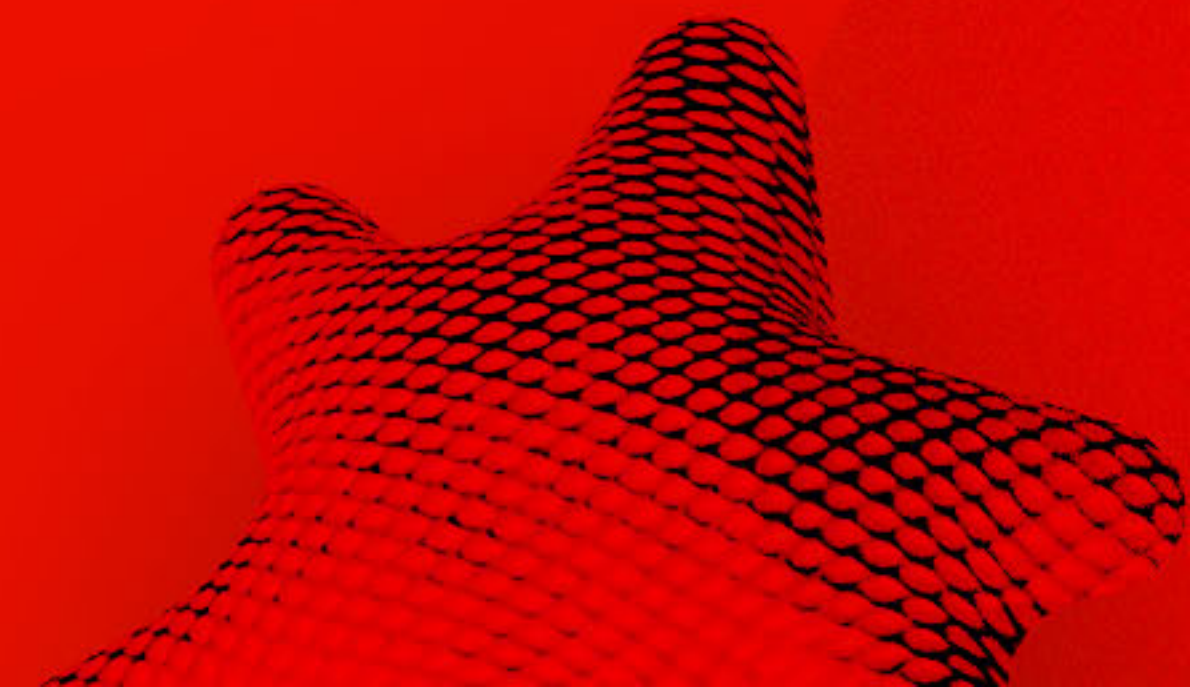


**Adobe**



# State of Creativity Report 2024

Adobe in Partnership with Edelman  
Data & Intelligence and Havas Play





# Foreword

There's no getting around it - the world of work looks vastly different to the way it did a few years ago. Despite a creative industry packed with big dreamers and world leading trend forecasters, I don't think anyone could have predicted the shape of work as it is today, least of all the legacy the global pandemic would leave behind. Add in rapid technological advancements and the advent of generative AI and things look set to change even further.

But change can be good. It brings with it opportunities (and lots of learnings, I'm sure), as well as the chance to grow and question how we do things.

What role will generative AI play? How can we harness its power to free up team members? How can we free teams from monotonous tasks, eliminate inconsistencies, and empower them to be their brightest, most brilliant selves?

These are questions I've been asking myself and no doubt you have, too. We commissioned this State of Creativity report to unveil the answers and I can't wait to share them with you.

We worked with research and industry experts Edelman and Havas Play, and spoke to decision makers, creatives and non-creatives across a range of industries, from retail to manufacturing, media and finance. We spoke to interviewees across generations, regions, job roles and job levels - because being creative isn't inherent to any one person. And none of us are immune to the significant changes in creative productivity.

Unsurprisingly, **83%** of decision makers noted a change in employee workload over the last 12 months and, interestingly, **3 in 4** were certain they would invest in tools and software to help meet escalating workloads and improve productivity.

This report aims to uncover the state of creative productivity, today, including who (and what) is driving it, the pain points related to ways of working, and how generative AI is helping or hindering those pain points.

Hopefully it helps to answer some of your own questions (and maybe even ignites some more).

One thing is for certain - those that resist change are resigned to be governed by it. Embrace it and you might just have a say in what happens next. Either way, happy reading; we hope you find it useful.

**Claire Darley,**  
**Senior Vice President of Sales,**  
**Adobe**





It's no secret that the world of work is speeding up, and the creative world is no exception. As consumption of our social media and streaming platforms proliferates, our world is becoming increasingly visual and, with it, the demand for good design and content.

If you're reading this report, chances are you're feeling the strain. The tough economic climate is putting pressure on employees to do more work with less support, and team members across all levels of business are feeling it.

