

Adobe

# Creative Trends 2025





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# Foreword

A lot has happened in the world—particularly in the creative realm—since we published our first Creative Trends report in 2018. Over the past seven years, we've had the privilege of exploring the creative landscape to identify what emerges as an enduring trend versus just a passing fad.

While we've always been rewarded with surprises and breakthroughs, this year might be the most exciting yet. Because this is the year that using AI to push the boundaries of creativity has cemented itself as a scaling trend.

The truth is that most new technologies are met with equal parts excitement and caution, especially by creatives whose tools and work patterns have become second nature. Some leap at the chance

to try new tools, while others may be more hesitant to change. That's why one of the goals of this year's report is to contextualize AI's capabilities within the latest trends, and to demonstrate how creatives can use it as a tool within their process. AI is already having a profound effect on the output of businesses, brands, and creatives, from design and video to animation and marketing. And Adobe is at the forefront of this wave, providing solutions that support and improve creative ideation, execution, and production.

Of course, we're aware that developing in this space brings great responsibility, which is why we're more committed than ever to adhering to our core ethics: protecting creator rights, defending the intellectual property rights of the creative

community, and only training Adobe Firefly, the new family of generative AI models, on content where we have permission or rights to do so.

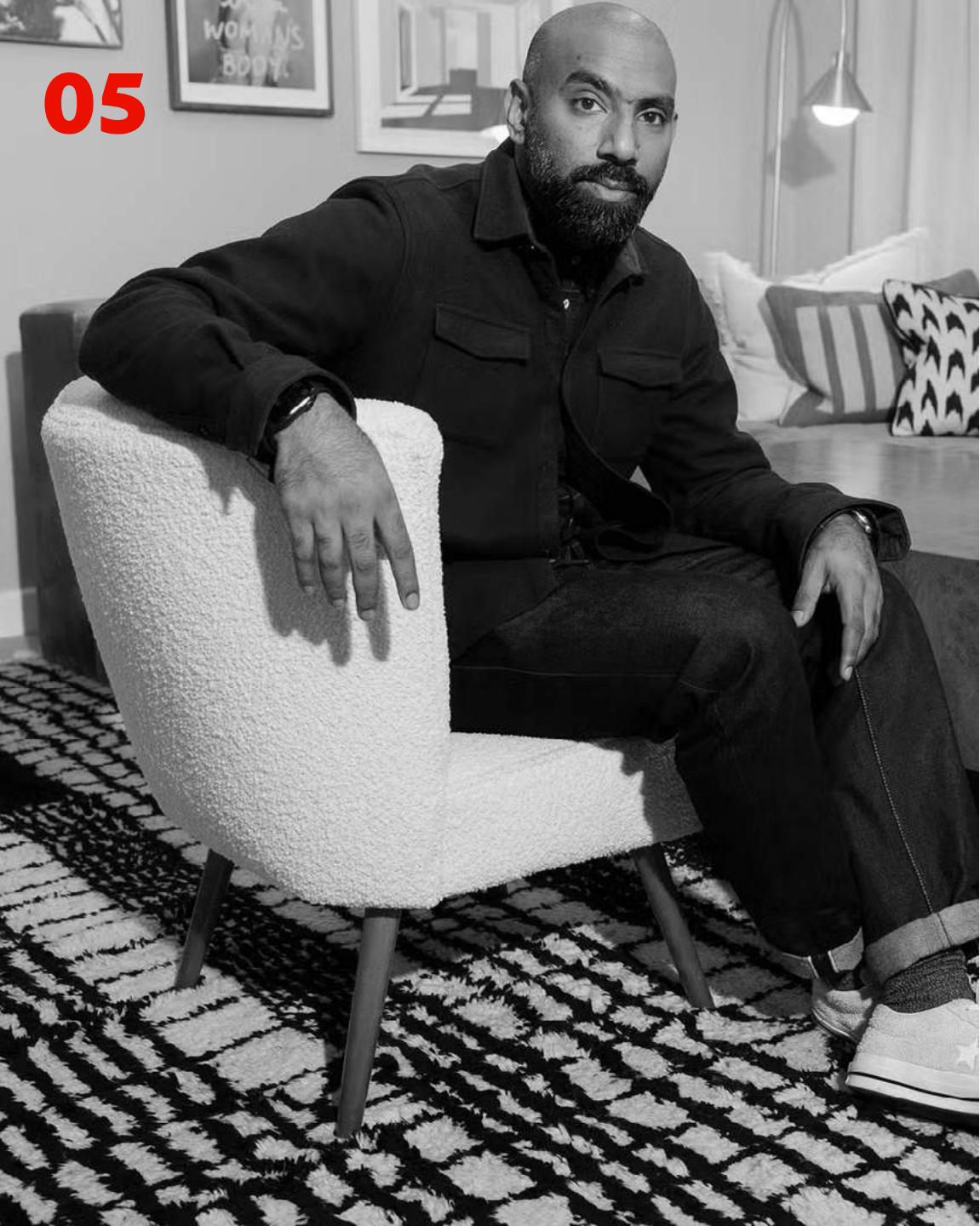
In partnership with Havas Play, and through the use cases of some first adopters who have navigated through the earliest days of working with AI tools, we're pleased to present the Adobe 2025 Creative Trends. We've developed insights to bring the most exciting trends and techniques to you in the hope that you'll be inspired to embrace the possibilities that lie ahead, and to explore how they can take you further in your own creative journey.

**Claude Alexandre**  
VP, Digital Media, B2B Product and Campaign Marketing



# Meet our Experts

This report really comes to life thanks to our distinguished experts. We're excited to share their fresh take on the latest creative trends. Their passion and know-how has been key in shaping this report.



