

Adobe Firefly

Supercharge creative teams with generative AI.

Adobe Firefly



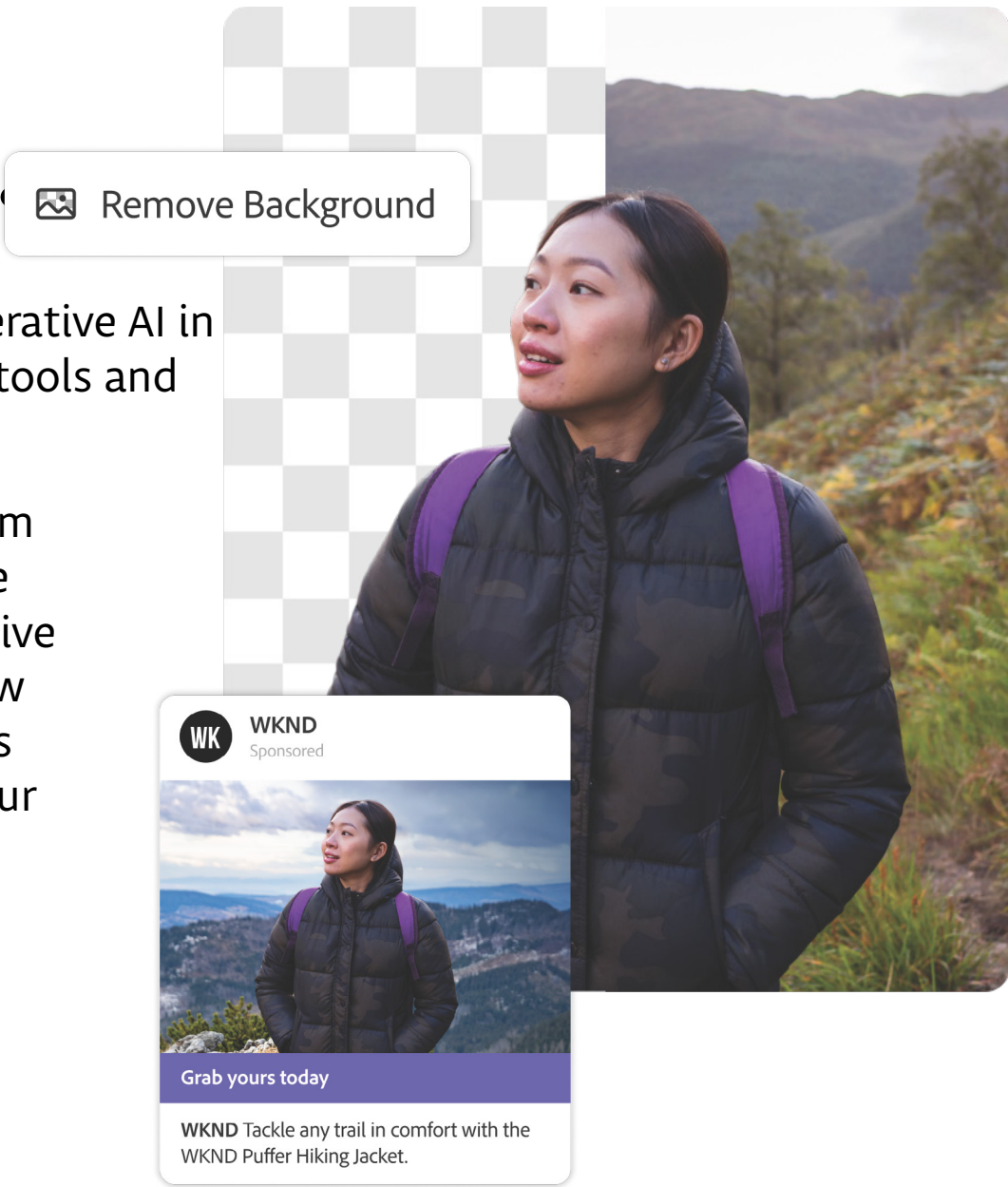
Unlock the power of generative AI for scalable creative solutions

Business leaders today face a tough puzzle: how to create content fast enough to deliver tailored, on-brand experiences on every channel, instantly. Each interaction requires high-quality, on-brand content — the kind that used to take an entire creative team weeks of repetitive work. And the pressure on your business to produce and reproduce a staggering volume of content is only growing.

New generative AI innovations are uniquely suited to help leaders solve the puzzle, making it possible to take a moment of human creativity and magnify its impact.

The number of ways you can use generative AI in business is growing fast, just like the tools and features that help you put it to use.

As the most comprehensive AI platform for creating enterprise content, Adobe Firefly provides a full range of generative AI capabilities. This guide explores how Firefly can help energize your business and how you can use Firefly across your organization.



Drive results with Adobe Firefly.

For enterprises using Adobe creative solutions powered by Firefly generative AI, Forrester found:

30%–70%

improved productivity for ideation

65%–75%

less time spent reviewing and fixing

Up to **5.7%**
ROI

35%–50%

reduced costs and improved efficiency

70%–80%

scaled production of asset variants

60%

faster hero asset creation

0.5%–1%

revenue growth

Source: Forrester

Designed for enterprise needs.

