



JUST DO IT.

# Adobe x Nike

Scaling Creative Excellence with Trusted AI

# Thousands of assets per campaign. Dozens of regions. Endless versions.



**Campaign Brief**

**Audience:** Sneakerheads

**Channel:** Social, retail, OOH

**Region:** North America

**Creative Review**

Version 1    Version 2

Version 2    Version 3    Version 3

**App**    **Video**    **Display**



Agencies

**APAC**

**EMEA**

**EMEA**

**LATAM**

**Delayed Launch**

Launch Postponed

Cost

Risk

GenAI outside secure system centers.

# What Each Team Needs

Today's tools force tradeoffs. Nike shouldn't have to choose.



**Creatives**

Quality & control



**Creatives**

Quality & control



**Marketing**

Speed & consistency



**Marketing**

Speed & consistency



**IT**

Security & governance



**IT**

Security & governance

# Creative scale today comes with cost, delay, and risk.

**Campaign Brief**

AIR MAX CAMPAIGN 2024

**Audience:**  
Sneakerheads

**Channel:** Social,  
Retail, Billboards

**Region:** 🇺🇸 🇩🇪 🇫🇷 🇯🇵

Assign to Agencies

Agencies

-  **Phil** Not on brand
-  **Ethan** Color off
-  **Sarah** Needs more energy!

 **Delayed Launch**

-  Launch Postponed
- Cost ↑** 
-  Risk  
GenAI outside secure systems

 **Delayed Launch**

-  Launch Postponed
- Cost ↑** 
-  Risk  
GenAI outside secure systems



# One Nike campaign idea → hundreds of on-brand assets in days.

AI accelerates. Humans decide. Brand stays protected.