The good news? Technology is here to help. The advent of generative AI is heralding a new creative landscape, yet industry-wide adoption of generative AI remains cautious, despite **78%** of employees surveyed experiencing improved work efficiencies.

Tash Thomas, Operations Director at Havas UK, refers to it as an **"unprecedented proliferation of tech" and a "dramatic inflection point for the industry"**. She believes the convergence of creativity and tech is being accelerated by generative AI, and that leaders are embracing this to improve productivity and profitability.

#### What is generative AI?

Generative AI is a subset of artificial intelligence (AI) that focuses on creating or generating new content, such as text, images, or even music. It uses machine learning techniques to generate data that is similar to existing data it has been trained on. It differs to traditional AI in the sense that traditional AI is focused on pattern recognition, whereas generative AI is focused on pattern creation.

This report explores the state of creative productivity across various industries, from retail to media, finance and manufacturing. We'll uncover the increased volume of work that both creative and non-creative roles are currently facing, as well as the pressure to deliver work faster, and the strains this puts on decision makers.

We'll explore some of the steps that early adopters are taking to meet this intensification of work, the barriers others are facing, and some of the exciting prospects this new era of automation offers in terms of speed and efficiencies, as well as innovative design.

We spoke with 450 creatives and non-creatives, and 200 C-Suite decision makers across a range of industries and at varying levels of AI-adoption to understand the pain-points, pleasures and emerging opportunities.

All three research groups were optimistic about the use of generative AI for creative projects, with many noting it is already helping them to do their work more efficiently. That means more time to focus on strategic and high-level tasks, with over **70%** of respondents believing generative AI could lead to new opportunities for creativity.

Meredith Cooper, Senior Director of Product Marketing at Adobe believes the most exciting prospect among so much change is the possibility for a new era of creativity: **"the emergence of generative AI truly opens the door for limitless creativity. Ideation is instant. Creatives can dream up an idea and instantly bring it to life to share, iterate and collaborate. Leaving time-consuming scamping, reworking and 'imagine if' sessions to the creative scrapheap."**

Whether you're looking to improve productivity, ease the strain on employees or take your creativity to the next level, the pages that follow are packed full of real-world insights to help you, no matter what stage of the journey you are at.



# Generative AI & Creative Productivity

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01 // Brave new worlds

02 // When the going gets tough, get AI

03 // Shaping the future of work



# Brave new worlds

When we think of ‘creative’ in the world of work, our mind jumps to impressive artwork: intricate 3D renders, beautifully retouched photos, or hard-hitting copy. But the reality is, this final output is only one part of the creative process. The increasing rate of work in the modern workplace requires employees to wear many hats. And this is where we’re seeing the most exciting and emerging trends with generative AI; creatives are using it to speed up repetitive, manually intensive work, whilst non-creatives are using it to upskill.

**What do we mean by ‘creatives’ and ‘non-creatives’?**  
Whilst creativity transcends roles and job titles, we wanted to distinguish between traditional creative and non-creative job roles. For the purpose of this report, our research refers to a creative as anyone in a creative or design role at a company who uses design software. And a ‘non-creative’ is an employee (director/manager+) in specific roles who create, produce, or collaborate on creative content.

We spoke with a number of C-Suite leaders on the state of creative productivity in their work forces, and a huge **83%** of them noted changes in employee workload over the last twelve months, whilst **40%** believe their industry has been negatively impacted by the current economic environment.

This comes as no surprise. In the age of remote working and the increased digitisation of the workplace companies are still clambering to understand their ‘new normal’. Progressive flexi-working schemes are being eschewed in favour of structured office days based around smaller working teams, and CEOs across industries are once again requiring staff to come into the office.



To top it all, the world is becoming increasingly digitised and interconnected, adding a “new dimension of complexity”, according to Adobe Director of Product Marketing, Jonathan Tse.

**“It’s no longer about just having the best creative tools to create content quickly. Instead, it’s about seamlessly bringing the best people together to create unique, differentiated ideas that enable organizations to stand out in today’s hyper competitive landscape.”**

Jonathan Tse,  
Adobe Director of  
Product Marketing



The 'return to work' is in full swing and, with it, a voracious productivity.

Senior Designer at Havas Play, Lewis Oliver, shines a light on the real-world implications of this increased productivity.

**"Everything is about being quicker. When most work was driven by print schedules, the turnarounds were a lot slower. Now something can be created and uploaded on the same day and go live 10 minutes after you've saved the file. It's ushering in an almost seamless loop of creating and publishing work. Our clients want to be reactive. We're getting briefs now to respond to something that is happening in the public eye, in pop culture, and so there is a natural demand to be quick and hyper reactive."**

Productivity is good for business, but it can spell disaster for quality. **Forty-two per cent** of decision makers we spoke to are worried about a decline in the quality of deliverables and **75%** are looking to make investments in tools and software to improve productivity and maintain standards.

