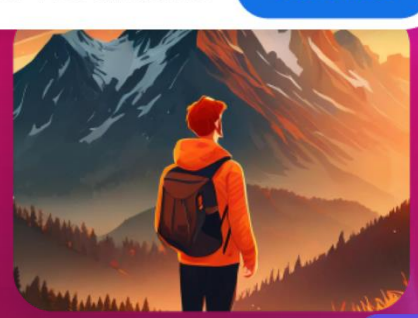
PANTONE
LETRASIGN
AAAABCCDDDE

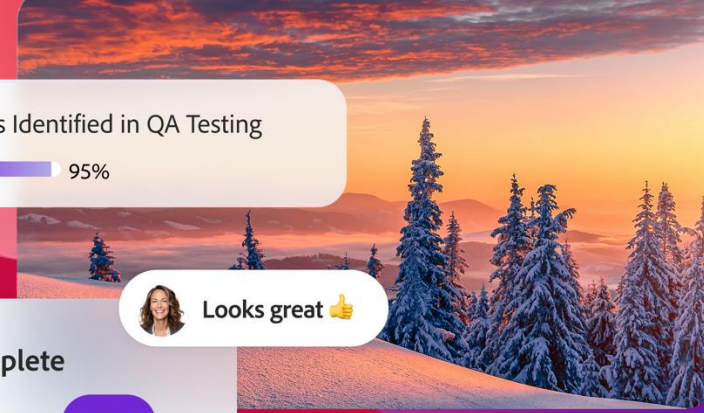
Letr set
a
Letraset Body

Looking over mountains Generate



Address Critical Bugs Identified in QA Testing

+3 | 95%



Looks great

Percent complete

89%

Campaign title

My Barista

Description

My Barista product line launch

Marketing chanel

Paid search	37%
Social media	51%
Direct mail	12%

Campaign objective

Announce new My Barista product line in all markets.

Generate

Add metadata

AI-powered personalization

Creating segment...

80% complete

Customer profile

Ansha, your weekend starts here. Rewrite

Ansha Khan

Email

ansha@bodea.com

Relevant channels

What is a segment?

A segment is a group of customers or users who share similar characteristics, behaviors, or preferences.

Creating segment...

80% complete

Experiment B

BODEA INC.

Experiment A

Reliable delivery service four your customer.