**Campaign Brief**

AIR MAX CAMPAIGN 2024

**Audience:**  
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**Channel:**   

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Assign to Agencies

## On-Brand Content Variations



## On-Brand Content Variations



Personalized Content

Personalized Content



APAC

EMEA

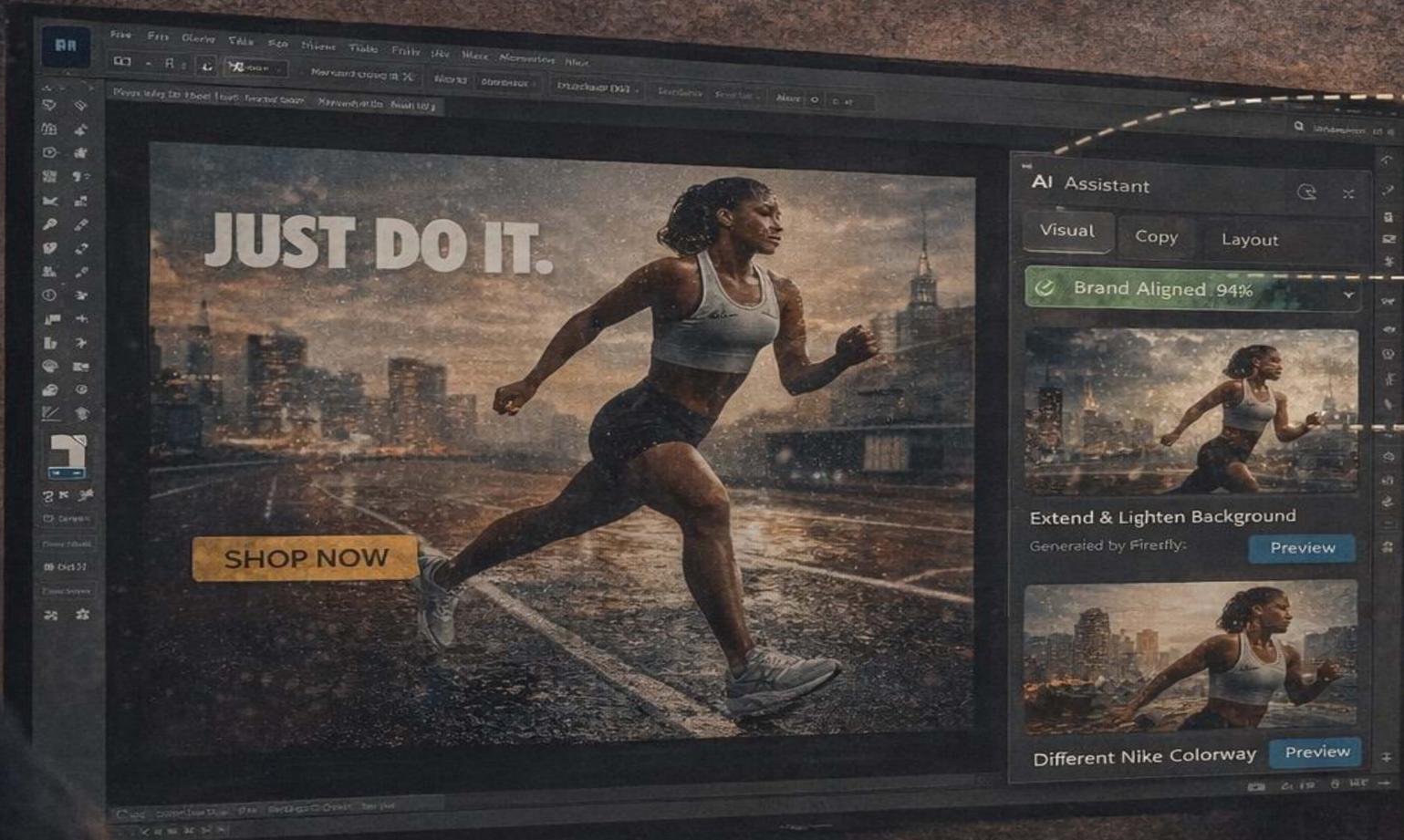


LATAM



AIR MAX

# Idea #1: Creative Copilot



In-canvas  
AI suggestions



No prompt  
engineering



Native Creative Cloud  
experience



# Why We Start Here

This removes friction at the moment where time is most expensive: creation.

BEFORE

AFTER



Start with blank canvas

Phil - Not on brand  
Rewrite for you tone.  
Soaah - Too buggy  
Needs more energy!  
ChatAI