When you apply any powerful technology in business, you need confidence that it's reliable, ethical, and safe. You can't compromise on quality. You also need tools that are flexible and relevant to your organization's needs and workflows. Adobe Firefly is built to meet these needs.

Responsibly developed and safe for business.

- Firefly is trained on licensed and public-domain content with a special focus on minimizing bias and harmful content while promoting transparency of origin.
- Customers on qualifying plans are eligible for IP indemnification for generated output.*

Precision, quality, and control.

- Professional-grade capabilities offer over 20 ways to control generative outputs across formats — including images, video, audio, and vectors.
- Decades of research and experience in media technology power these models and drive Adobe's high-quality results.

Integrated into existing tools and workflows.

- Built-in capabilities across Adobe creative and marketing tools deliver value at every step.
- Integrated APIs and services automate routine and repetitive tasks so you can scale production quickly.

Customizable to your brand.

- Custom Models let you train Firefly on your brand, so your teams can create on-brand content with simple text prompts.
- Adobe won't train foundational Firefly models on your business content or data.

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

The Adobe generative AI difference.



Responsible training

Adobe Firefly generative AI models are trained on licensed and public-domain content.



Security and privacy

We do not and have not trained our foundational Firefly generative AI models on your enterprise content.



Content transparency

We founded the Content Authenticity Initiative to increase trust and transparency. Content Credentials and provenance details are automatically attached to assets generated by Firefly.



Diverse representation

Training is designed to be representative of regional markets and built to avoid harmful bias across gender, age, and skin tone.



Accountability

AI Impact Assessments and Adobe's AI Ethics Board provide ongoing reviews and refinements of Firefly data, approach, and output.



Sustainability

We prioritize energy efficiency and emissions reduction to minimize our footprint.

Embedded in your end-to-end content supply chain solution.

Adobe Firefly models are seamlessly integrated across the Adobe ecosystem to offer innovative AI solutions at every step:

- Ideate and produce new content
- Simplify common edits and produce asset variants at scale
- Empower teams across the organization to self-serve while staying on brand
- Drive campaigns with high-performing content

“

Adobe has been a fire hose of innovation, bringing generative AI solutions to commercial content creation.

Gerry Murray

IDC

Source: IDC



The number of ways that Firefly is embedded in the Adobe content supply chain solution is only outmatched by the number of ways your organization can use it:



Creative Cloud.

Eliminate time-consuming tasks and unlock your creative team's potential with generative AI embedded directly into apps they use every day.



Firefly Creative Production.

Simplify common edits to be performed on thousands of files simultaneously.



Adobe Firefly Website.

Create images, video, audio, and vector graphics in the Firefly app. Ideate, create, and collaborate on concepts with Firefly Boards. And work with the newest commercially safe Firefly generative AI models.



Adobe Express.

Ensure that every team in your organization can self-serve while staying on brand. Get to market faster, engage with audiences more deeply, and deliver standout experiences while freeing up creative teams for high-value work.



Firefly Services.

Integrate generative AI and creative APIs into content production workflows to scale the production of asset variants.



GenStudio for Performance Marketing.

Let marketing teams create their own ads and emails to drive impactful, personalized marketing campaigns.

“

Adobe Firefly gives me a whole new way of working. I can try out new ideas very quickly, and they look much closer to the final results compared to my quick sketches.

Sakura Martin
Global Brand and Design Lead dentsu

Source: Adobe, "Unleashing Creativity in All Employees"