**01 - Brenda Milis**  
Principal of Consumer and Creative Insights, Adobe

**02 - Bobby Ford**  
Executive Creative Director, Havas Play

**03 - Stephen Foyle**  
Creative Director, Microsoft

**04 - Emma Chiu**  
Global Director, VML Intelligence

**05 - Pathman Ruthirapathy**  
Global Managing Director, Havas Media Network

# Fantastic Frontiers

# Bringing unreality to life.

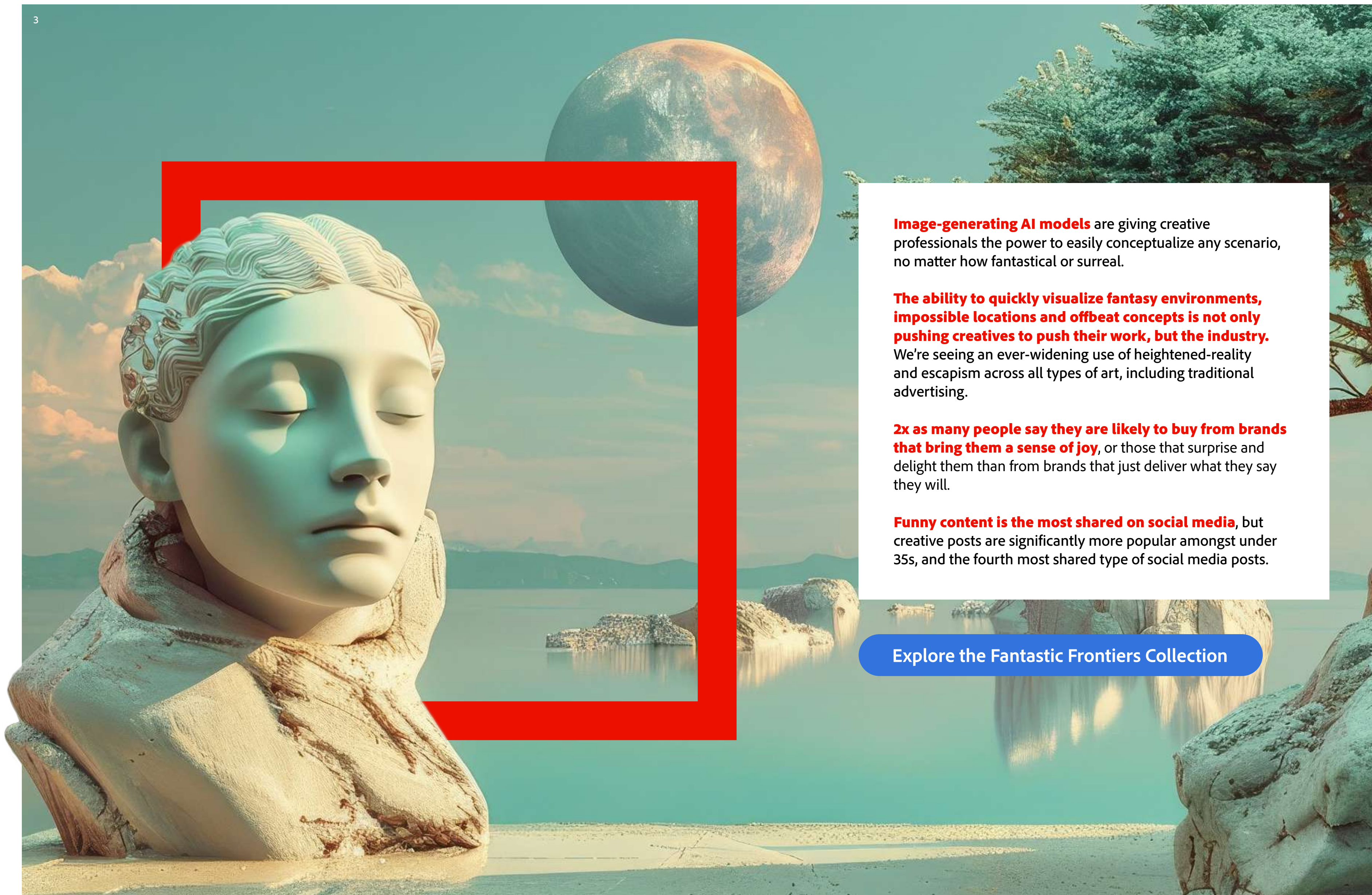
Generative AI image technology is being harnessed in innovative ways, with brands setting their new product imagery against ethereal backdrops, suggesting they're not only cutting-edge, but otherworldly.

Beyond the brand world, we anticipate an explosion of enhanced creativity, accelerated by newfound powers to push not only imagery but also videos, music, and voice beyond the limits of imagination.

It's an exciting time to be a creative – a time to explore, innovate and break boundaries. "It's important to embrace the freedom to experiment. There's no one right answer and using

generative AI can help in exploring and realizing creative ideas." **Bobby Ford, Executive Creative Director of Havas Play.**

**Emma Chiu, Global Director of VML Intelligence,** says her job is to determine how human behavior is ultimately shaped by technology. And, in the design space, generative AI is allowing for greater complexity and the visualization of more complex ideas and subjects. "We're seeing how technology allows for more complex subject matter to be brought forward because it's more accessible visually now", says **Emma.** Generative AI is increasing the power of creativity and empowering its creators.



**Image-generating AI models** are giving creative professionals the power to easily conceptualize any scenario, no matter how fantastical or surreal.

**The ability to quickly visualize fantasy environments, impossible locations and offbeat concepts is not only pushing creatives to push their work, but the industry.** We're seeing an ever-widening use of heightened-reality and escapism across all types of art, including traditional advertising.