Generative AI is one such tool, with Adobe Firefly already booming among creatives.

**"Generative AI isn't new. And it's unlikely to replace humans, but it is likely to become integral to how we live and how we work going forward. It's vital we harness this tech to transform not just how we do business, but how we live our lives."**

"





# When the going gets tough, get AI

Almost half of the creatives surveyed (**44%**) spend half of their working week on repetitive design tasks, **50%** note challenges with labour intensive tasks, and **71%** face project management related struggles.

Overwhelm is a recurring theme. All industries are operating on a new speed post-pandemic, and companies and individuals that are using old ways of working are struggling to keep up. This is particularly true for creatives working at larger enterprise companies with over 500 employees. Whereas those at small and medium-sized businesses are more likely to struggle with project management and day-to-day creative tasks.

Interestingly, we found that, despite the wide variety of assets creatives work with, there was increased demand across all of them, so any solution would need to help reduce time on repetitive tasks and find easier ways to create content at scale.

So, what do creatives do? Get creative. **Eighty-two per cent** of creatives are currently

using and plan to continue using generative AI with **74%** believing it is helping them to work more efficiently. The automation of frequent and time-intensive workflows not only frees up creatives to focus on more strategic and high-level tasks but helps to maintain brand consistency and reduce fear around work having to be redone.

It speeds up trial and error, too, with generative AI software like Adobe Firefly, allowing creatives to cycle through different creative elements and treatments far quicker.

Meredith Cooper, Senior Director of Product Marketing at Adobe believes software like Firefly could change the game for creatives. Its ability to combine the transformative power of generative AI with world-class creative apps not only improves efficiencies, but allows for a far more expansive creative process. **"With generative AI, the barriers to big thinking fall away – the only limit is your own creativity."** Unencumbered by the how, creatives can instead spend more time focusing on the what: using simple text prompts to quickly and easily swapping out images, altering backgrounds, changing colours, and adding or

removing elements. Tools like this are often integrated across products as well. Thanks to Adobe's interconnected platform, you can open a project in one application, use generative AI to add or remove objects, or transform text and then open that file in another product to continue working on it.

Once teams have gotten to grips with generative AI's creative potential, they turn their attention to its project management capabilities. As with any new technology, the biggest barrier to adoption is fear. Most people are naturally wary of change, not to mention the potential time wasted chasing every innovation. But, with generative AI, we're finding that early adoption leads to both a horizontal integration across workstreams and departments as well as a vertical integration up and down reporting lines.

For the creatively minded, experience with generative AI makes them less fearful towards the potential drawbacks of using the technology. The same cannot be said for non-creatives.



# Shaping the future of work

Compared to their creative counterparts, non-creatives are lagging in generative AI adoption due to lack of corporate training or support. As such, they are more fearful about the potential risks of generative AI use even though **83%** of current users believe it has helped them to do their work more efficiently.

Tash urges companies to embrace the technology and transformation it will bring to stay relevant. It will take work. Teams need to, **“look at their processes and understand where in those processes they can identify use cases for AI. Not just any creative output, but how can it solve particular pain points along your journey. To do that you need to do a real-time review of your process and where you think generative AI can benefit you.”**

But what do the teams think? With more creative work moving in-house, content creation demands are falling onto non-creatives who struggle not only with time and resourcing constraints (**79%**), but also pressures to uplevel design skills and find

ways to work more efficiently. **Seventy-nine per cent** of non-creatives say that not everyone in their team has the same level of creative skills, despite over two-thirds recognising that visual storytelling that leverages images, motion graphics or videos is becoming an integral part of their job.

Non-creatives are increasingly finding themselves expected to manage content creation and level up their design skills. Unlike the creatives who have seen an increased demand across all of the assets they create, non-creatives are witnessing the most growth in demand for assets typically handled by creative teams.

Whereas a traditional working day might have involved internal presentations, sales presentations, training and internal processes, non-creatives have seen a rise in requests to produce a range of assets from social media (increase of **66%**) to web content (**58%**), CRM (**56%**) and paid media (**49%**).







The capability gap is vast and often stifling. The digitisation of the workforce continues to evolve job roles and descriptions, and this disparity across capability can bring with it multiple challenges.

Employees need solutions with intuitive, user-friendly design to cater to a range of experience and confidence; it needs to be collaborative to allow multiple stakeholders to work across projects together and to help alleviate resourcing challenges and improve efficiencies. And templates can help with another challenge when producing assets – maintaining brand consistency.

