Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!

Workfront Planning: Ideation Space

November 18, 2026

Adobe

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Today’s Agenda:

Time (PST)	Topic
8:00 a.m.	Welcome and housekeeping
8:05 a.m.	Overview of Ideation Space
8:15 a.m.	Live Demo
8:30 a.m.	Audience Q&A
8:45 a.m.	Wrap-up and next steps

Our Speakers



Host

Jenna Martinez
Retention Marketing Manager
Adobe



Etienne Bosch
Group Product Manager
Adobe



Lauren Sisneros
Manager, Product Marketing
Adobe

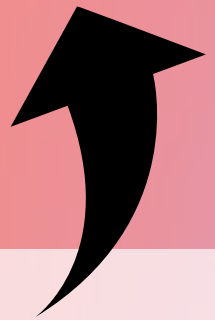
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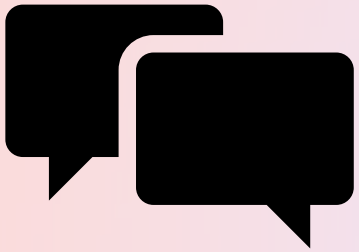


Share in chat:

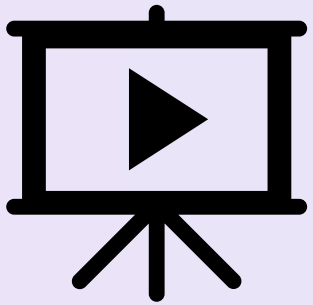
- Where are you joining us from?
- What are you hoping to learn?
- What was the last thing you used AI for at work?

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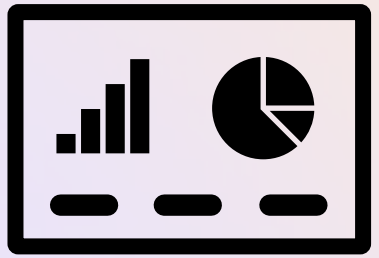




Use the chat to ask and answer questions



This webinar is being recorded – you'll receive the link



We'll post the slides on the Workfront Community



Share your feedback in the survey

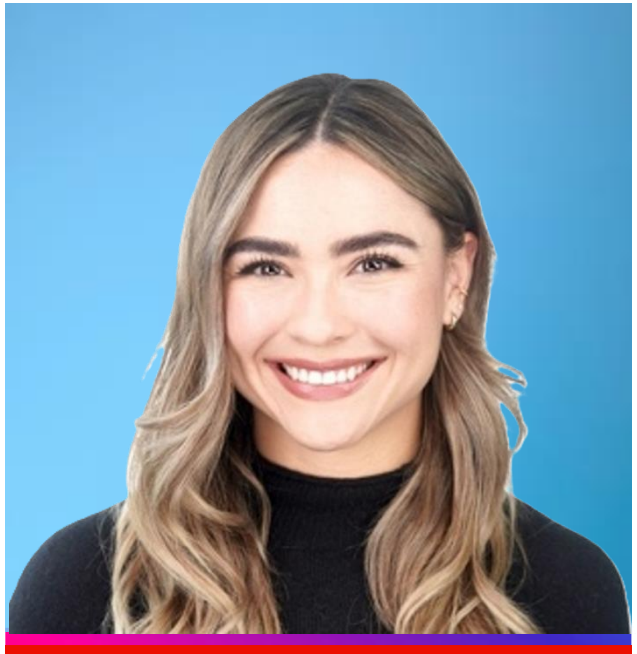
Meet our presenters



Etienne Bosch

Group Manager
Product Management | GenStudio

Connect on LinkedIn



Lauren Sisneros

Manager
Product Strategy & GTM | Workfront

Connect on LinkedIn

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AI to Ideate

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The campaign lifecycle starts earlier than you think

Campaign Planning | Production & Review | Experience Delivery & Measurement



Plan

Defined campaigns goals, priorities, budgets, regions, audiences, channels, products, and personas



Prioritize & Assign

Execution of planned work with resources and assignments based on campaign deliverables



Build

Creation of campaign deliverables including hero assets, videos, sites, segment and channel variations, emails, etc.