**2x as many people say they are likely to buy from brands that bring them a sense of joy,** or those that surprise and delight them than from brands that just deliver what they say they will.

**Funny content is the most shared on social media,** but creative posts are significantly more popular amongst under 35s, and the fourth most shared type of social media posts.

[Explore the Fantastic Frontiers Collection](#)

And, it's having an impact on traditional creative output, even where the technology itself isn't used, as brands and consumers come to appreciate the newfound relevance of sleek and surreal design. And the dissolution of the lines between the physical and virtual is fueling a renaissance of expansive, imaginative, and dreamlike storytelling. It's no wonder fantasy games are one of the most popular gaming genres for under 35s, with one in five having played a fantasy game in the past 12 months, and one of the UK's most popular gaming genres for Gen Z.

American food delivery company, Gopuff is a great example of this with their 'Bring the Magic' campaign – a series of videos dense

with magical experiences inspired by the rising wave of fantasy turbo-charged by the advent of AI generated imagery.

Over the past year, generative AI models like Adobe Firefly, have helped designers quickly visualize amazing new concepts to push their work further, while Adobe Express has opened these capabilities up for non-specialized users.

"[Generative AI] is removing technical barriers and allowing more people to express themselves creatively," says **Stephen Foyle, Creative Director at Microsoft.**



“  
**It's important to embrace the freedom to experiment. There's no one right answer, and using generative AI can help in exploring and realizing creative ideas.**  
”

Bobby Ford, Executive  
Creative Director,  
Havas Play

# Levity & Laughter



## Keeping it light.

It could be argued humor has remained the most consistent aspect of advertising from the inception of its traditional form to the work we see today.

Making someone laugh is the easiest way to connect with them, and when a brand uses humor effectively, it can resonate with broad audiences who are often eager to engage with and share their content.

Though humor is a long tried-and-tested advertising staple, the way people engage with humor is always changing. These days, internet memes have the power to grow into cultural moments. According to **Emma Chiu**, "humor seems to get shared a lot more. Data backs that up, making it quite well geared to social media, particularly because it can go viral or become trend-worthy."



**Humor in advertising** continues to be prioritized among consumers, with **90%** saying they're more likely to remember a funny ad and **72%** citing humor as a reason they'd choose a brand over a competitor, according to research from Oracle.

**Among TikTok users**, funny content is far and away what they're looking for. "Funny" easily remains the top category on the platform, while **30%** say humorous content is a top motivator for purchase intent according to TikTok's own research.

**Data** continues to show how humor is a great way to connect with wide audiences and speak to people from a range of beliefs and backgrounds. This trend was reflected at Cannes 2023 with **53%** of winners in the Film category being considered 'funny'.

[Explore the Levity & Laughter Collection](#)

When brands work thoughtfully with memes as part of their messaging, they're not only able to show off their more human and casual side, but they can also drive engagement and interaction. A great example of this would be Duolingo, who have amassed millions of followers across Instagram and TikTok through a savvy use of trending memes and insightful humor which seamlessly and authentically incorporates their brand.

Taking a light-hearted yet informed approach to a serious topic can also allow a brand to address an important issue in its own way without coming off as too heavy handed. McDonald's did this with elegant simplicity by giving away stickers to change the mouth on their Happy Meal box and spread awareness around mental health. **Brenda Milis, Principal of Consumer and Creative Insights at Adobe** puts it this way: "laughter and levity is a smart way to

go in a year where there are an extraordinary number of elections around the world... you can address major issues such as mental health, sustainability, and political issues without courting controversy and dividing your audience."

Oftentimes, humorous propositions can lead to incredibly creative, viral executions. One such execution was cultured meat manufacturer Vow's mammoth meatball – created using mammoth DNA. This made headlines around the world, with **12,500 articles** and **13 billion impressions** within a matter of days.

More creatives are realizing the power of user-friendly products like Adobe Express to quickly respond to news and stay topical with their memes across social media, buoyed by advancements in user-focused AI.

“  
you can address major issues such as mental health, sustainability, and politics without courting controversy and dividing your audience.  
”

Brenda Milis, Principal of Consumer and Creative Insights, Adobe

# Time warp

**We've seen an explosion of melding classical and iconic images with futuristic environments** to create something at once familiar and recognizable, while also feeling fresh and new.

**#retro futurism** has **35.5 M** posts on TikTok and a yearning for the past is also a major factor in the rise of #yearnposting - **53 million** views.

**'Retro futurism'** is an artistic movement which depicts the future through visuals of the past, usually in a style reminiscent of sci-fi art from the 60s and 70s.

**The space economy is scaling once more and should reach 1 trillion dollars in annual revenue by 2040** - we're seeing it rise in media and cultural presence.

**Starburst's Different Every Time leveraged generative AI to develop over 300 assets** showing two characters in a vast range of eras, each representing a Starburst flavor.

Explore the Time Warp Collection

## A future re-imagined.

AI makes the creation of unique imagery easy to develop and generate, often through the merging of familiar and recognizable elements. In recent years, an interest in past cultures and vintage styles has permeated the mainstream at every level. The growth in generative AI, alongside rapid advancements in fields such as space exploration, has taken the style of 'retrofuturism' from niche to mainstream across fashion, cinema, and advertising.

With around three in five under 35s enjoying nostalgic revivals, **Emma Chiu** notices there's even nostalgia among those who didn't experience it the first-time round: "Gen Z are really into analog items. There's this sense of nostalgia and perhaps even a nostalgia that you've never experienced because it's not part of your generation. People like nostalgia that they haven't experienced before. The way they want to explore reality can be a mash-up of different times, but also different types of realities, whether it's analog, digital, physical, so on and so forth."

