



EBOOK

# Fast, fresh content creation with Adobe Firefly and Adobe Express.



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# Content is now the backbone of business.

Across industries and departments, businesses depend on content to deliver personalized experiences for their customers. When you're facing furious demand for more, supplying it can be frustratingly slow. Creatives get held up in tedious, time-wasting tasks. Marketing teams can't make custom updates without studio help and get tangled in budget and timeline constraints. No matter how big your content goals are, staying inspired and productive in the face of these practical constraints is challenging.

## Accelerate your organization's content creation.

You can't replace human ingenuity—but you can aid it with generative AI. When integrated into existing workflows, generative AI opens the door to new ideas, new methods of collaboration, and new possibilities for the scale and speed at which you can create content that impacts customers and drives business growth.

With the generative AI power of Adobe Firefly, you don't have to be held back by traditional speed limits on content creation. Get inspired by this exploration of practical use cases demonstrating how generative AI can make on-brand, on-trend content creation a faster, smoother ride for everyone from idea to launch to perfect landing.

This eBook will explore use cases for generative AI within creative workflows, how to use prompts, and how to leverage Adobe Express across the organization.



# How generative AI helps achieve daily tasks.

Generative AI offers a faster way to ideate, iterate, and automate content creation and production so that businesses can create engaging experiences at scale. Whether you're a designer, marketer, sales professional, executive, writer, or HR professional, AI-generated images can amplify and accelerate your creative process and help you showcase your business on a brighter stage.

- Generate initial ideas to help brief creatives on new projects
- Showcase products in various settings customized to different audience segments or regional locations
- Save time communicating ideas by mood-boarding and collaging
- Create templates using generative AI
- Get inspired by generative AI imagery
- Use image generation as a first draft
- Ensure buy-in from key stakeholders by providing clear visual examples
- Put the right tools into creatives' hands, enabling them to use AI to accelerate creativity

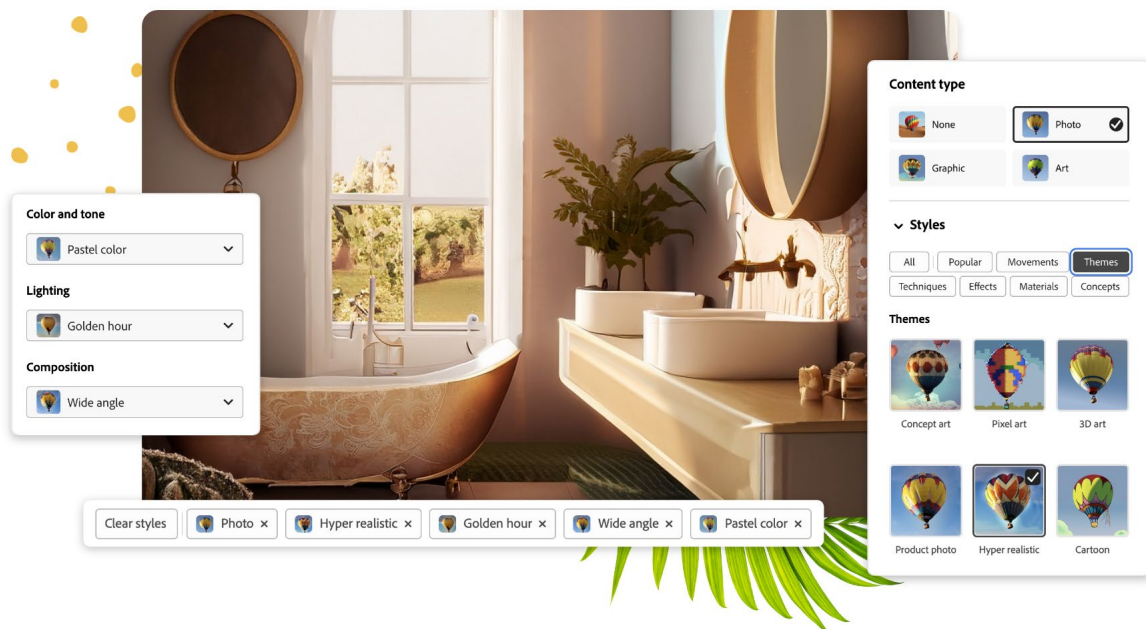


# How to use generative prompts in Adobe Express.

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

Text-based prompts are intuitive and easy to use to jumpstart creative ideation. Sometimes the best method is good old-fashioned experimentation, but you can follow this process to hone in on the results you're looking for:

1. Try this classic formula: Subject + description + context + style = image.
2. Refine your prompt by selecting a content type, style, color, lighting, and composition.