Approve

Review and approval of campaign assets against the original brief and in alignment with brand standards – uploaded for use



Deliver

Delivery of personalized ads, onsite experiences, app messaging, and emails, into customer journeys In real-time



Measure & Optimize

Accurate and specific measurement, performance, against campaign goals, AI/ML, and real-time decisioning

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Ideation is where great campaigns begin and good campaigns are optimized

Campaign Planning		Production & Review			Experience Delivery & Measurement	
Ideate	**Plan**	**Prioritize & Assign**	**Build**	**Approve**	**Deliver**	**Measure & Optimize**
Review past campaign performance, audience behavior, channel trends, etc. for clear strategy definition	Defined campaigns goals, priorities, budgets, regions, audiences, channels, products, and personas	Execution of planned work with resources and assignments based on campaign deliverables	Creation of campaign deliverables including hero assets, videos, sites, segment and channel variations, emails, etc.	Review and approval of campaign assets against the original brief and in alignment with brand standards – uploaded for use	Delivery of personalized ads, onsite experiences, app messaging, and emails, into customer journeys In real-time	Accurate and specific measurement, performance, against campaign goals, AI/ML, and real-time decisioning

Ideation ensures that campaign strategy is driven by insight rather than instinct

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Scaled content creation is not just a marketing function — it's a foundational capability for digital agility and enterprise-wide transformation.

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Content is only as good as the strategy it is derived from.

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Introducing: Ideation space

a dedicated ai-driven infinite canvas where teams synthesize inputs, context, and performance to shape campaign strategy.

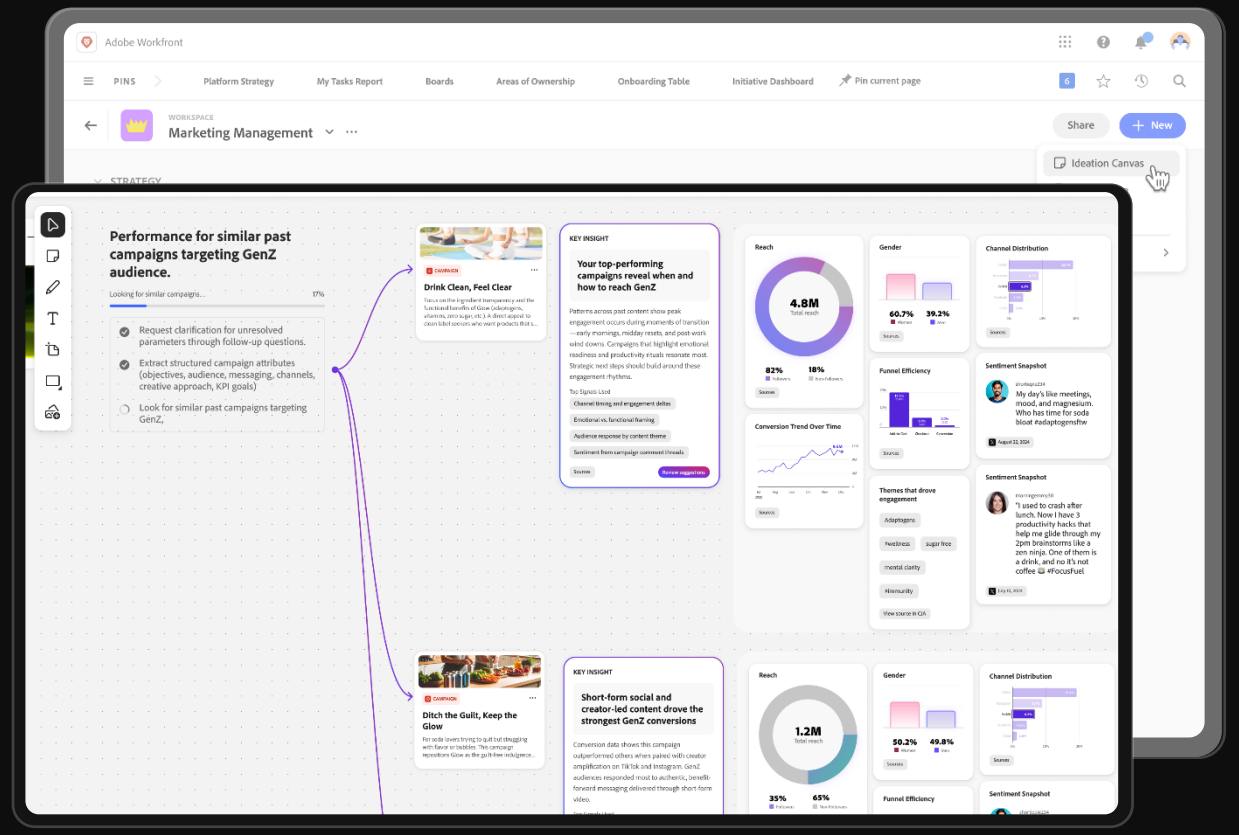
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Ideation Space in Workfront Planning