Nearly as powerful as nostalgia (real or imagined), is a burgeoning popular interest in history, and brands have been taking notice. One example is Mars' AI generated 'Different Every Time' campaign for Starburst. In these ads,

a couple trying different pack combinations are taken on a journey across multiple time periods and rendered in different art styles suggesting a limitless multiverse of Starburst combinations to enjoy, marrying neatly with their product insight that there are more than 479 million possible combinations in one pack. These ads, running across TV, social and AR Snapchat lenses are a great early indication of what generative AI is capable of and the appetite of consumers for AI-generated content: over half of under 25s in the UK state they would be interested, with those most likely to be interested in the US ranging from 25-34.

Thanks to the power of Adobe's Creative Cloud apps and integrated generative AI, creatives are bringing trends like these to life. With the freedom to explore scenes, icons, and backgrounds, Adobe Firefly's generative AI offers creatives the ability to easily experiment with the modern against the allure of the bygone eras.

“  
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so forth.**

”

Emma Chiu, Global Director  
of VML Intelligence



10

*A pair of fashionable boots*

 Generate

# Immersive Appear

## The place to be.

The experience economy is booming. As the frequency with which we look at screens for work and daily tasks continue to rise, there has been a corresponding rise in appetite for multi-sensorial escapism. One study by Mastercard found between 2019 and 2023 there had been a **65%** increase in spending on travel and experiences, while consumer goods had just a **12%** increase. Another study from VML showed **63%** of consumers are seeking brands that can provide 'multisensorial moments'. **Emma Chiu** explains: "In New York there's the Mercer Labs. It's all these different digital experiences and you're going through this exhibit, but they want to heighten all these different types of senses."

This change in tastes also corresponds with a shift in how people experience brands and products. Gone are the days when brands would only occasionally stray from their core product offering for the sake of novelty. We're now seeing

brands branch into multiple channels and cultivate a wider brand universe in hopes of immersing customers in their offering at different levels.

"Technology has always played a role in creativity, but AI is amplifying that in ways we haven't seen before."

**Stephen Foyle,**  
Creative Director at Microsoft

A well known example of brand 'world building' is Mattel's promotion of Barbie in 2023, turning the icon into a pop-culture juggernaut, through the massively successful Barbie movie – giving rise to the phenomenon of 'Barbie-core'.

Following the pandemic, research has shown **people are spending more on experiences** and less on things like clothes, cosmetics, and electronics.

From restaurants to shopping, to shows and immersive art, research has shown people are looking for brands offering '**multisensorial moments**'.

**86% of consumers believe co-creation makes brands more trustworthy** with **81%** saying it makes a brand appear more authentic.

**Experiences are not just confined to physical venues or digital platforms.** The phenomenon of 'world-building' is scaling, with brands creating entire fictional worlds across games and media around their flagship products.

[Explore the Immersive Appeal Collection](#)



Brand experiences are also branching into two-way interactions, encouraging participation from the audience to guide their content. According to Bulbshare's co-creation survey, **86%** of respondents believe co-creation makes a brand more trustworthy and **81%** say co-creating makes a brand 'feel more authentic'. **Havas Play's Bobby Ford** thinks immersive experiences have been driven by audiences desire for richer, multi-sensory interactions.

“  
**We're moving beyond visual elements to include sound, touch and even smell in our communications.**  
”

Bobby Ford, Executive Creative Director  
of Havas Play

An interesting place to see this desire for a more sophisticated brand narrative from consumers is in theme parks. **75%** of people in the US, UK and China reported they expect theme parks to have, well, a theme. Sure, they want thrills from rides, but they're also interested in storytelling and the chance to be transported to another world, whether that's through performances, VR, or elaborate digital experiences. It seems brands should consider their narrative thoroughly and carefully if they hope to meet the demands of today's consumer.

# 2025 Trends at a Glance



**01**  
**Fantastic Frontiers**

Generative AI technology is transforming the creative landscape, helping people easily realize surreal and fantastical concepts. This technology is pushing the boundaries of traditional creativity, leading to a surge in elevated fantasy environments and heightened-reality visuals across various media.

As AI tools become more accessible, they're allowing designers to explore complex concepts more easily. The impact of AI is felt even beyond its direct

use, giving rise to a trend of sleek and surreal design, even when AI isn't used. Brands are embracing this shift, blending the virtual with the real, and sparking a renaissance of imaginative storytelling.

As AI continues to evolve, it is likely to become a powerful tool that supercharges the creative process, making the extraordinary possible.