3. Explore, compare, and select your favorite versions.



When writing a prompt, consider 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, using vivid details and concrete language to produce more predictable results, or abstract language to produce surprising results. Make sure you 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.

# Fast-track content with Adobe Express.

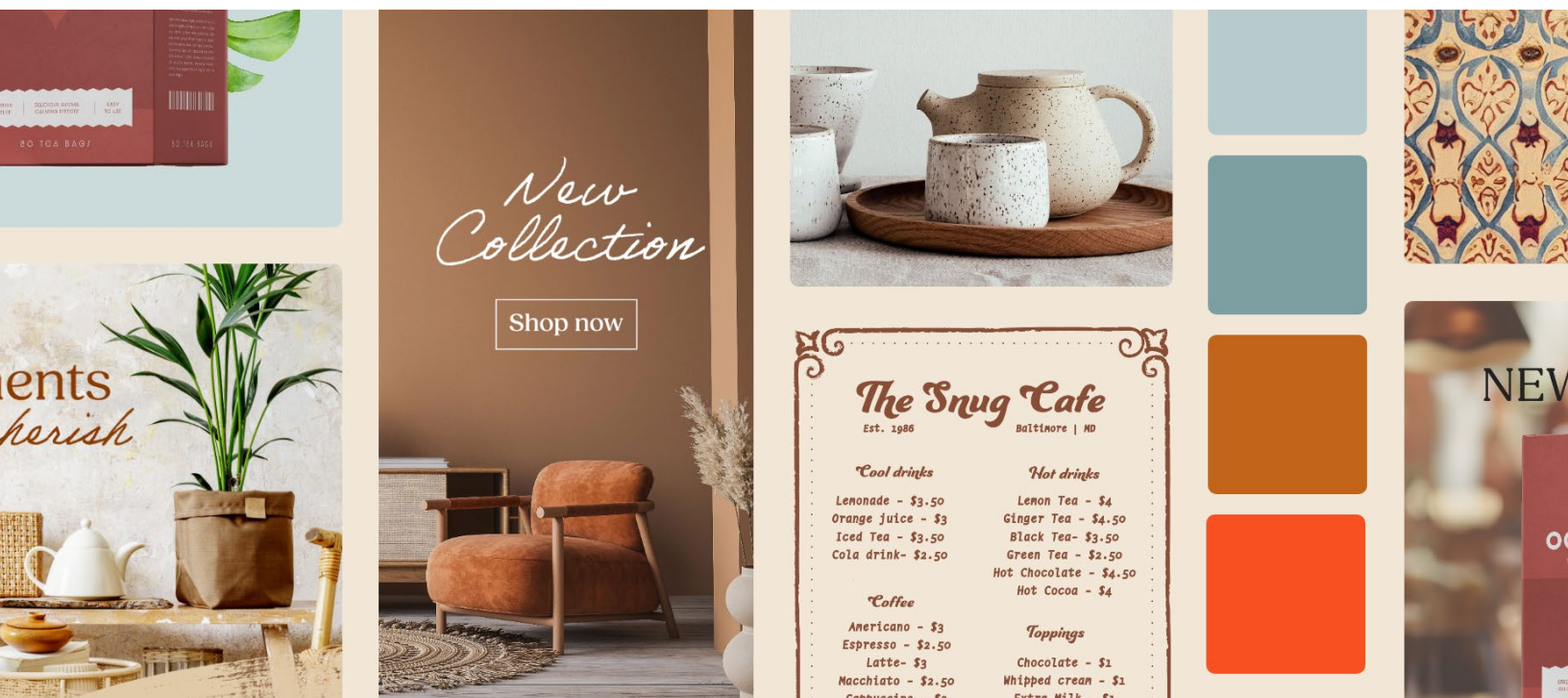
Whether you're a creative pro or just getting started, you can access Adobe Firefly within the apps you know—including Adobe Express—to speed multiple steps in your individual and collaborative workflows.

Adobe Express can empower creators across departments to make standout content quickly with thousands of video and design templates, millions of Adobe Stock images, music tracks, and sound effects, and easy one-click edits such as Remove Background and Trim Video.

