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FOR IMMEDIATE RELEASE

WPP and Adobe expand partnership to drive AI transformation for client marketing operations

- **WPP and Adobe are delivering integrated solutions that enable brands to access agentic AI workflows and customer experience orchestration from both companies, streamlining end-to-end marketing processes**

SAN JOSE, Calif. — February 24, 2026 — WPP and Adobe (Nasdaq:ADBE) today announced an expansion of their long-standing global partnership, delivering integrated solutions for global brands to optimise media, drive business growth and scale creativity with new agentic capabilities, while ensuring on-brand content creation with Adobe Firefly Foundry. The collaboration will provide a single marketing solution that brings together Adobe's industry-leading AI capabilities, content platforms and data orchestration with WPP's deep strategic insight, creative prowess and end-to-end transformation expertise. It will leverage WPP's agentic marketing platform, WPP Open, to deliver a connected and privacy-safe approach to marketing transformation.

The partnership addresses a fundamental challenge facing brands today: Teams must produce more content for more channels and personalise experiences across audiences, yet most remain stuck with fragmented tools and workflows. For brands to scale personalisation while maintaining brand integrity and authenticity requires a content supply chain designed for a new era. WPP and Adobe will deliver integrated solutions that orchestrate the planning, creation, production and activation of creative and media assets—powered by AI agents.

For the first time, brands will have access to agentic AI workflows and orchestration from both companies, resulting in tighter coordination of the end-to-end marketing process. Adobe's agents can create and adapt content, with WPP's agents optimising media spend and activating across channels, for example. Adobe Firefly Foundry—which enables the development of generative AI models that are responsibly trained on a customer's IP and safe for commercial use—will also be integrated into WPP Open to ensure content is on brand from the start. This means creative and marketing teams can be faster and more productive with campaign creation.

Recognising that human talent remains central to the future of marketing, WPP and Adobe are committing to training and deploying creative AI forward-deployed engineers over the next few years to maximise the value of creative AI solutions and workflows for clients. The organisations will prepare the next generation of marketers to work with AI and agentic technologies in the service of creativity.

Stephan Pretorius, Chief Technology Officer, WPP, said: "For years, we've watched brilliant creative ideas get stuck in production queues, buried under versioning and approvals and media plans. That era is over. With Adobe, we're shattering the barriers between ideation and impact, building agentic content systems that handle the complexity so human creativity can soar. This is what it looks like when two companies with creativity at their core harness the power of AI so that brands can drive growth."

Anil Chakravarthy, President, Customer Experience Orchestration Business, Adobe, said: "Marketing and creative teams today understand the high bar consumers have set for personalisation, which requires fresh and engaging content that is tailored for every interaction and delivered intuitively across channels. Bringing together capabilities across Adobe and WPP provides a seamless way for brands to address this challenge, activating AI agents to drive customer experience orchestration and unlock personalisation at scale."

To accelerate adoption, WPP and Adobe are establishing a joint go-to-market team and launching a Transformation Practice to help clients redesign their marketing operations and embed these capabilities into their organisations.

About Adobe

Adobe is empowering everyone to create. For more information, visit www.adobe.com.

About WPP

WPP is the creative transformation company. We use the power of creativity to build better futures for our people, planet, clients and communities. For more information, visit www.wpp.com.