Long review cycles



Guided starting point



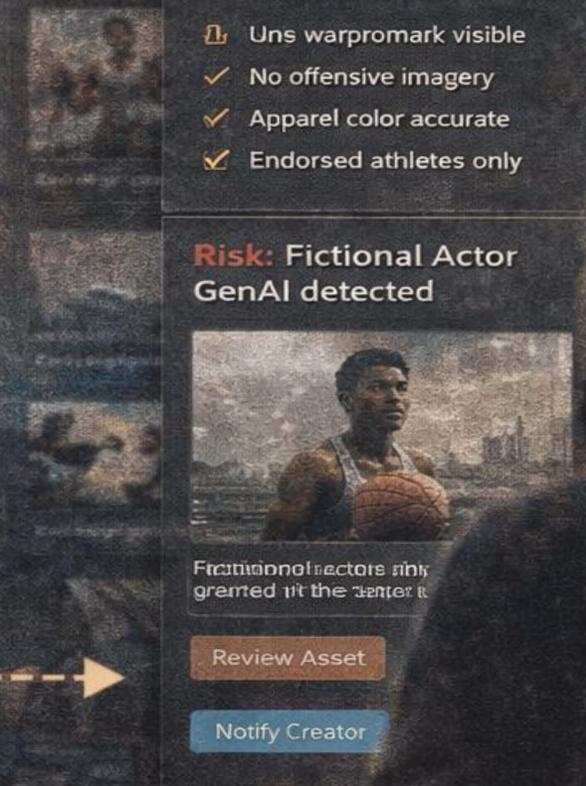
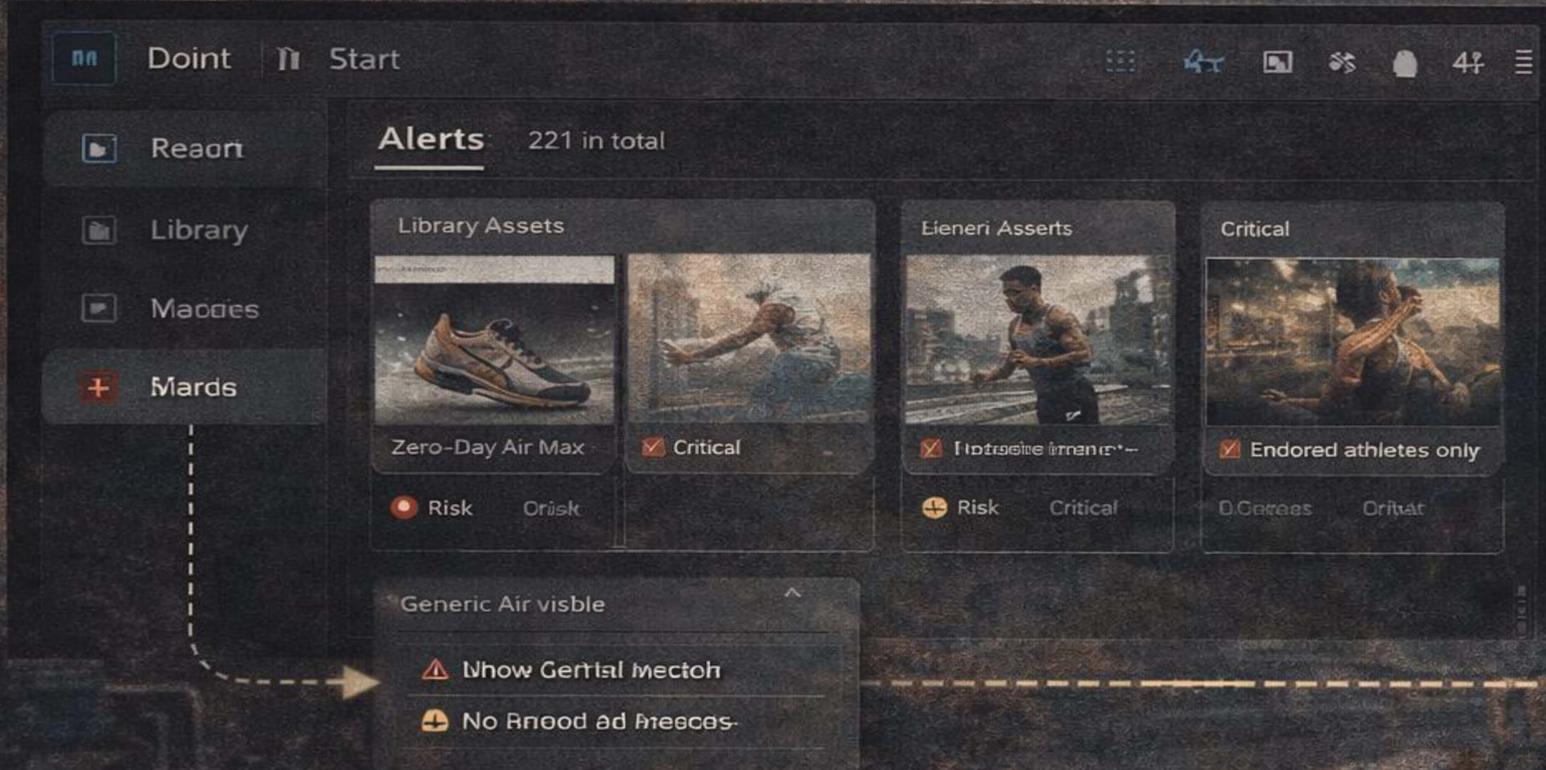
On-Time Launch

# Idea #2: Brand Guardrail

 Brand rules → secured workflows

 AI compliance → guardrail alerts

 Instant, visual oversight





Product Idea #3

# Content Intelligence Dashboard

Real-time insights to optimize campaigns, assets, and GenAI adoption

## Campaign Insights

Air Zoom Pegasus | Summer '24

**+320** Assets Created

### Top Performing Regions



Top Europe Japan Other

## GenAI Adoption

**+50%** Assets Reused

**72%** -8%

**8.2** Days Average Launch Time

### Assets Created by Channel

320 Assets



Social

**45%**

Digital

OOH

**30%**

Retail

Retail

**10%**



**+30%**

Asset Utilization Efficiency



**90%**

Higher Value Per Asset

## Campaign Leaderboard



Air Force 1 Spring '24  
4,330



React Element  
International Launch  
4,920



Mercurial Soccer |  
Europe  
4,220



Tech Fleece  
Lifestyle Drop  
4,220



Pegasus Trail '24  
Japan  
3,960



Campaign Metrics



Asset Reuse & Efficiency



GenAI Utilization



Time-to-Market



Campaign Metrics



Asset Reuse & Efficiency



GenAI Utilization



Time-t-Market

# 3 Integrated AI Solutions

Why these? Ranked by highest customer impact.