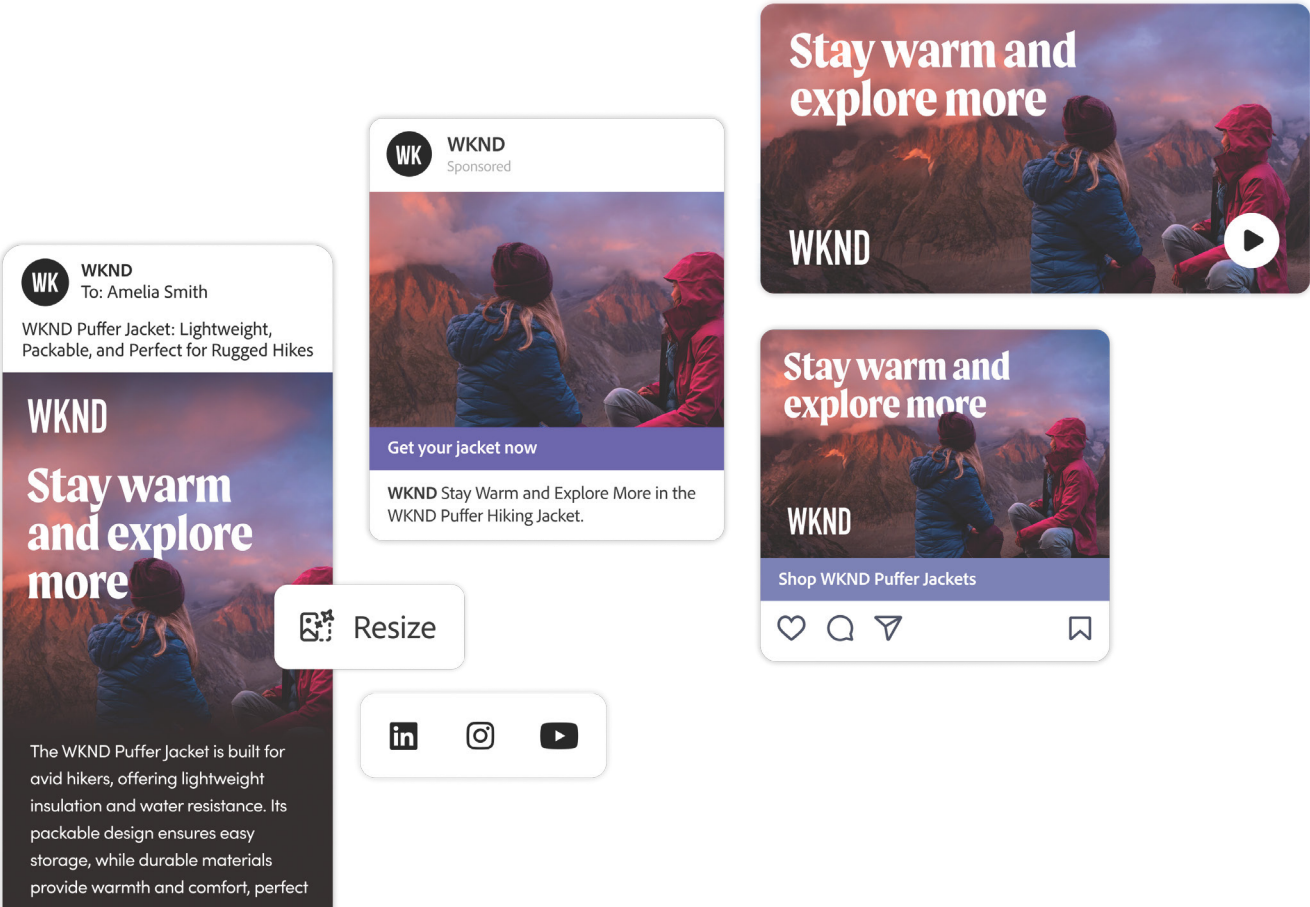


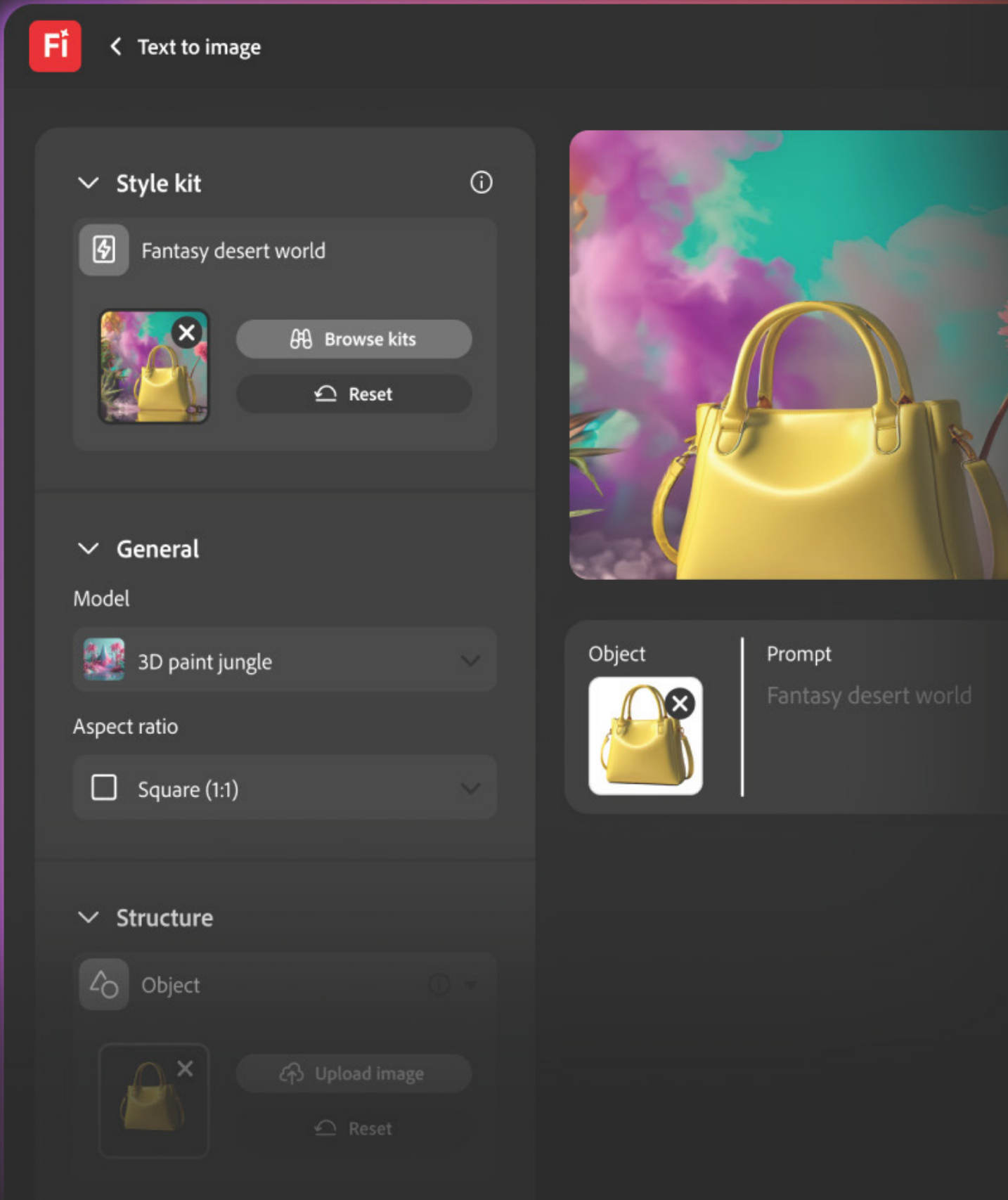
Expressing assets, creating multichannel content and **26x higher** and engagement.