Learn more

Purple sunset cityscape Generate

Optimize campaign

Today’s Marketing Challenges

↑ Velocity ↓ Costs ↑ Scale

5x

increase in assets to support growth in formats, channels, geos by 2024

↑ Customer engagement

~71%

of consumers expect a personalized experience in their interaction with brands

The Future of Marketing

1. Unleashing Creativity
2. Scaling Content
3. Championing Change

The Future of Marketing

1

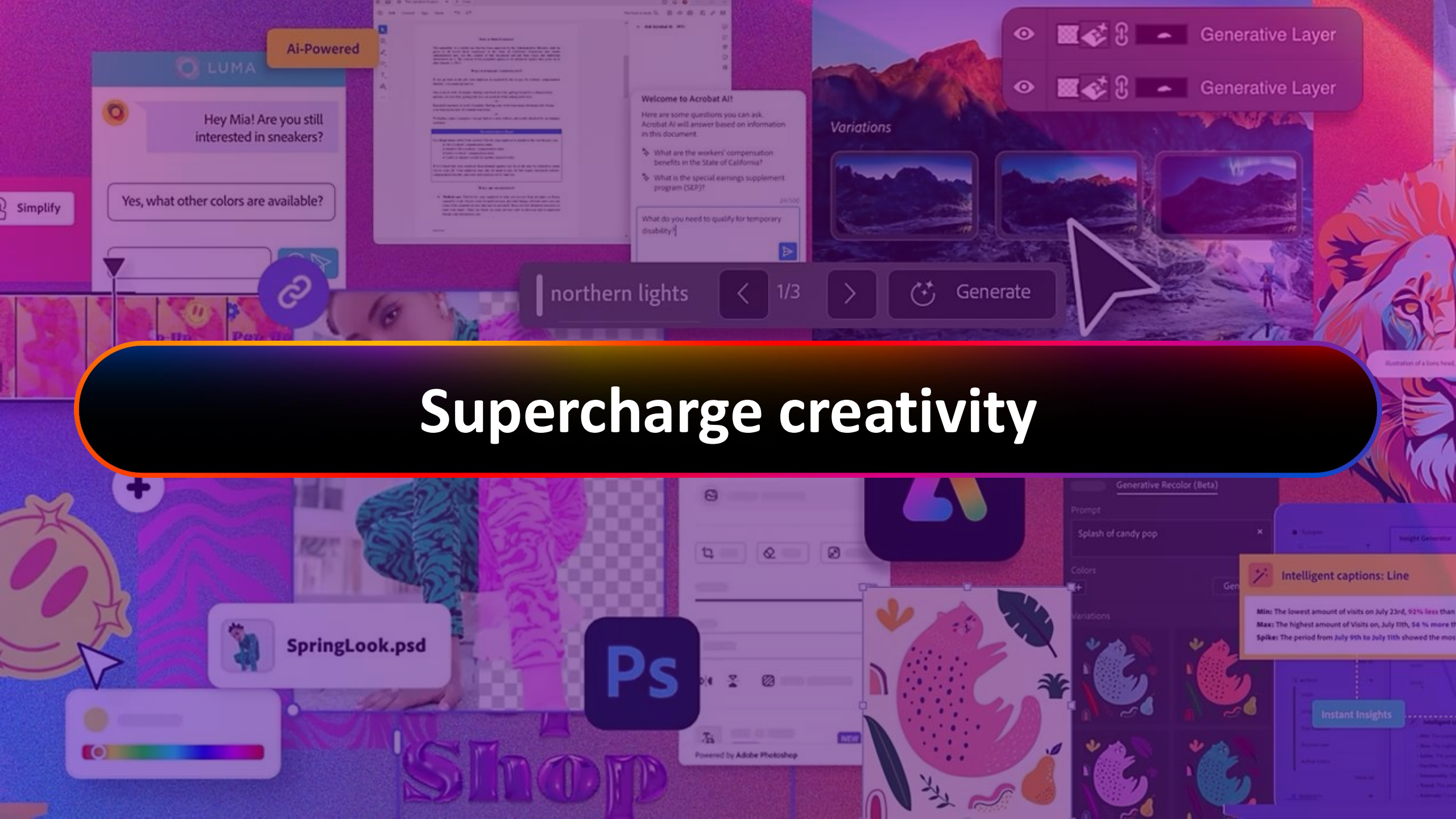
Unleashing Creativity

2

Scaling Content

3

Championing Change

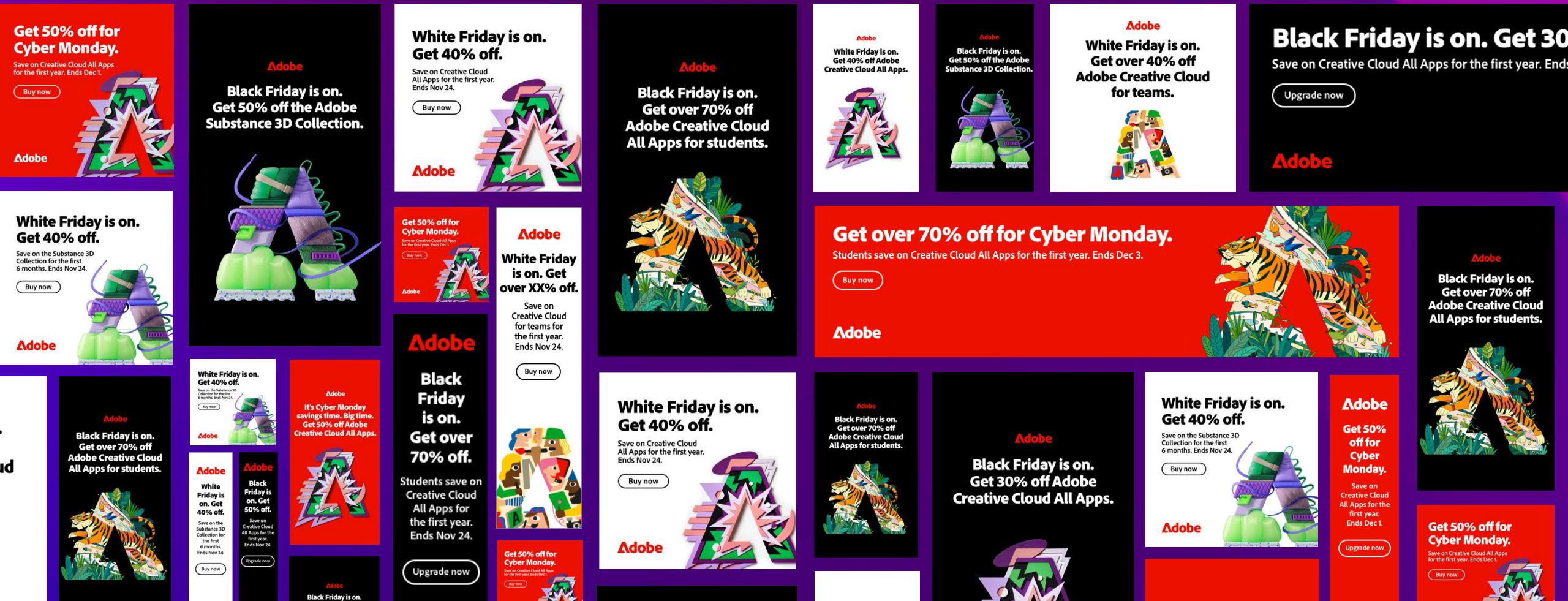

Ai-Powered
LUMA
Hey Mia! Are you still interested in sneakers?
Yes, what other colors are available?
Simplify
Welcome to Acrobat AI!
Here are some questions you can ask. Acrobat AI will answer based on information in this document.
What are the workers' compensation benefits in the State of California?
What is the special earnings supplement program (SEP)?
What do you need to qualify for temporary disability?
Generative Layer
Generative Layer
Variations
northern lights
1/3
Generate
Supercharge creativity
SpringLook.psd
Ps
Powered by Adobe Photoshop
Generative Recolor (Beta)
Prompt
Splash of candy pop
Colors
Variations
Intelligent captions: Line
Instant Insights