- ✓ Delivers creative speed
- ✓ Builds trust in Firefly GenAI
- ✓ De-risks broader rollout

	Idea	Creative Goal	Marketing Goal	IT Goal
1		Creative Copilot	Quality + Speed	Safe GenAI Adoption
2		Brand Guardrails	Faster Launches	Safe GenAI Adoption
3		Centralized Dashboard	Brand Consistency	Governance

- ✓ **Delivers** creative speed
- ✓ **Builds** trust in Firefly GenAI
- ✓ **De-risks** broader rollout

# 90-Day Roadmap

Phased rollout with a controlled pilot.



Focus on a controlled, measurable pilot before scaling up.

# Scaling Creative Excellence: Adobe x Nike

End-to-end system scales on-brand content via co-developed AI – quickly, globally, and securely.



# How We Measure Success

Key metrics for Creative, Marketing, and IT teams.

Creative KPIs	Marketing KPIs	IT KPIs
 <b>+6X</b> Faster First Drafts	 <b>-30%</b> Campaign Launch Time	 <b>-60%</b> GenAI Review Burden
 <b>-25%</b> Revision Cycles per Asset	 <b>+50%</b> Assets Created Per Campaign	 <b>65% → 90%</b> Calls to External GenAI APIs
 Assets Approved First Pass: <b>40% → 65%</b>	 <b>Firefly</b> Utilization: <b>0% → 80%</b>	 <b>0% → 5%</b> Calls to External GenAI APIs

We track progress in days, not months.

# The Result: Scaling Creative Excellence.

Adobe + Nike enables teams to create more on-brand, personalized assets faster and safer.



**+6x**

increase in speed-to-market



**+50%**

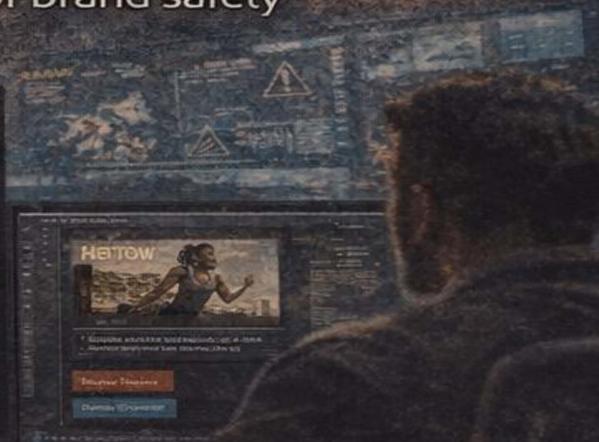
more assets created for each campaign



**+3x**

boost in confidence of brand safety

**JUST DO IT.**



Adobe x 

# Together, Adobe and Nike co-create trusted AI for creative excellence.



Native Creative Cloud  
(not bolt-on AI)



In-canvas Firefly,  
no arcane prompts



Automatic guardrails,  
real-time oversight

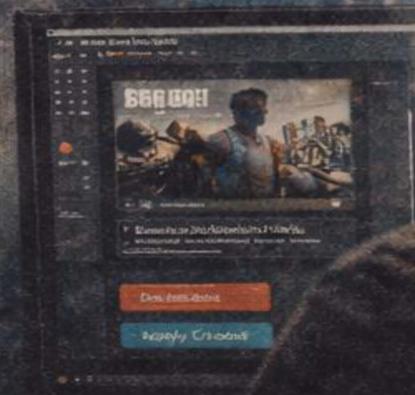


For the work and brand  
standards of both companies.

**JUST DO IT.**

**Let's Go. Just Do It.**

**Adobe** × 





Let's Go. Just Do It.

Adobe × 