Teams across continents or cubicles can collaborate and share ideas in real time. Plus, integrated Adobe Creative Cloud workflows give your teams access to branded templates, logos, and fonts to create on-brand content easily.

Designing and locking templates within Adobe Express allows creative teams to equip the rest of the organization to create confidently and on-brand for a smoother workflow.

- Creative teams can share templates with locked elements, such as logos, backgrounds, images and more.
- This simplifies the editing experience and uphold brand standards.
- Teams across the enterprise can leverage templates for their unique needs, editing only what they need to.
- Automatically translate copy in up to 45 languages to reach any audience.



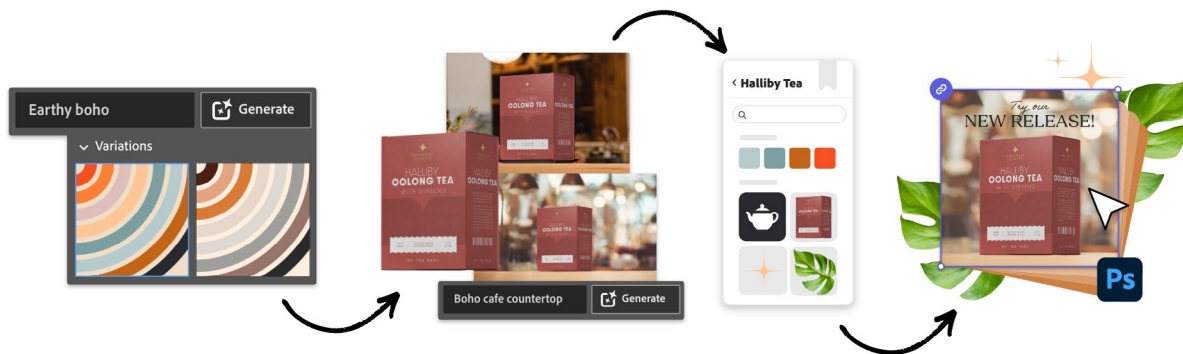


## Creative teams

Creative teams can use the tools they know and love, like Adobe Photoshop and Adobe Illustrator, to develop key visuals, illustrations, and video and animations, plus the look and feel for campaigns. Then, they can easily access linked Adobe Photoshop and Adobe Illustrator assets right in Adobe Express, with updates always in sync. In Adobe Express, creatives can get back to focusing on high-value content creation by providing branded templates with design elements locked to enable cross-functional teams to manage repetitive creative tasks and last-mile edits. Adobe Express also allows creative teams to automate derivative asset creation, designing color themes and content in a variety of different sizes and variations.

Tasked with designing a new color theme and ad campaign content for a product launch, a creative team can use generative AI tools and connected apps to jump faster from brainstorming to bringing a new product to market. At key stages in the creative process, the team can:

1. Get ideas and test using **Generative Recolor** in Illustrator.
2. Display the product in different settings using **Generative Fill** in Photoshop.
3. Use **Creative Cloud Libraries** to easily place updated on-brand content into your design.
4. Access linked assets in **Adobe Express** and sync them with updates.

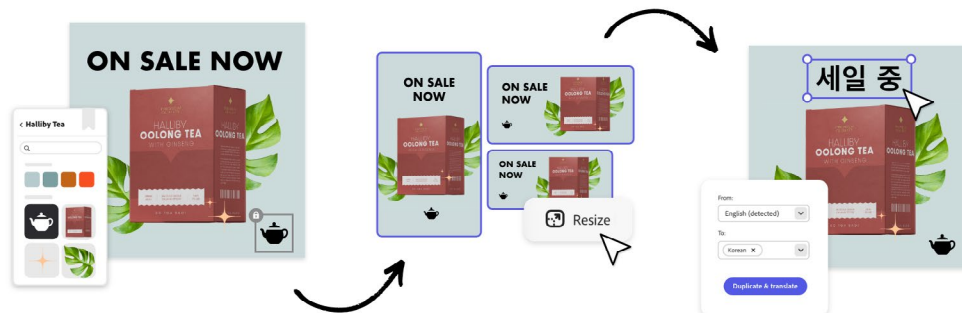


## Marketers

Marketing teams are tasked with designing high-impact campaigns and executing them across countless platforms. Using the branded assets and templates the creative team built out for Adobe Express, marketers can easily and quickly create social posts, graphics, flyers, banners, animations, videos, and more—without having to open up multiple applications, download fonts, or submit creative requests.