Gen AI
Moving from Play to Production

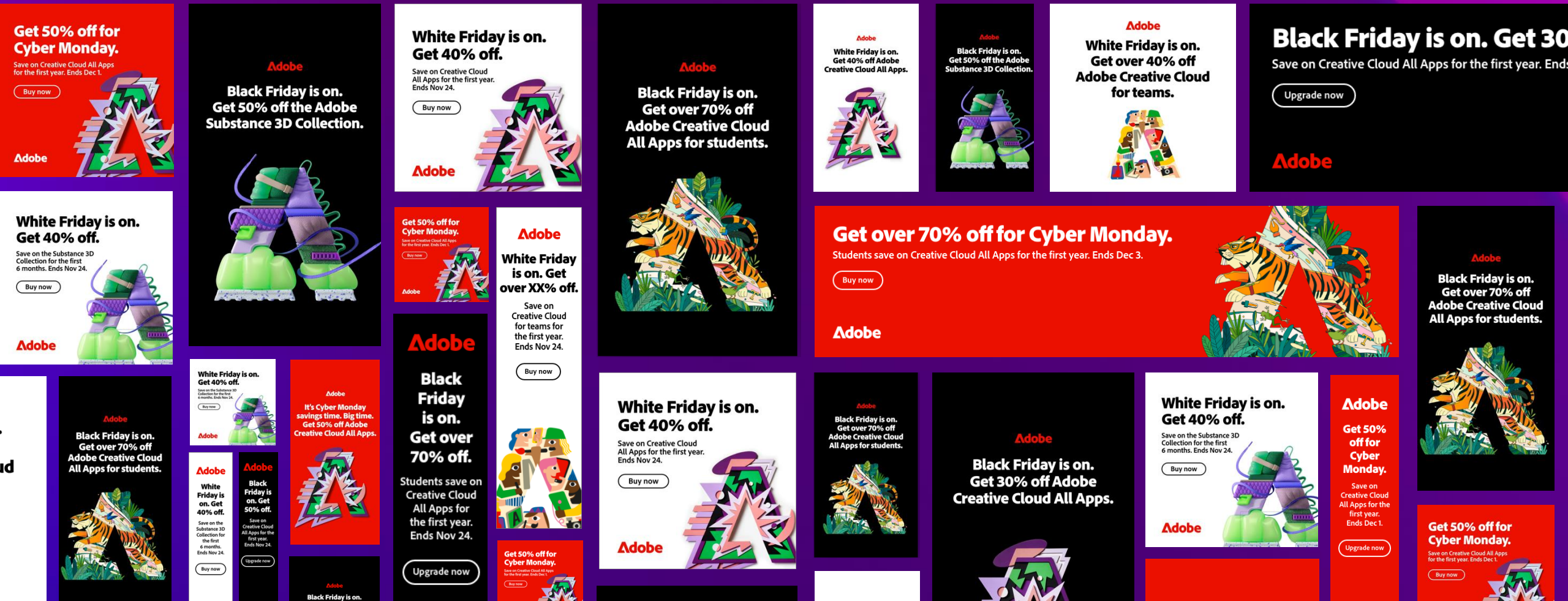
A small boy in front of an aquarium

Generate

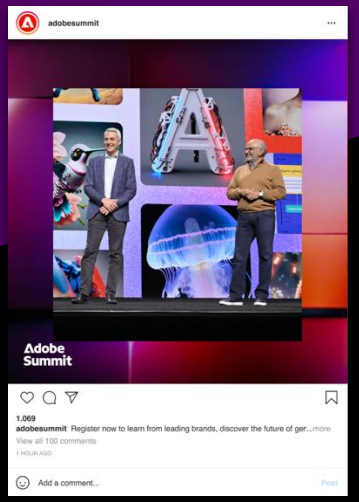
In 2022,
7 weeks for 52,000 variations

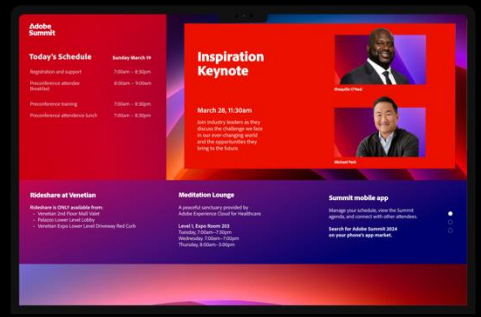


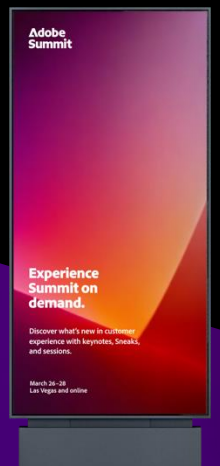
In 2023,
52,000 variations in 5 days, 21 variations each minute

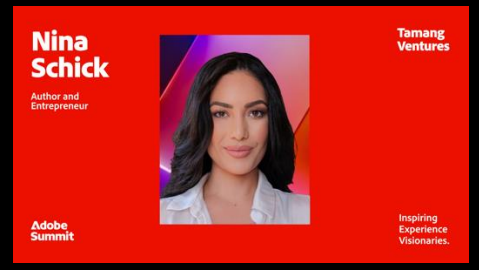


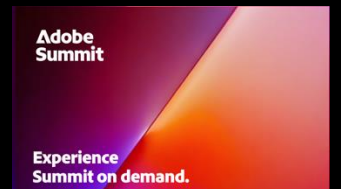
From training assets to custom model visuals