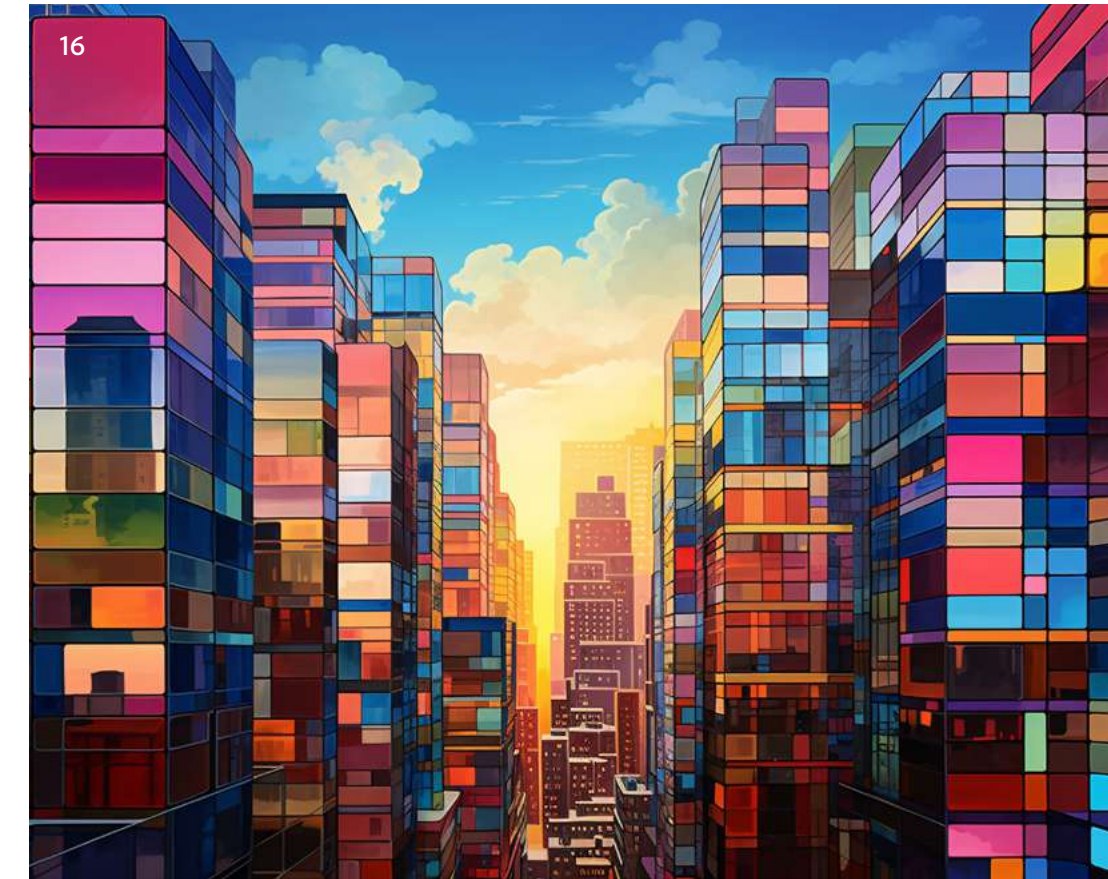


**02**  
**Levity & Laughter**

Humor continues to be a powerful tool in advertising, with consumers strongly favoring funny content. Research shows humor makes ads more memorable and can influence brand preference.

On platforms like TikTok, humorous content dominates, driving both engagement and purchase intent. As humor continues to connect with diverse audiences, its effectiveness is evident in major advertising awards and viral campaigns.

Brands are increasingly using humor to tackle serious topics in a light-hearted way, making complex issues more approachable. Brands like Duolingo have successfully engaged large audiences by leveraging memes and trending jokes - showcasing their human side while driving interaction.



**03**  
**Time Warp**

A new trend is emerging that blends classical and iconic imagery with futuristic elements, creating a fresh and intriguing aesthetic. This style, places familiar objects in alien or futuristic settings to craft something entirely new.

This trend can be seen as a revival of 'Retrofuturism' which combines visions of the future with the visual styles of past decades. Generative AI has played a key role in popularizing these styles, making it

easier to mix recognizable elements in novel ways.

This fusion of nostalgia and innovation has permeated fashion, cinema, and advertising, resonating even with younger generations who didn't experience these past eras firsthand. Brands are tapping into this trend by creating campaigns that explore different time periods and realities.



**04**  
**Immersive Appeal**

Post-pandemic, consumer spending has shifted from goods to experiences, with people increasingly seeking brands that offer, multisensory moments. The booming experience economy, reflects a growing desire for deeply immersive escapism as screen time for work and daily tasks is widespread.

Spending on travel and experiences has surged, while traditional consumer goods have seen only modest growth. Brands are responding by creating

expansive brand universes, going beyond their core products to engage consumers at multiple levels. The success of the Barbie movie and the rise of "Barbie-core" exemplify this trend.

# Don't Just Follow the Trends, Make Them.



# Adobe Firefly

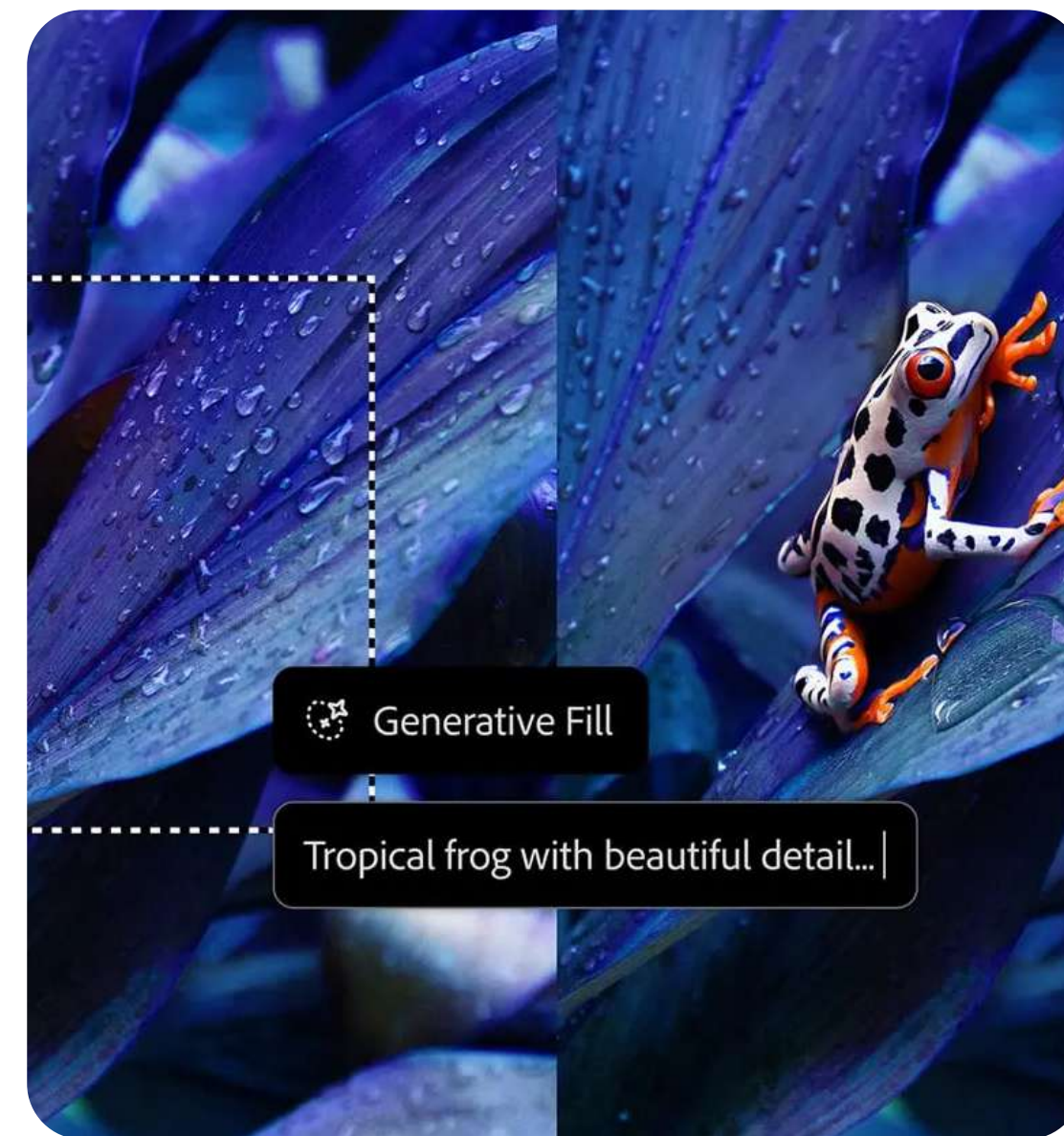
## Supercharge creative teams with Creative Cloud, powered by Firefly.