**“A lot of the conversation focuses on how Firefly can improve workflows for creatives, but we’re also seeing huge impact for people in non-creative roles”, says Meredith. “As we see in this report, the workload of non-creatives is constantly expanding to cover a huge range of creative tasks. Not only in ideation and creation, but also across the management of the creative process – consolidating feedback, project management and file sharing for example. Firefly is built to help at every creative milestone, resulting in a 2x-8x increase in creative capacity.”**

As we saw with the creatives, those working at enterprise-level companies are more likely to face workload pressures, yet surprisingly also noted support and collaboration challenges. It’s precisely

because of these challenges that decision makers are looking to generative AI. Working smarter, not harder It’s a tale as old as time: how do I get the best yield out of the fewest resources. In a never-ending quest for efficiencies, this question falls to business leaders: **“Companies are searching high and low for ways to reduce operational costs and improve productivity to squeeze more out of what they have today”** says Jonathan Tse. Reluctant to increase head count for repetitive tasks or those that don’t contribute to the business’ bottom line, decision makers believe generative AI will play a major role at their organisation.

No longer a far-flung sci-fi fantasy, generative AI is a workable reality; one that can accelerate the creation of simple creative tasks, automate repetitive manual work, and help with project management.

Tash says change will always be uncomfortable. **“As human beings, lots of us are change resistant. And generative AI represents a big change, an unknown change. We don’t know what the end state looks like, so there’s naturally a nervousness there.”**

But change doesn’t have to be hard. And with the benefits generative AI offers in terms of speed, productivity, and task management, maybe change doesn’t seem so intimidating.



# Speed & Efficiencies

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01 // Doing more with less

02 // Let tech take the strain

03 // Introducing Adobe Stock and Frame.io

20



# Doing more with less

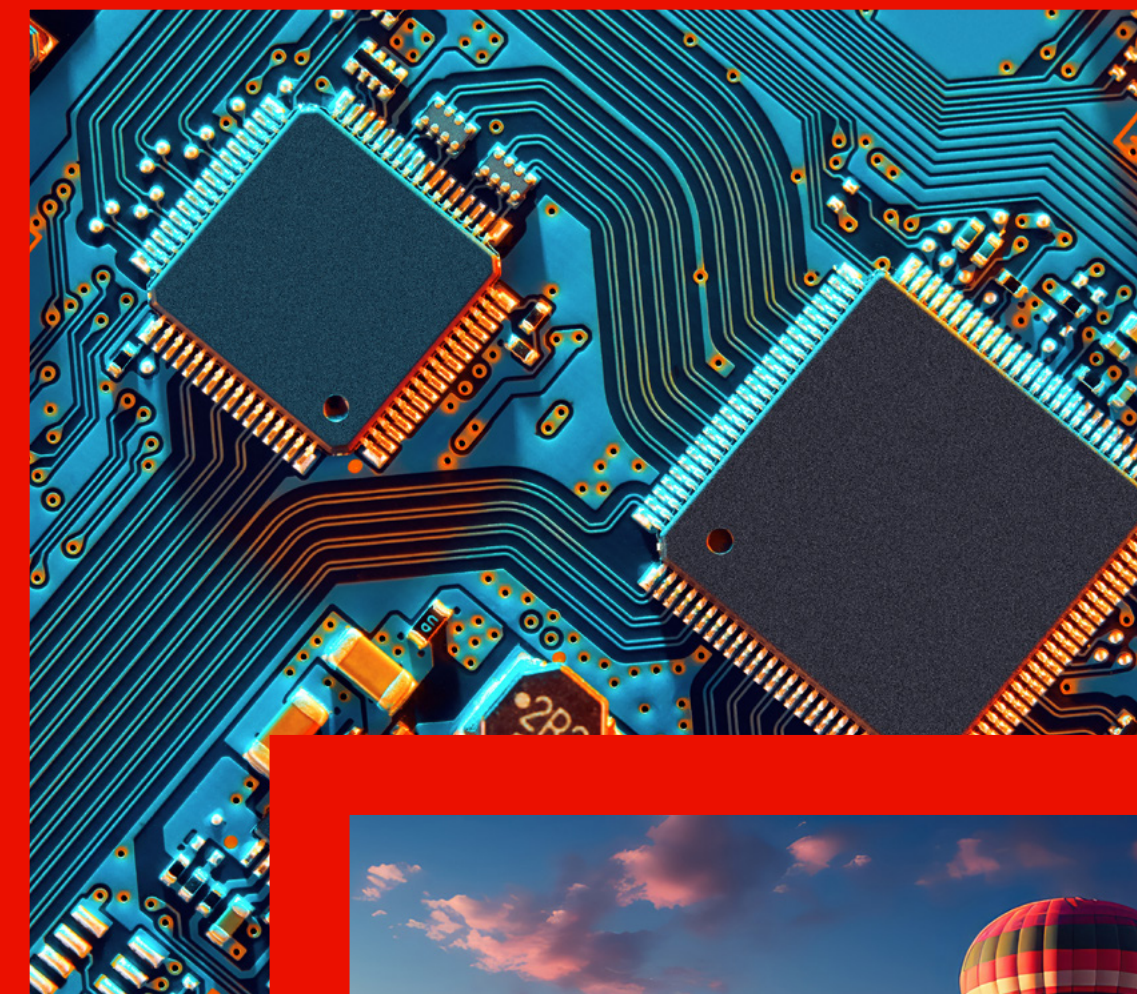
In 1965, Gordon E. Moore (the Silicon Valley tech pioneer who co-founded Intel) observed that the power of computer chips doubled every two years despite the cost of those computers halving. While people question the validity of his famous maxim today, it seems only too true of the workforce.