Complete creative tasks up to 80% faster, freeing up capacity to support more campaigns.

Source: Pfeiffer





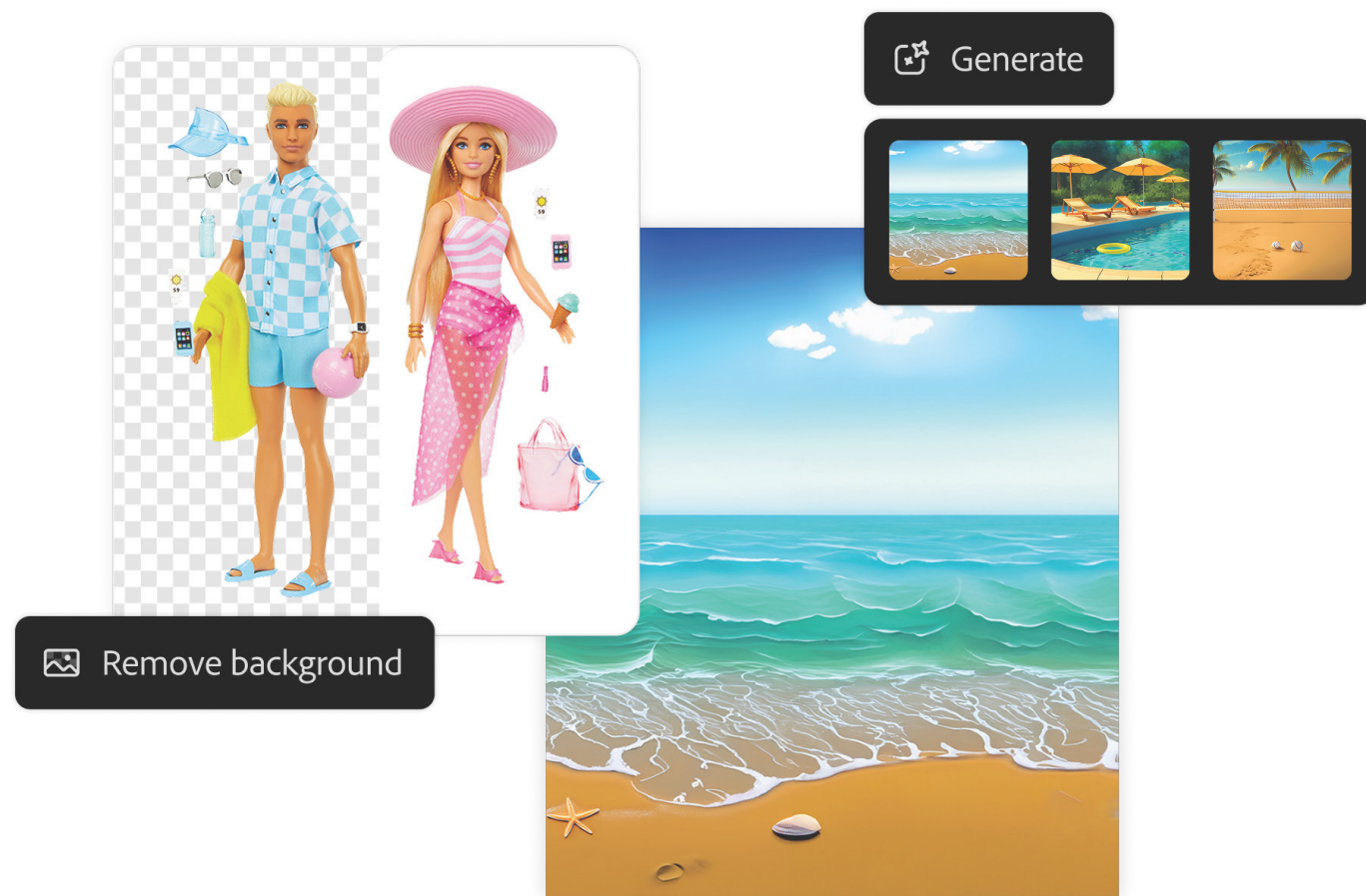
The Adobe Firefly Website is just one of the many ways your team can visualize new ideas and produce content quickly.

