability to ideate, create and post all within Adobe Express further enables businesses of all sizes to create for TikTok at scale."

Availability

The TikTok Creative Assistant add-on for Adobe Express is now available in English wherever TikTok is available for all free and Premium Adobe Express users. To get started today, visit [here](#).

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