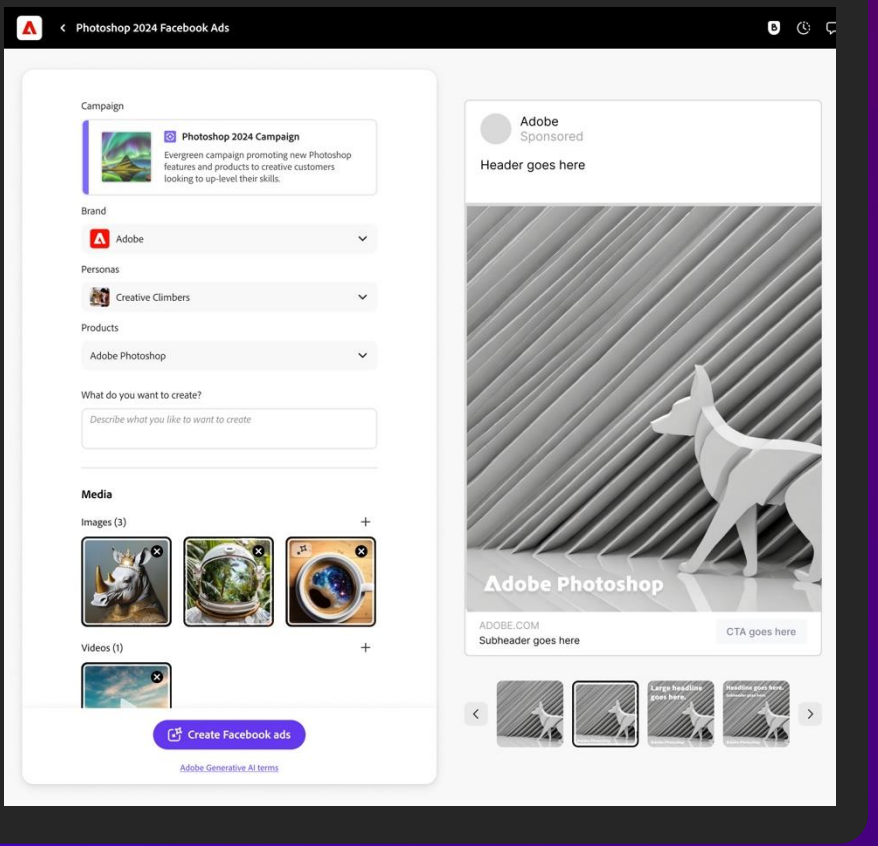




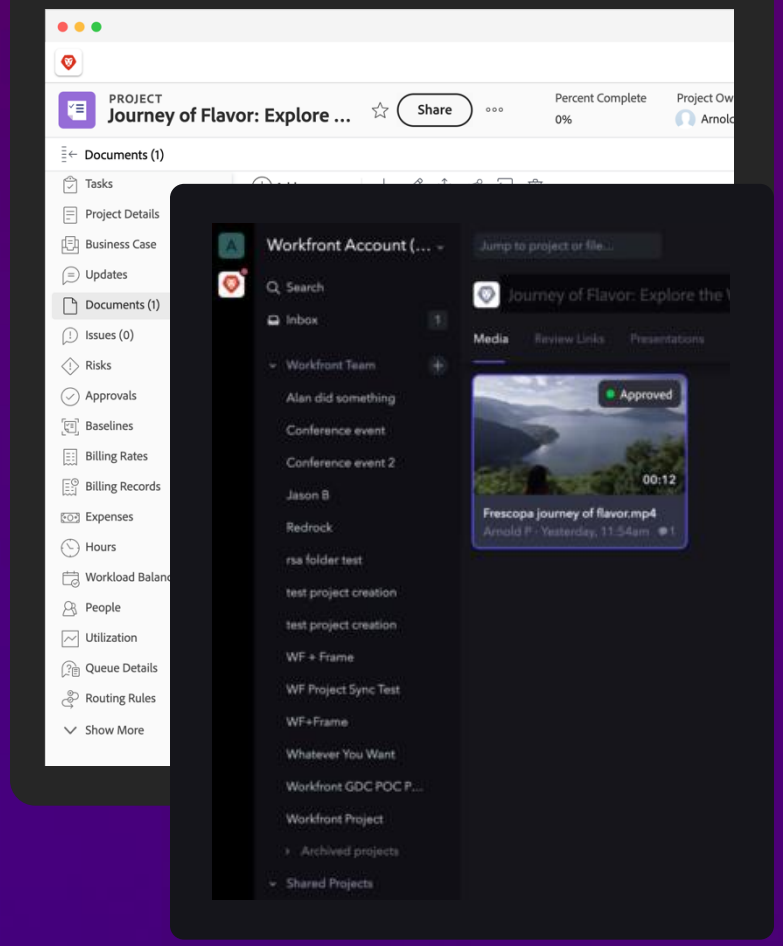




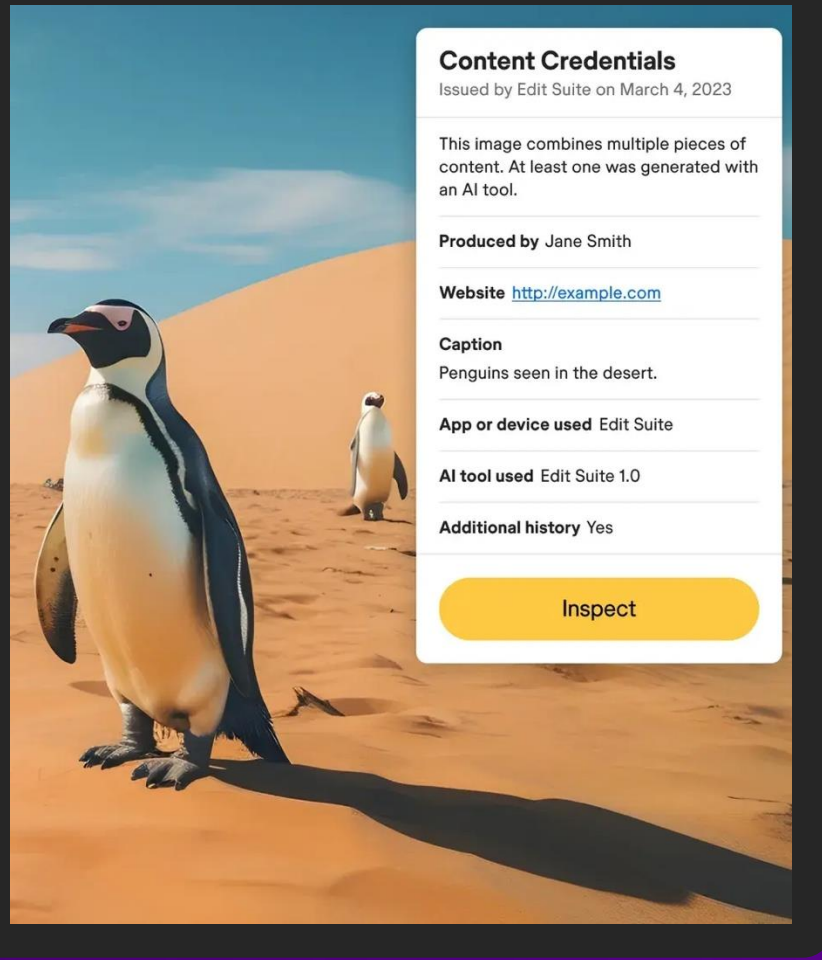
Content Creation



Content Review & Approval



Content Meta Data



The Future of Marketing

1

Unleashing Creativity

2

Scaling Content

3

Championing Change

PLANNING & KICKOFF
CREATIVE COLLABORATION
SCALED PRODUCTION
STAKEHOLDER APPROVAL
PUBLISHING & DELIVERY
ANALYSIS
MARKETING BRIEF
PROJECT PLAN
MARKETING OPERATIONS
CREATIVE OPS
DESIGN TEAM
CORE ASSETS
SUPPORTING ASSET / MEDIA GATHERING
SUPPORTING ASSETS
SUPPORT TICKET
COMP PDFR1
CLOUD DRIVE
CC LIBRARIES
CAMPAIGN MARKETING
FEEDBACK PDFR1
COMP PDFR2
CHANNEL PRODUCTION
PRODUCTION ASSETS
CHANNEL VARIATIONS
APPROVAL
MARKETING COPY
WEB AUTHORING
CMS AUTHORING
STAGING
PUBLISHED EXPERIENCE
FILESHARE
LOCAL DRIVE
MARKETING OPERATIONS
CHANNEL ASSETS
DAM
ACTIVATION
ACTIVATION TEAM
INSIGHTS
ASSETS
INTERNAL RESOURCING

Unlock Creativity and Optimize Your Content Supply Chain with Adobe

310%

ROI

40%

(over three years)

Reduction in hours spent creating and reviewing core assets

50%

(over three years)

Reduction in hours to create varying assets

FORRESTER®

"The Total Economic Impact(TM) Of Adobe's Content Supply Chain Solution", a commissioned study conducted by Forrester Consulting on behalf of Adobe. Results are based on a composite organization over three years.

The Future of Marketing

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Unleashing Creativity

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Evolving content operations

to improve scale, costs, speed

Evolving our use of creative technology

to accelerate creativity and productivity

Evolving our brand expression

to strengthen brand and accelerate use of generative AI

Evolving our content ecosystem

to enable brand cohesion and common global operating model

Evolving our talent and org model

to ensure we have the right skills to deliver on today’s demands

Dyp
ENERGY DRINK
JUMP
CHERRY/
RASPBERRY

Thank you