If there were two words to sum up the state of productivity today, they would be 'speed' and 'efficiency'. How do we do more with less?

We've looked at the emerging generative AI wins in the world of creatives and its role in upskilling non-creatives, but how are both groups dealing with the sheer volume of work? **Seventy-one per cent** of creatives say one of their biggest challenges from this increased workload is project management-related, such as tracking feedback and sharing files. While **79%** of non-creatives face time constraints and

resourcing challenges, with **53%** also struggling with collaboration.

Decision makers are turning to technology. **Three out of four** we spoke to are certain they will make investments in tools or software to improve productivity. Senior Director of Product Marketing at Adobe, Meredith Cooper, says it's a trend they're already seeing amongst Adobe's B2B clients. **"People across industries and across job roles are increasingly turning towards AI functionality to help manage their workload. With Adobe's products, collaboration, productivity, file-sharing and feedback tracking are all housed within the same ecosystem, making project and workload management much easier"**





### Collaborate and review.

Creatives and non-creatives alike are finding they're asked to complete more work, faster, despite the nature of that work (and its difficulty) remaining the same. **Seventy-two per cent** of non-creatives and **63%** of creatives feel their company is asking them to take on more projects while both (**60%**) agree their company is asking them to complete those projects faster.

Aside from the sheer volume of work, we're seeing consistent barriers to speed and efficiency: collaboration and project management.

**Seven in ten** creatives note challenges relating to project management with **27%** citing lack of clarity around changing project requirements and **26%** admitting they face difficulty managing the review process.

Generative AI could be one solution. Senior Designer at Havas Play, Lewis Oliver, is already seeing first-hand how technology is aiding process, **"Creative Cloud has made it so much easier for everyone to share files effectively. Not just the sharing of files but being able to access the same file and work collaboratively."**

It's precisely these developments that alleviate time-consuming tasks like collating feedback or sharing of active documents. It also helps to ensure consistency and allows multiple team members to work on the same document at once.

**Six in ten** creatives say project management-related features would make their projects more efficient, with **26%** specifically asking for the ability to automate and track the creative review and **14%** wanting to spend less time reviewing work.

For non-creatives it's collaboration, with **5 in 10** struggling. **Thirty per cent** cite long wait times to review work, **22%** face difficulty managing version control at review stage and **19%** with the sharing of files for review.



# Let tech take the strain



We see a slight split between small and medium-sized businesses (SMBs) and enterprises (ENTs) but the sentiment remains the same: more work, quicker. Whereas creatives at ENT companies are more likely to feel the pressure of work due to the current economic climate, those at SMBs are more likely to struggle with project management (**76%**) and visual day-to-day creative tasks.

**Reminder:** ENTs are larger, enterprise companies with over 500 employees vs SMBs with <500 employees.

Non-creatives at ENT companies are more likely than their SMB peers to face workload pressures and note support and collaboration challenges – **37%** feel a lack of support from in-house creative teams and a further **34%** face long wait times to review work or approvals.

It seems the larger your company, the higher the workload pressure for creatives and non-creatives. Bigger companies with bigger volumes of work unsurprisingly struggle with collaboration. Yet their larger resources often see them better equipped in terms of technology to tackle these challenges. Their SMB counterparts, on the other hand, find themselves held up due to project management and review processes.

## Real-world solutions

It seems technology got us into this mess, but it can also get us out. **Fifty-seven per cent** of decision makers believe generative AI will play a major role at their organisation, solving some of content creator's largest challenges. **Sixty per cent** specifically want help with a faster content speed to market. Director of Product Marketing at Adobe, Jonathan Tse, says generative AI is helping to solve the age old problem of how to do more with less; **"business leaders are already seeing huge creative productivity gains from the adoption of pinpointed generative AI solutions"**.

When we spoke to those on the front-line creating content, they had very specific requests:

- **Seventy-nine per cent** wanted a way for cameras to upload footage directly to the cloud for instant editing and review.
- **Seventy-six per cent** wanted better access to stock footage to fill in the gaps when there isn't time or money for onsite shoots.
- And **74%**, better access to stock imagery for the same reason.
- **Seventy-six per cent** wanted a way for collaborators to draw directly onto video frames to clarify their feedback.
- And **71%** wanted the ability for comments and feedback to be left directly within their editing tool.