-  Have fun and experiment with creating a wide variety of assets by simply typing in words and selecting presets.
-  Save time on editing images, recoloring graphics, creating variations of your designs, or creating from scratch.
-  Use Firefly as the starting point and then bring your creations to your favorite Adobe apps for further editing and fine-tuning.

Try Firefly at firefly.adobe.com

With Adobe Firefly in Creative Cloud, your team can achieve a greater impact with the familiar and reliable tools they already use skillfully.

For example, designers can bring ideas to life using simple text prompts and continue refining images, all in Photoshop. Mattel designers now use this integration to visualize their ideas, polish their work, and move through the review process faster.



“

Bringing Adobe Firefly into our design process has created better alignment between our creative and marketing teams, eliminating time-intensive review cycles that often limited our ability to finesse and polish our packaging designs.

Sal Velazquez
Barbie Staff Packaging Designer

Source: Adobe, "Barbie Packaging Powered by Adobe Firefly"

Explore how top brands are putting Firefly to work.

You've seen what Firefly can do. Now explore how it performs in the real world. The following use cases highlight how leading brands are using Firefly products to accelerate workflows, cut costs, and create at scale. Each example shows a different way generative AI can support fast, flexible, and brand-safe content creation.



Produced 20,000 on-brand banner ads for a Black Friday campaign, cutting time-to-market



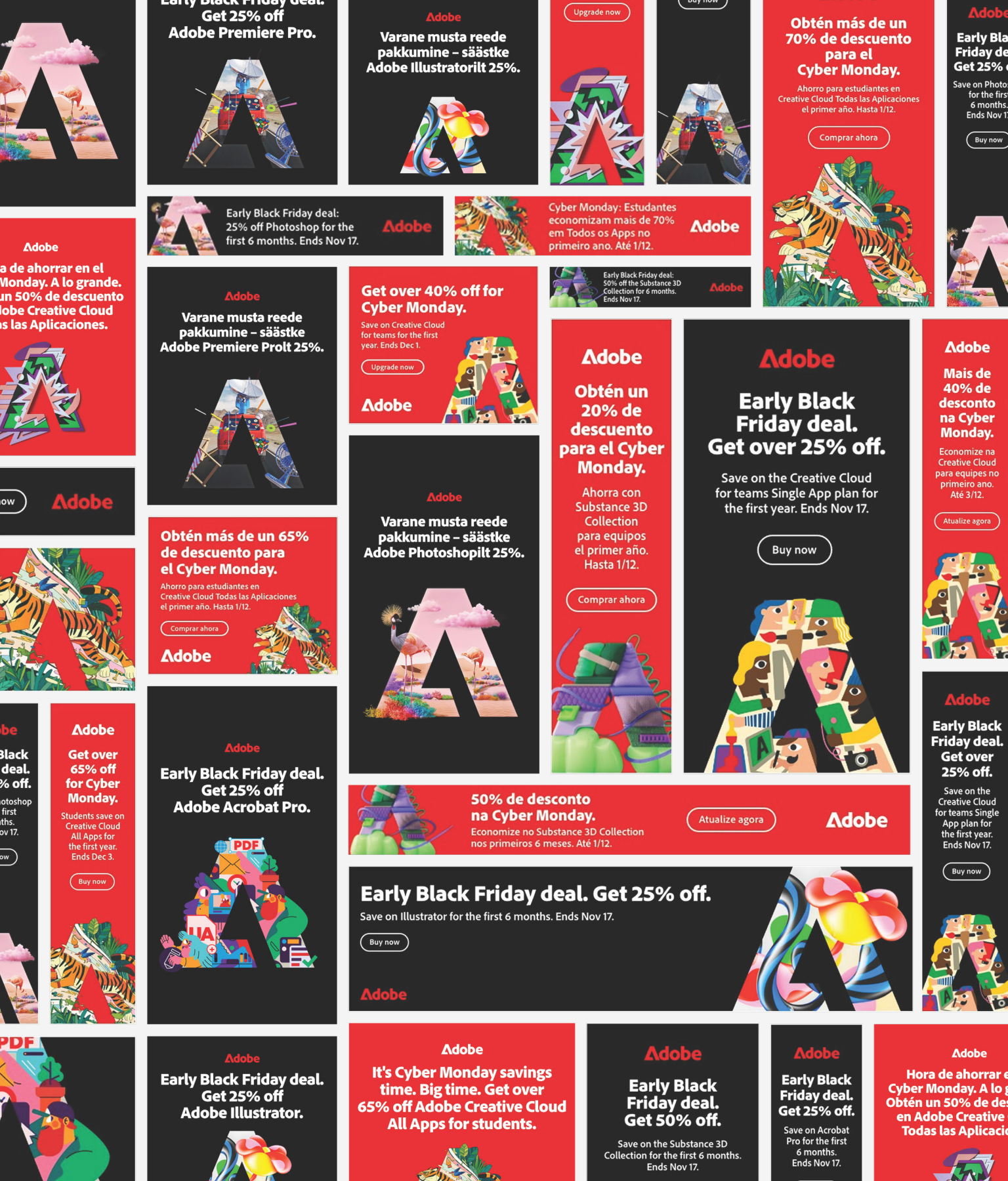
Used Firefly Custom Models to generate accurate digital twins of products, helping speed up ideation, product testing, and internal alignment