Enhance ideation and accelerate creation with cutting-edge AI and collaboration tools integrated with Creative Cloud. Staying on top of the latest trends is one thing; using them in today's fast-paced creative landscape is another. Here's how to effortlessly blend them into your workflow and new projects.



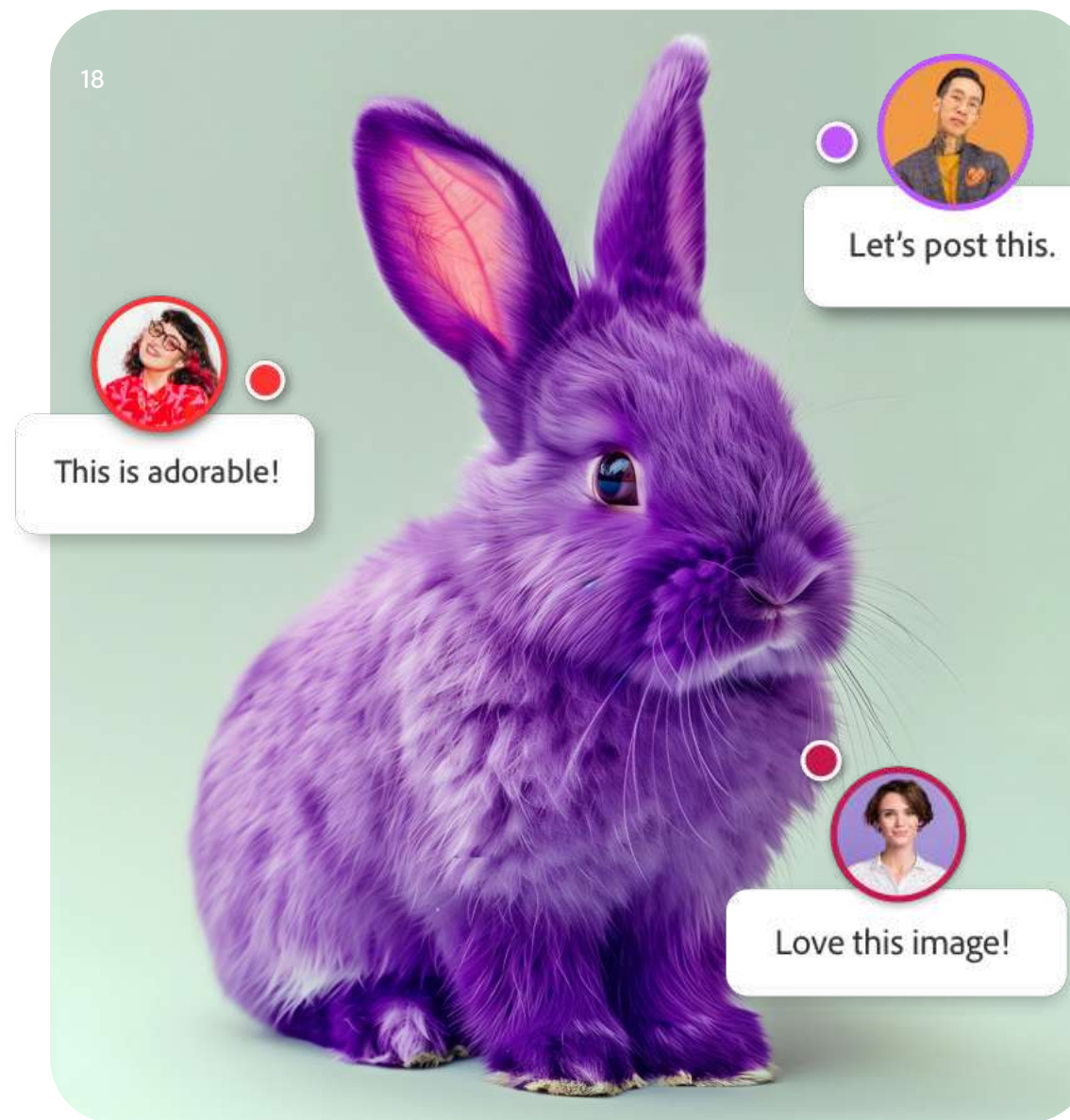
### Accelerate creative ideation

Work through more initial ideas faster with Firefly and Adobe Stock in Creative Cloud.



