



Public relations contacts

Kevin Fu
Adobe
kfu@adobe.com

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Qualcomm Taps Adobe GenStudio to Optimize Content Supply Chain with Generative AI

- Qualcomm is expanding its relationship with Adobe to accelerate content creation workflows with generative AI, from resizing and localizing marketing assets to creating variations for different audiences
- Applications in Adobe GenStudio—Adobe's end to end content supply chain solution—including GenStudio for Performance Marketing, Firefly, Express, Experience Manager and Workfront are enabling Qualcomm to efficiently scale personalized, on-brand marketing campaigns
- Qualcomm is also working with Adobe to optimize its content supply chain by connecting workflows across teams and enabling greater self-service through AI

SAN JOSE, Calif. — September 18, 2025 — Today, Adobe (Nasdaq:ADBE) announced that Qualcomm Incorporated (Nasdaq:QCOM) has selected Adobe GenStudio to accelerate its content supply chain with generative AI. As Qualcomm expands its leadership in intelligent computing, the mandate for its marketers has grown. Teams are having to orchestrate highly tailored experiences to accelerate deal closure, in a crowded environment where every digital channel is demanding more content. With [Adobe GenStudio](#), Qualcomm can optimize its entire content supply chain to meet this demand, leveraging AI to power the production, activation and measurement of personalized experiences. This includes making it more efficient to produce and customize the thousands of assets needed every week to deliver and scale impactful campaigns —unlocking productivity across the marketing organization.

“Qualcomm has delivered technology breakthroughs that have reshaped industries for over 40 years, and we are in a unique position to power the next era of AI transformation,” said Don McGuire, senior vice president and chief marketing officer of Qualcomm Incorporated. “To meet this moment, we’re rethinking how creativity scales - streamlining the content creation process from ideation to execution. Adobe GenStudio will enable our teams to produce high-quality, personalized assets faster and more efficiently, unlocking new levels of productivity and creative impact across the marketing organization.”



"Achieving personalization at scale is a major growth lever for businesses, but inefficient content supply chains often slow down an organization's ability to customize experiences across audiences," said Varun Parmar, general manager, Adobe GenStudio and Firefly Enterprise. "Adobe GenStudio uniquely brings together AI, creativity and marketing solutions for Qualcomm to overcome these roadblocks, dramatically increasing output while maintaining a high bar for quality."

Qualcomm is leveraging applications within Adobe GenStudio including:

- **Adobe GenStudio for Performance Marketing:** Effectively scaling content creation with generative AI requires that every new asset is on-brand, high-quality and backed with performance insights for teams to optimize creative. This is enabled through GenStudio for Performance Marketing, a generative AI-first application that Qualcomm will use to create, resize and translate content for different marketing channels. Marketers can quickly create compelling image and video assets, anchored in brand guidelines defined by their creative counterparts. Additionally, attribute-level performance insights enable teams to adjust creative elements based on target KPIs.
- **Adobe Express:** Across the Qualcomm marketing organization, Express will act as a self-service tool that allows teams to create and customize assets on the fly. It complements Adobe GenStudio for Performance Marketing, with approved brand guidelines (templates, colors, fonts) that give more individuals the confidence to produce content for their channels. It will enable the social and regional teams, for instance, to quickly create assets for time-sensitive campaigns.
- **Adobe Firefly:** Qualcomm is piloting use cases with Firefly—a commercially safe family of AI models—to meet the rising demand for content across digital channels. This includes training Firefly on existing IP, enabling teams to confidently generate on-brand imagery for marketing assets while also maintaining creative control.
- **Adobe Experience Manager (AEM):** Qualcomm is also expanding its use of AEM—a content management system—and will experiment with activating different content experiences via the 'Generate Variations' capability. For digital channels such as the website, teams can use simple text prompts to test different creative and messaging across target personas.

These new applications extend the value of Qualcomm's existing Adobe investment. Content creation workflows are anchored in Adobe Workfront for instance, the work management application that streamlines the process of planning, assigning and executing work across marketing and creative teams. And with Marketo Engage—the leading marketing automation platform—teams can pull in insights to align content experiences with customer behaviors and drive better targeting. By partnering with Adobe to optimize its content supply chain, Qualcomm is demonstrating how marketers can drive the business forward in today's crowded, attention-based economy.



To learn more about how Qualcomm is partnering with Adobe to deliver great customer experiences, visit [here](#).

About Adobe GenStudio

Adobe GenStudio transforms the enterprise content supply chain with the power of AI. Learn more [here](#).

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.