



**Deloitte.**  
Digital



Accredited  
Partner Solution

# THE CONNECTED Creative Studio

An integrated approach to the internal creative studio bringing global marketing, content, and design teams together to deliver consistent and impactful human experiences.

The Connected Creative Studio works with in-house marketing, content, and design teams to **enhance processes, foster connections, and add insight and innovation across the organization** – from supply chain to service – to enable creativity to flow throughout.

Together, Deloitte Digital and Adobe can help organizations **modernise in-house studios** using cloud technologies, AI, and data-driven design to **deliver effective creative campaigns** and centralise collateral across geographies, while reducing repetition and risk and increasing efficiencies and customer engagement. By developing and transforming design systems, data analytics, tech stacks, governance structure, strategic goals and innovation pipelines, Connected Creative Studio enables organizations to **create and execute dynamic customer experiences – at speed and scale**.

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"The latest features from Adobe take full advantage of working in the cloud, allowing **real-time co-creation and seamless collaboration**. Working with Deloitte Digital's Connected Creative Studio will radically change the way brands deliver experiences, both internally and externally to customers."

**Simon Williams,**  
VP Digital Media Strategic Development & Product Marketing, Adobe

## CONNECTED CREATIVE STUDIO INCLUDES:



Centralised brand governance and creative assets



Data & insight-driven design decisioning and optimisation



Content creation & production at scale and velocity



Design automated creative workflows and review processes



Connectivity across global creative ecosystems

## INTEGRATION WITH:



Adobe Creative Cloud



Adobe Experience Cloud



Adobe Experience Platform



Magento®  
An Adobe Company



Marketo™  
An Adobe Company

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