### Boost creative production

Increase speed without sacrificing quality by leveraging Firefly in your creative workflows.



### Streamline collaboration

Streamline feedback, sharing, and versioning across creative work with Creative Cloud and Frame.io.



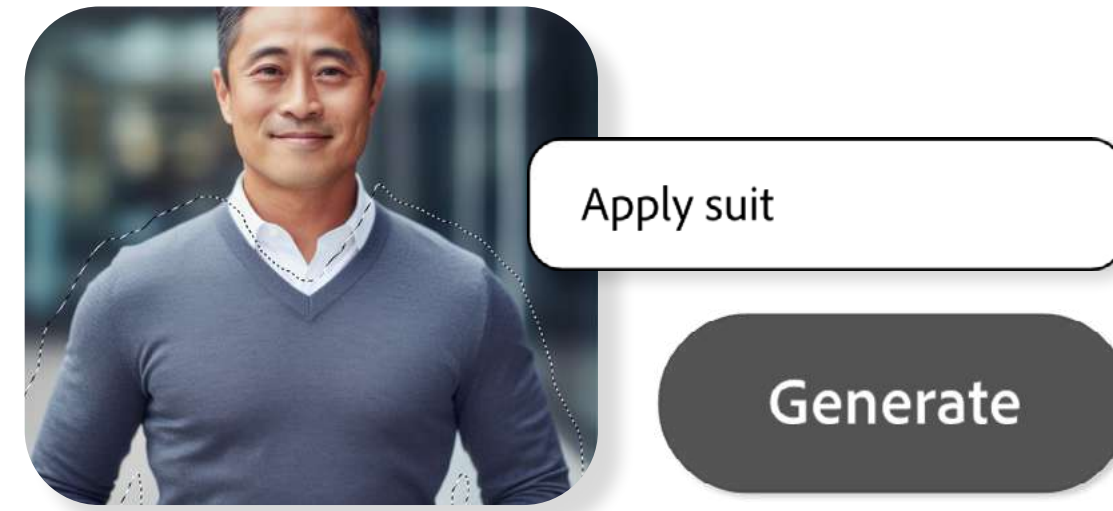
### Scale brand-specific content

Train a custom Firefly model using your own images, brand styles, and products to generate on-brand content across teams.

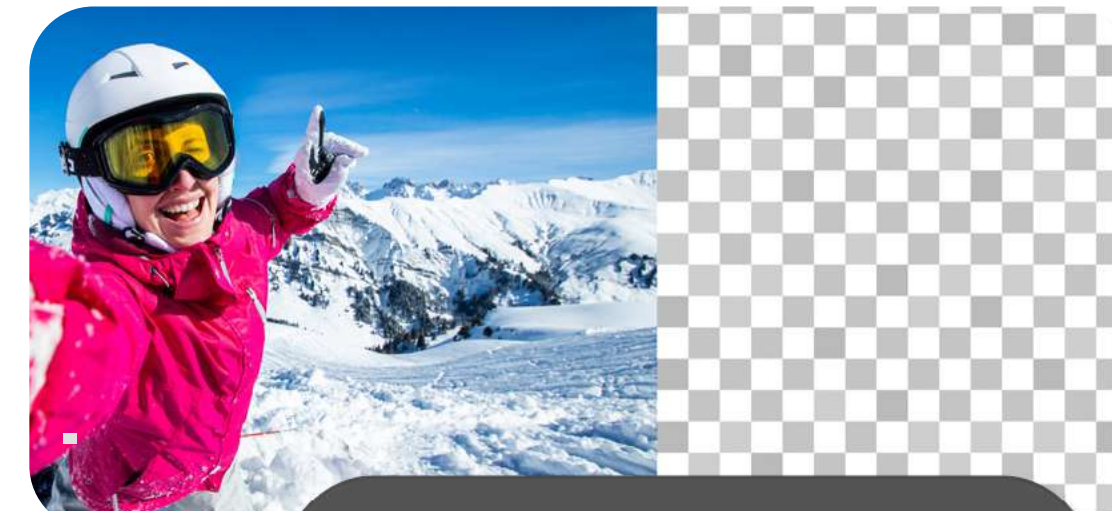
# Adobe Photoshop

## Accelerate core creative workflows with Firefly generative AI.

With Adobe Firefly in Photoshop you can now streamline photo editing workflows and make complex edits quickly without compromising on quality or creative control.



**Generative Fill**  
Add or remove content from your images non-destructively using simple text prompts.



**Generative Expand**  
Easily expand an image in any direction. The enlarged canvas will automatically fill with new content that seamlessly blends with the existing image.