Of the last four, **10-15%** more creatives at SMBs voted in favour than those at ENTs.



# Introducing Adobe Stock and Frame.io

## Adobe Stock

It's likely that you're already familiar with Adobe Stock. Adobe's curated royalty-free stock collection allows creatives and non-creatives to print and design projects, social media campaigns, films and videos. Its integration with Creative Cloud apps helps to save time and streamline workflows—two key challenges facing both creatives and non-creatives.

Users can search and licence millions of world-class assets including graphics, videos, music tracks, templates, 3D content and Adobe's Premium and Editorial collections, helping users to discover diverse, authentic content for different audiences.

Visual search, powered by Adobe Sensei, now allows users to drop images into the search bar to look for complementary and alternative images, while aesthetic filters enable users to fine-tune their search based on copy space, frame and duration rates or depth of field.

Like so many of Adobe's products, its intuitive nature helps to democratise creative productivity, alleviating many of the challenges non-creatives are facing due to expanding job requirements.

## Frame.io

Unify creative collaboration with Frame.io.

For years, creative teams have used a patchwork of tools for collaboration, work-in-progress reviews, file transfers, and approvals. Our research above shows how these disparate processes hinder productivity and stifle creativity. Frame.io brings everything—and everyone—together in one place.

Integrate powerful cloud-based review and collaboration tools with Adobe tools using Frame.io. It's now easier than ever to simplify workflows across video, photo, design and more thanks to a single platform to store, share, communicate, review, and approve all of your creative projects.

**"Frame.io offers a central platform to bring creative teams, assets and conversations together in one place to streamline collaboration, reduce rework, and accelerate taking new ideas to market."**

Director of Product Marketing, Adobe, Jonathan Tse.

It acts as one central hub to share media, track feedback, and streamline workflows so teams can work closely together anywhere in the world. Users around the world are already reporting **31%** faster turnarounds, **27%** fewer rounds of reviews, and **25%** fewer revisions required. In an era built for speed and efficiency, it's quickly becoming the fastest path to post-production and publishing content, meaning less mind-reading and more delivering.





# Creative Innovation – Where Next?

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01 // Everyone's an artist

02 // The booming visual industry

03 // Limitless creativity



# Everyone's an artist



Remember that trend when everyone used an AI-based app to turn into an instant artist on Instagram? AI-generated self-portraits of people in ethereal landscapes proliferated the app back in 2022, heralding the mass uptake of AI.

Overnight, it seemed everyone was creating with generative AI. And, at its heart, that is the beauty of AI-powered artistry; it democratises creativity in a way we haven't seen before.

Some of us are understandably cautious, but the future of AI-powered creativity isn't as dystopian as we might think. For generative AI still requires inputs, still requires text to generate imagery and video and still requires ideas. And ideas have always been the currency of creativity. Creators will still need to consider form and composition, lighting, colour, and perspective. Only now their ideas will be less limited by their technique. Havas UK's Operations Director, Tash Thomas, likes to think of generative AI as an imagination printer. **"A creative that has an idea in their mind typically would have to hand draw that or write it as a script. You can now put a prompt into any kind of image engine and it will produce something for you – something you may not have ever expected before."**

It's certainly an interesting way to cycle through ideas and iterate on concepts. One that leaves the creatives free to do the type of open-minded thinking that wins awards and captures attention.

So, with this unbridled freedom, where is design heading?



# The booming visual industry



With the video and visual industry continuing to explode, creatives are more interested than ever in mastering different video and photo techniques.

And we're seeing a clear trend amongst the top content areas current creators are most interested in: live action videography, stop motion and 360-degree/virtual reality videos.

For Meredith Cooper, Senior Director of Product Marketing at Adobe, it's a trend she's following closely. **"I love seeing creatives use technological advancements to drive new trends. We follow these closely at Adobe. We want to ensure that however creatives choose to express their work and however brands want to reach their audiences, Adobe is there to help. It's all about letting the creativity take centre stage. How can we best do that? How can we support and empower the people behind that?"**

The boom in the video and visual industry is encouraging creators to look to new areas of growth. **Sixty per cent** of creatives we spoke to are already doing considerable amounts of photo editing, **51%** work with visual effects and **49%** with 2D image design. A huge **72%** say video is a big bet to deliver personalised experiences with almost **3 in 4** agreeing 8K video is becoming a higher priority in their organisation. With the rapid rise in technology and picture improvements, as well as the ever-increasing speed and ease of production, visual elements once preserved for niche experts are becoming more and more accessible. Over half the creatives we spoke to want to create more 360-degree/virtual reality videos, **53%** want to work more with stop motion and **61%** are interested in live action videography.

The barrier? Despite increased accessibility, roadblocks like training and education still stand in the way of taking up new crafts.