To effectively scale a campaign to other regions or even globally, marketing teams must localize content. This is easier than ever (and doesn't require bringing in the creative team at every step) with Adobe Express.

1. Creative team creates the brand assets and templates.
2. Marketing teams can apply those templates to multichannel assets for brand consistency.
3. Field marketing teams can access the campaign assets and localize to the regional needs.
4. Other regional teams can start new Adobe Express projects from on-brand templates for new social posts, flyers, web banners, and other content.



## Human resources

The human resources workflow continues to evolve—and recruiting and managing the employee lifecycle requires more engaging, helpful content than ever. Creatives can empower the human resources department to do what they do best, nurturing employees from recruitment through their entire relationship with the company through thoughtful on-brand content, including newsletters and internet content, onboarding materials, print flyers and banners, and digital job board ads.

## Sales

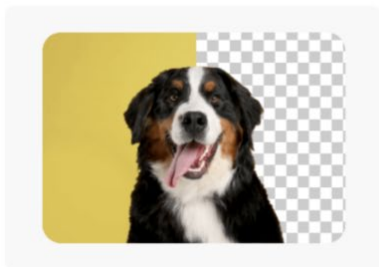
The name of the modern sales game is efficiency and volume. As sales and business development representatives work to hit their targets and stay ahead of the curve, Adobe Express helps them build customized marketing and sales materials for specific regions, markets, and customers.



# How to use Quick Actions.

When you and your team need to get something done, you don't want to waste time searching through menus or decoding the functions of various icons. Quick Actions make quality work achievable in less time—even for teams not traditionally immersed in design software.

## Suggested Quick Actions



Remove background



Resize image



Convert to GIF

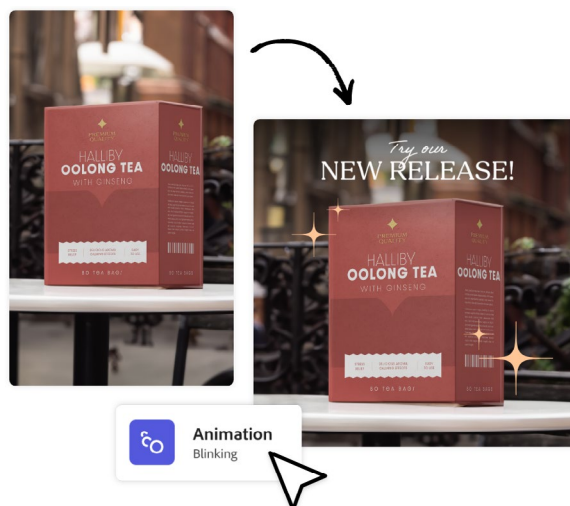
Quick Actions are closely aligned with outcomes. They can help with image resizing, video editing, and file conversion.

Let's say you need to edit an image for an email, flyer, or presentation, and 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 want to animate it. In seconds, you can create a custom ad:

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've been able to:

- 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.



## Create with confidence.

While the conversation around generative AI has centered on image and art generation, it can do more than generate static images. With Adobe Firefly, anyone can use a few simple words to create rich images and art.

Firefly can supercharge creative teams, empowering marketers and other communicators to produce engaging assets that keep the entire organization on brand and on-trend.

And because of Adobe's ethical approach to generative AI technology development, Adobe Firefly is designed to be commercially safe and trained on licensed Adobe Stock and public domain images where copyright has expired, so your enterprise can generate content for public and commercial use with greater peace of mind. Enterprises also have the opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly.

By default, Firefly includes Content Credentials on every asset created using Firefly to indicate that generative AI was used, bringing more trust and transparency to digital content. Content Credentials are verifiable details that serve as a digital "nutrition label." 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 from the Content Authenticity Initiative (CAI), 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 and with the confidence that assets produced using Adobe Firefly can be safe for commercial use.

## Create engaging experiences at scale.

Enjoy a faster way to ideate, iterate, and automate content creation and production with generative AI. Open the door to new ideas, new methods of collaboration, and new possibilities for the scale and speed at which your teams need to deliver meaningful, personalized experiences to your customers.

# Your questions. Our experts.

Teams across the entire organization can uplevel and amplify their creative work through Adobe Express and the powerful generative AI in Adobe Firefly. Ready to try it out? Get in touch with your sales representative to get started.

[Learn more](#)

# Create



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