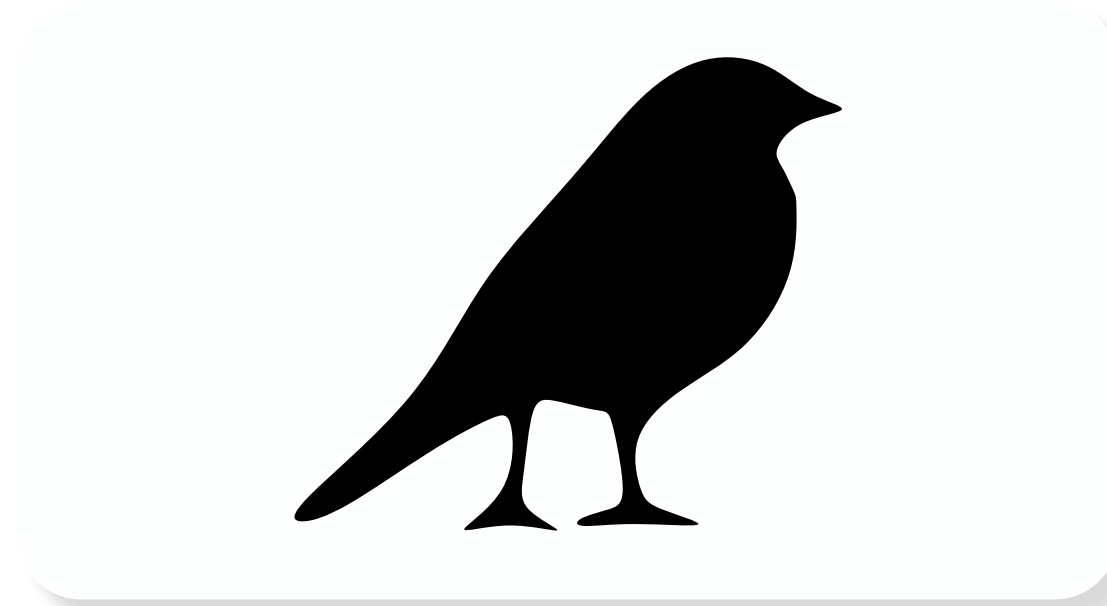


**Generate Background**  
Replace your background with generated content that matches the lighting, shadows, and perspective of the subject.

# Adobe Illustrator

Further refine trend illustrations by customizing colors, patterns, textures, and more.

Push your imagination to new limits, powered by the latest Firefly vector model.



A minimal illustration of a frog wearing a cowboy hat

Generate



**Generative Shape Fill**  
Quickly fill your vector outline and explore a variety of options that match the look and feel of your own artwork.

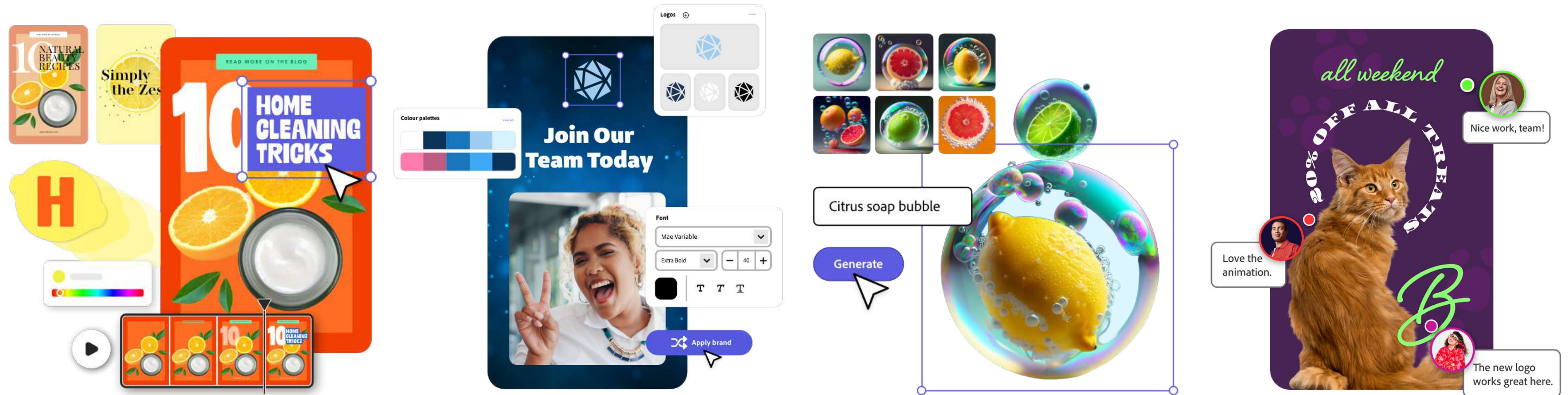
**Text to Vector Graphic**  
Turn your ideas into fully editable vector graphics scenes, subjects, and icons.

**Generative Recolour**  
Explore a variety of colors, palettes, and themes in your artwork — without manual recolouring.

# Adobe Express

The quick and easy create-anything app from Adobe.

Empower your business to create on-brand content faster with generative AI. Keep projects on brand and streamline workflows across the organization with real-time collaboration and Adobe Creative Cloud integration.



### Empower anyone to design anything - from anywhere

Easily create and edit images, videos, presentations, and documents on your desktop or mobile device. Perform complex edits such as removing image backgrounds, generating QR codes, captioning videos, and more.

### Enable on-brand content creation

Create and share brand kits that store your organization's colors, fonts, logos, and approved assets. Share approved templates with locked elements and style controls. Easily apply your brand across all content in one-click.

### Supercharge your teams with generative AI

Easily produce content variations of your campaigns with bulk create and resize content for any channels. Broaden your audience by translating content into 45+ languages. Generate content that is for your brand with custom models, trained on your branded assets, to create extraordinary campaign styles, images, and backgrounds.

### Keep teams connected for seamless collaboration

Keep your creative teams and the rest of the organization in sync with interoperability across Photoshop, InDesign, Illustrator, and Lightroom. Integrated with AEM Assets and third-party platforms such as Slack, Box, and more to make content creation easier.

# Thank you

Tap into endless possibilities with Creative Cloud.

Reach out to a rep today to find out how your team can create amazing on-brand content at unprecedented speed and scale with generative AI inside Creative Cloud.

[Learn more](#)