**Fifty-nine per cent** say a lack of experience is preventing them from creating the types of visual content they're interested in. **Fifty-six per cent** say they lack enough training, **52%** don't have enough time and **50%** lack access to the right tools in the workplace. As we've seen, repetitive, manual creative tasks are a big drain on the creative workforce. Uploading footage to the cloud, looking for stock footage to fill gaps, clarifying, understanding, implementing feedback, and transferring media from memory cards and hard drives are all key, but are also time-consuming parts of any creative's workload. **Fifty-eight per cent** of creatives cite waiting for files to upload, download or transfer is a huge inefficiency in their workflow. **Fifty-four per cent** say their work is interrupted more than once a week by someone asking for access to content, media or assets.



# Limitless creativity

When it comes to visual content projects, most creatives feel that they are wasting time on manual tasks and wish there were better solutions out there.

One example that Lewis Oliver gives is the direct selection tool. Previously **“cutting out in an image could take hours depending on the complexity of it. Now, with generative Fill, you can literally do by pressing a button. I use it to cut out when I’m pressed for time or to put a mood board together.”**

This is where the power of generative AI really shows up, not just in the creation of artwork, but in the saving of the modern workplace’s most valuable commodity, time. Not just for efficiencies sake, but to unlock the space needed for bigger thinking and industry leading creativity.

Almost **3 in 4** creatives and **83%** of non-creatives believe using generative AI for creative projects has helped them to do their work more efficiently. And more than **70%** of decision makers, non-creatives and (**75%** of) creatives believe generative AI could lead to new opportunities for creativity, as it frees up time to focus on more strategic and high-level tasks, such as 3D design. Creatives (**84%**) are very

interested in working with 3D content for both the immediate visual impact (creating immersive experiences or 3D designs), as well as for finding work efficiencies. Despite this interest, budget (**35%**), the right tools (**32%**) and training (**32%**) are again cited as obstacles that prevent adoption.

With decision makers, creatives and non-creatives almost unanimous in their approval of generative AI, there still a discrepancy between appetite and action. One that, unfortunately stems from the top. **Eighty-five per cent** of decision makers are confident in the near-term outlook of their company, **83%** noted a change in employee workload over the last twelve months, and **3 in 4** are certain they will invest in tools and software to improve productivity, yet there appears to be a lag between this conviction and actual action that is freeing creatives up.

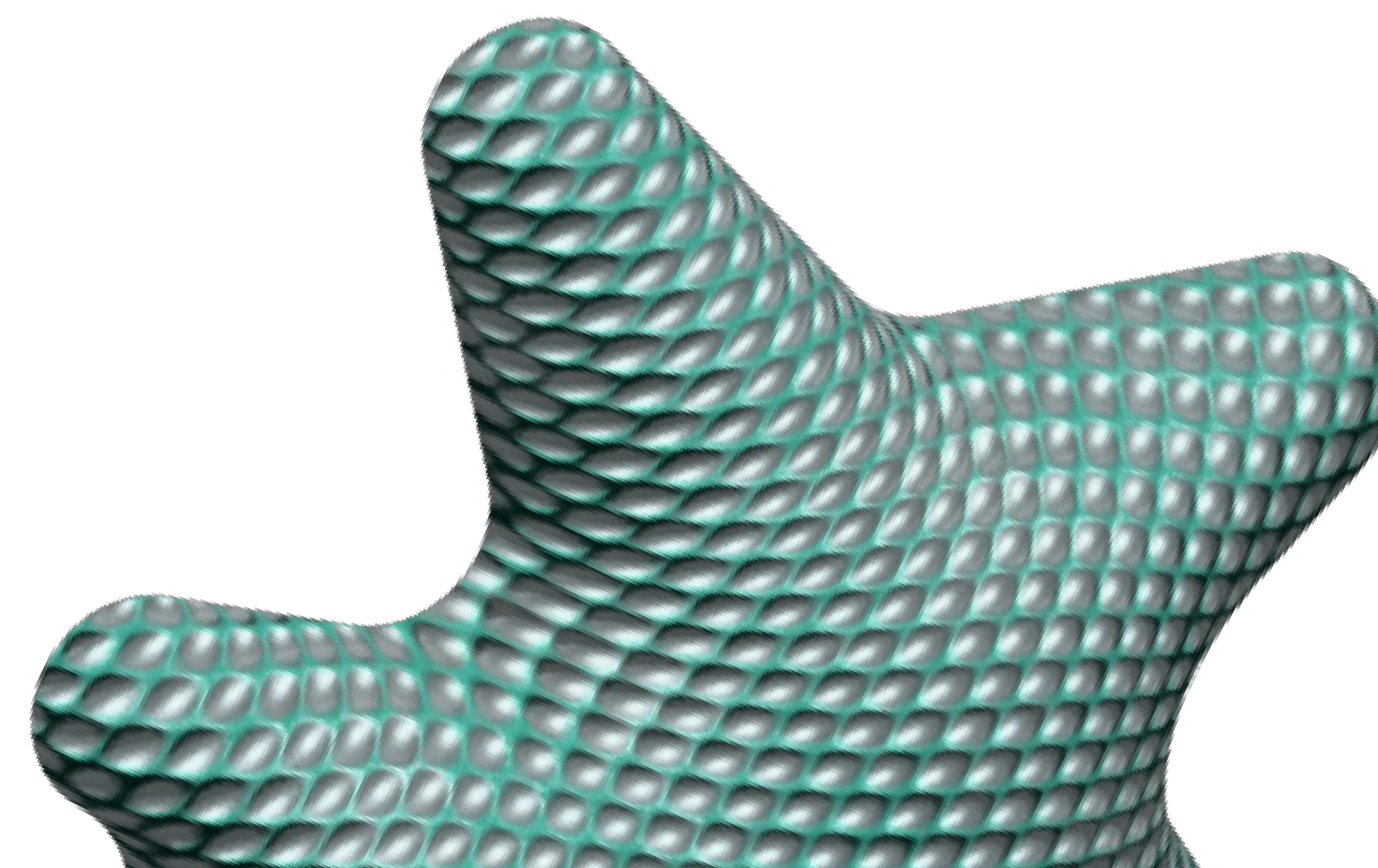
## Getting paid for your time.