Streamlined content creation across 145 markets by centralizing branded assets with Firefly and Express



Allowed customers to design their own squeeze bottles using personalization tools powered by Firefly while keeping each design on brand



Adobe

USE CASE

Produce large volumes of content.

Rapidly produce a huge variety of content at scale while staying on brand and maintaining creative control.

For its Black Friday campaign, Adobe cut both costs and time-to-market for 20,000 banner ads. The result was greater efficiency and higher impact.

Creatives developed original artwork and on-brand variants using Firefly in Creative Cloud and Custom Models. The team then scaled asset production using Workfront Fusion and Firefly Services to accelerate the process and streamline approval.



USE CASE

Speed up product conceptualing.

Bring ideas to life and reduce creative friction. Firefly makes it easy to explore ideas, iterate quickly, and move into production with confidence.

Coach trained Firefly with its own assets to accelerate the creation of digital twins – virtual product replicas in high demand because they are critical to the production and marketing process.

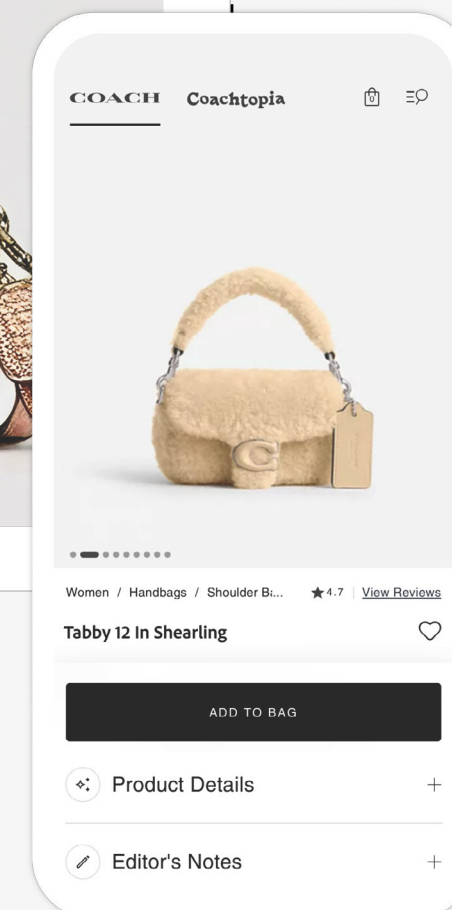
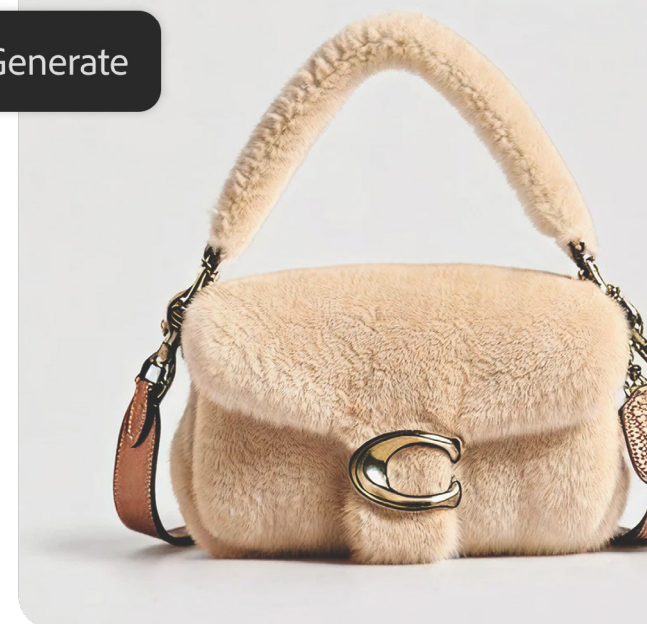
The design team had a breakthrough moment when an early test of its Firefly Custom Model generated tailored digital twins that accurately mirrored products already seen on store shelves. It was a major discovery for the company that allowed internal teams to better ideate, test ideas with focus groups, and deliver products that resonate with customers.

Train custom model



Tabby handbag made of shearling fluffy material |

Generate





dentsu

USE CASE

Support global content consistency across large organizations and distributed teams.

Establish better efficiency and faster delivery, all while staying on brand. By centralizing creative assets — like templates, logos, and style guides — teams in different regions or departments can create localized, on-brand content without reinventing the wheel.

Dentsu used Adobe Firefly to create content for a global rebrand. Design teams uploaded locked templates and brand libraries in a central hub for all teams to use. Social templates, presentations, fonts, colors, logos, and imagery were made available via Adobe Express.

