

## Top Customer Use Cases for Adobe Express



Use Case Theme	Hero Message & Use Case	Feature Highlights
<b>Quickly create engaging content</b> Empower teams to easily create and edit expressive content while staying on brand.	<b>Use generative AI in Adobe Express to quickly create social posts and campaigns that drive engagement.</b> Marketing teams need to create engaging posts for digital campaigns and announcements. Using Adobe Express and generative AI, they can quickly design professional-looking graphics, animations, and short videos that align with their brand, saving time and ensuring consistency across all social channels.	<ul style="list-style-type: none"> <li>• <b>Generative AI:</b> Generate Image and Generate Template</li> <li>• <b>Social templates:</b> Easily create professional-looking graphics and animations.</li> <li>• <b>Drag-and-drop video:</b> Quickly create short, engaging videos.</li> <li>• <b>Resize:</b> Quickly adapt content for multiple platforms.</li> <li>• <b>Adobe Stock collection and design assets:</b> Leverage royalty-free images, videos, and backgrounds to create standout content.</li> </ul>
<b>Reuse and adapt branded assets</b> Quickly reuse approved assets with branded templates to reach your audience faster.	<b>Use Adobe Express to quickly reuse branded templates and accelerate time to market.</b> Marketing teams need to leverage existing content to get to market faster. Using preapproved, branded templates in Adobe Express, they can efficiently adapt social posts, graphics, and event collateral that maintain brand consistency and reduce the demand on creative teams.	<ul style="list-style-type: none"> <li>• <b>Branded templates:</b> Reuse templates that leverage brand kits, with assets already placed and locked for quick adjustments by marketing teams.</li> <li>• <b>Adobe Creative Cloud integration:</b> Use existing Creative Cloud assets by seamlessly importing or linking assets from Adobe Photoshop and Illustrator to stay in sync with creative teams.</li> </ul>
<b>Localize campaigns for different audiences and markets</b> Adapt branded assets to create engaging and relevant campaigns.	<b>Use Adobe Express to create social campaigns personalized for different audiences and drive greater demand.</b> Marketing teams need to create targeted social media campaigns aimed at different customers and markets. Using Adobe Express, they can scale design variations, rewrite and translate text tailored to the specific interests, pain points, and demographics of their target audience.	<ul style="list-style-type: none"> <li>• <b>Generative AI:</b> Generate Image and Rewrite.</li> <li>• <b>Template locking:</b> Help ensure brand consistency while allowing for customization.</li> <li>• <b>Rewrite:</b> Rephrase, shorten, and lengthen text.</li> <li>• <b>Translate:</b> Translate copy for various local audiences.</li> <li>• <b>Content scheduler:</b> Plan, edit, preview, and publish social content.</li> </ul>
<b>Enable brand access and adherence</b> Empower your organization to create on-brand content with brand kits, templates, and content guardrails.	<b>Use Adobe Express to equip your organization with on-brand content and maintain a cohesive brand identity.</b> Marketing leaders want to ensure that external-facing materials adhere to company brand guidelines. By creating a centralized kit of approved brand assets, colors, and fonts in Adobe Express, they empower teams across the organization to easily access and apply these elements to their content, maintaining a cohesive brand identity.	<ul style="list-style-type: none"> <li>• <b>Brand kits:</b> Get centralized access to approved brand assets, colors, and fonts.</li> <li>• <b>Template locking:</b> Help ensure brand consistency while allowing for customization.</li> <li>• <b>Creative Cloud Libraries integration:</b> Help ensure the use of approved brand assets across the organization.</li> <li>• <b>Brand controls:</b> Set predefined guidelines for fonts, colors, and layouts.</li> </ul>