Uploading footage, transferring files and collating feedback are all part of a creative’s job and, of course, billable hours. But the real value for creative companies and clients is in the artwork itself.

Instead of focusing on manual, repetitive tasks, creatives want to be creating 3D models (**47%**), visualising designs in 3D (**45%**), creating virtual photography (**30%**) and building AR/VR immersive experiences (**28%**). To do so, they need to create more engaging customer experiences, increase their content creation abilities, and accelerate design processes.

Upskilling a workforce and freeing them up to do so is not only good for employee morale, attracting the best talent and winning awards, but it also helps to grow design offerings for clients, deepen client advocacy and add new revenue streams.

These aren’t far flung ideals either; they’re happening before our very eyes. If your Uncle Steve can render himself as a 20’s space, rock-God, imagine what you could do.





# Conclusion

in 2024, work is heading one way

**“  
With the need to capture the attention of customers in an increasingly digitally infused environment, the need to create more content faster has never been greater.  
”**

Jonathan Tse,  
Adobe Director of  
Product Marketing

So, what does 2024 hold for the world of work? Whilst no one can quite predict the future, work appears to be heading one way... up. Both volume and productivity look set to continue their relentless drive, which means good things for those that can keep up.

As ever, the pressure trickles downstream with decision makers and employees alike feeling the strain. The good news is that the technological advances that are driving this intensification of work are also the very things that could help alleviate it.

Generative AI is already becoming an integral part of most work streams, but there are still those who are reluctant or cautious to use it. Whilst this hesitancy is entirely expected, it needn't be.

Intuitive tools such as Adobe Express, Frame.io and Adobe Stock are seamlessly embedding generative AI into their interfaces, helping to remove the barriers that creatives and non-creatives are facing.

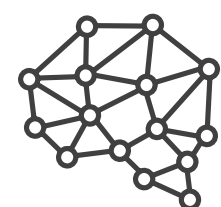
For the former, it's reducing time spent on manually-intensive, but repetitive (or less valuable tasks). For the latter, it's project management related issues, whilst both want greater collaboration and more seamless integration of feedback and asset sharing.

As ever with change, the ones who embrace it will reap the benefits others might struggle to keep up with. Adobe's Creativity Platform has everything you, your team, and your business needs to succeed. **We are ready. Are you?**



# Future-proof your creative offering with Adobe Creative Cloud for business, powered by Adobe Firefly generative AI.

Creative Cloud for business with Firefly and Frame.io solves your content production needs by bringing together best-in-class creative solutions on an integrated platform for all creative work.



**Unleash creativity.** Accelerate ideation and creation with powerful generative AI tools inside creative apps. Scale branding using custom model extensions and APIs.



**Scale productivity.** Enhance storytelling with **350M+** natively integrated high-quality photos, videos, music tracks, and more.



**Unify collaboration.** Integrate creative collaboration on a platform that centralizes lightning-fast, secure review and versioning across the creative lifecycle with centralized storage and sharing.

**NEW: Generative AI**  
Features powered by Firefly inside creative apps and IP indemnification.\*

**Industry-leading apps**  
20+ creative apps, including Photoshop, Premiere Pro, and Adobe Express



**Centralized creative review**  
One solution for creative storage, collaboration, and review with Frame.io.

**Creative assets**  
Unlimited access to Adobe Stock inside creative apps.

\*Opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly under certain Adobe offers. Terms will apply.



**Adobe**

# Thanks

If you want to know more, contact your  
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