The result was consistent content across 145 markets, plus the company cut delivery time by 70%.

GATORADE

USE CASE

Fuel unique and personalized customer experiences.

Create engaging, personalized content by generating tailored visuals for individuals based on their preferences or behavior.

Gatorade used Firefly to bring a groundbreaking customization experience to its digital storefront, where customers can design their own Gatorade squeeze bottles. They can choose from over 200,000 pre-generated designs or create their own using simple text prompts.

While the bottles can be personalized, Gatorade ensured that each design still feels on-brand by using Adobe Firefly Text-to-Image Composition Reference and Style Reference. These tools let the design team upload approved colors, tones, and styles as a creative foundation. And with Firefly APIs, the team was able to integrate and scale these capabilities into the Gatorade website.



✦ Type your idea

Scale on-brand asset production.

Power enterprise content creation with scalable, secure Firefly solutions.

Designed for scale, Adobe's enterprise-ready tools help large organizations move faster, stay on brand, and unlock the full potential of generative AI across teams and workflows. These solutions give you the control, flexibility, and security needed to create confidently at scale.

FIREFLY ENTERPRISE SOLUTIONS

Unlock the power of Firefly generative AI to scale content creation.

Firefly Services

Access a robust set of generative and creative APIs to automate asset creation, localization, and personalization across channels.

Custom Models

Train Firefly on your own brand assets to generate content that reflects your unique style, tone, and identity.



Creative Production

Simplify high-volume editing tasks — like background removal, cropping, and color grading — across thousands of images with a no-code interface, allowing for faster delivery and freeing up creative teams for higher-value work.

Background options

 Remove background ☐ Replace background 

Purple-Haze-Background.png

 From device Connect to storage

FIREFLY SERVICES

Create asset variations at scale.

Firefly Services are a complete suite of generative AI and creative APIs that can integrate easily into your content production pipeline, automating repetitive tasks and accelerating the production of high-quality asset variations for different audiences, channels, and markets.

- **Produce content that is safe for business.** Firefly models are safe for businesses and fair for creators. This includes ensuring that our models are trained on licensed and public-domain content. Foundational Firefly models won't ever train on your private content.
- **Eliminate repetitive production tasks.** Increase the efficiency of asset production and frequent content refreshes.
- **Automate end-to-end workflows.** Accelerate content production across channels and formats — from generation to editing to assembly — and do so across multiple media types, including digital and print, images, video, and 3D.
- **Maintain high quality and control.** Harness Adobe's best-in-class technology, built on multiple decades of R&D and vetted by millions of users to produce the highest quality content. Creative teams can easily edit and make final touches directly from Creative Cloud applications.

Marketing and creative use cases:

Refresh campaigns quickly. Generate a high volume of content variants sized for all key channels and platforms with our collection of more than two dozen unique Firefly Services APIs.

Localize assets and videos to increase marketing reach.

Meet brand and quality standards for omnichannel assets — without taxing creative teams — by stringing together a series of generative and creative APIs.

Personalize assets and videos to connect with customers.

Create thousands of videos and images tailored to specific audiences.

Streamline production tasks and decrease repetitive work.

Connect with customers across regions by programmatically creating dozens of localized variations in bulk.

Create unique user experiences to engage customers.

Simulate generative, creative experiences for customers to keep them actively engaged with your brand.

Customers see tangible value with Firefly services.

200k

Assets
generated in
under 2 weeks

GATORADE

95%

Time savings to
process images

**LEADING OFFICE
SUPPLY RETAILER**

10x

Faster
content
creation

OLIVER

63%

Reduction in
production
costs

Adobe

Source: Adobe, "Generative AI and Automation Solutions"

FIREFLY SERVICES

Unlock endless possibilities with Adobe Firefly APIs.

Text to Image

Create unique images from a text prompt and apply style presets.

Image to Video

Use a mix of prompts and keyframe images to animate still shots and illustrations.

Text to Video

Add motion and create videos from simple text prompts or images using industry-leading camera controls and a wide range of visual styles.

Generative Recolor

Generate color variations of your vector artwork from a detailed text description.

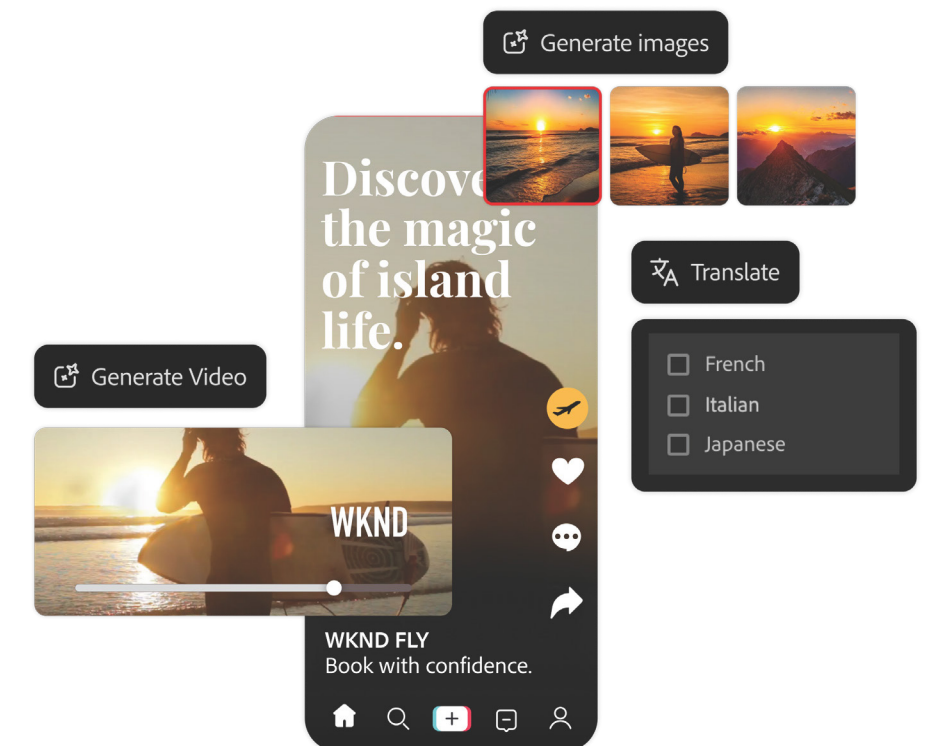
Generative Fill

Use a brush to remove objects or paint new ones from text descriptions.

Translate Audio and Video

Easily translate your audio and video clips into various languages while preserving the original voice and pitch.

Over 30 APIs are available to streamline end-to-end content production workflows.



CUSTOM MODELS

Train Firefly using your own assets.

Tailor content for specific audiences and channels, all while adhering to your brand. Use Custom Models to generate images aligned with campaign styles, global brand styles, and character themes to deliver banner ads, social media posts, paid media ads, webpage hero images, packaging, avatars, and much more.

- Create high-quality, on-brand imagery while pushing creative boundaries.
- Allow marketing teams to create localized content without straying from the brand identity.
- Automate workflows and scale production with enterprise-grade security and seamless Adobe integrations.

Confidently create with enterprise-ready customization.

- Keep content secure with Custom Models that are only available to your organization. Adobe won't train foundational Firefly generative AI models on your enterprise content.
- Manage access and control model training, review, and usage across teams and workflows.
- Ensure the right team members can use the necessary models to create content that aligns with the brand and campaign.
- Publish with confidence knowing content credentials are attached to every asset generated, which helps you recognize image sources and promote transparency.

Custom Models are easy to train. In a simple UI, a trainer uploads 10 or so images, reviews the captions, and clicks *Train*.



CREATIVE PRODUCTION

Accelerating creative workflows.

Firefly Creative Production empowers creative teams by streamlining high-volume editing tasks.

This tool simplifies common edits like image background removal, replacement, and cropping, allowing these tasks to be performed on thousands of files simultaneously.

The no-code interface helps production teams start quickly with minimal effort, while out-of-the-box bulk actions speed up production for repetitive tasks. Plus, it ensures that creative experts remain in control of last-mile edits with layered output files.

Scale creative work across teams without sacrificing oversight.

- Make high-quality, on-brand production repeatable with tools that reduce friction and increase speed.
- Ensure your team can edit, review, and deliver content confidently using tools backed by Adobe's trusted creative technology.
- Keep brand standards intact while freeing up design teams to focus on the creative work that drives impact.

Remove background



Generate background



Creative Production tools are intuitive and easy to use. Teams can batch-edit images, apply consistent styles, and prep assets for publishing — all from a single interface.

Unlock the power of Firefly generative AI to scale content creation.

Firefly is a revolutionary solution for enterprise content creation. Because it's seamlessly integrated across the content supply chain, it supercharges the tools and workflows your teams already use.

Fully customizable and safe for business, Firefly is purpose-built to produce high-quality results for today's enterprise. And companies are already seeing real results. Talk to a representative to learn how you can use Firefly to unlock creativity and meet rising content demands to drive business growth.

Sources

[“Adobe Generative AI: Redefining Productivity in Creative Imaging,”](#) Pfeiffer, 2023.

[“Barbie Packaging Powered by Adobe Firefly Generative AI Hits Store Shelves This Holiday Season,”](#) Adobe, 2024.

[“Coach Reimagines Handbag Design Process with Adobe Firefly Generative AI,”](#) Adobe, 2025.

[“Gatorade Fuels Creative Self-expression with Customizable Squeeze Bottles Powered by Adobe Firefly Services Generative AI,”](#) Adobe, 2024.

[“Generative AI and Automation Solutions for Both Marketing Communications and Document Processes,”](#) Adobe, 2024.

IDC: Gerry Murray, IDC, 2024.

[“The Total Economic Impact™ of Adobe Creative Solutions for Enterprise, Powered by Firefly GenAI,”](#) Forrester, 2025.

[“Unleashing Creativity in All Employees,”](#) Adobe, 2024.

Adobe

Adobe, the Adobe logo, Adobe Firefly, and Photoshop are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2025 Adobe. All rights reserved.