From strategy to plan, without losing intent

- Ideation Space will be included with Workfront Planning
- Campaign goals, decisions, and direction flow into Planning without re-interpretation or rework
- Ensuring strategic intent carries through the content supply chain

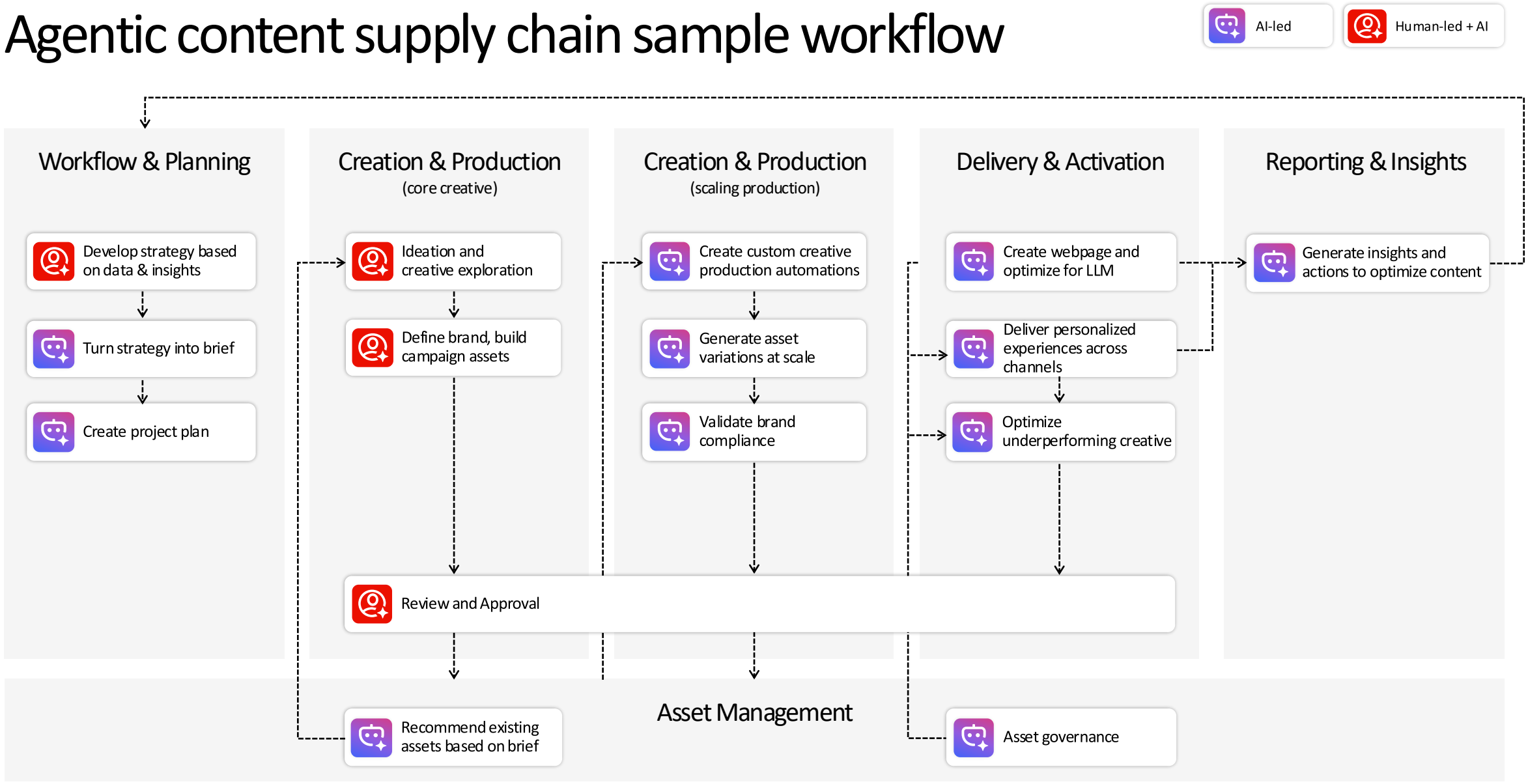


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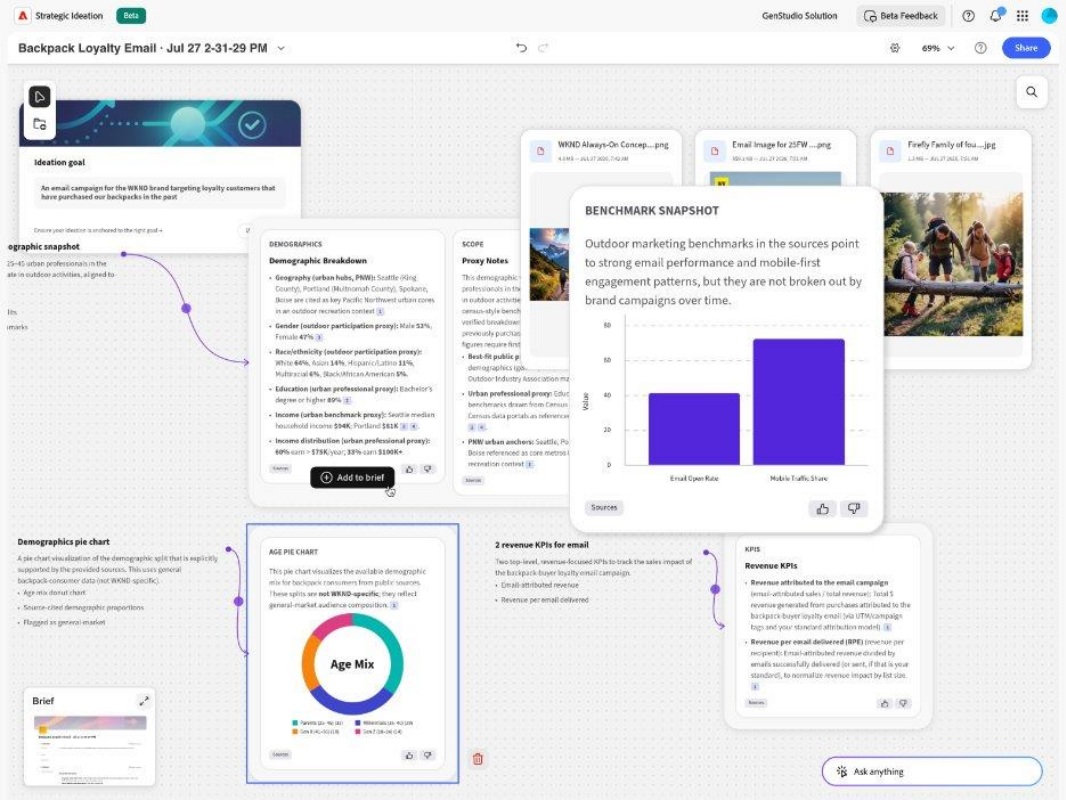
What does this look like in a workflow?

Agentic content supply chain sample workflow



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Develop strategy based on data & insights



- Synthesizes performance insights, audience inputs, and business context to identify campaign priorities
- Defines goals, messaging pillars, and success metrics for the campaign
- Aligns stakeholders on strategic direction before the brief is created

SURFACE:

Strategic Ideation in Workfront Planning

POWERED BY:

Workfront

Customer Customer Journeys Analytics, Content Analytics

3rd-party and custom data sources

Enterprise Context | Brand Intelligence | Agentic Ecosystem | AI Workflows | Conversational Experience

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Human-Agent Workflows

	Task name	Assignees
1	Approve strategy and campaign brief	 Emilio Solano
2	Recommend existing assets for ideation	**Content Advisor**
3	Create hero campaign assets	 Celeste Smith
4	Create hero asset channel variations	**Creative Production**
5	Validate brand compliance	**Workflow Optimization**
6	Stakeholder final review	 Priya Sharma
7	Launch assets in social channels	 Brian Fletcher
8	Generate campaign insights	**Data Insights**

Human-led, Agent-executed workflows

- Agents embedded across the workflow
- Work flows seamlessly between humans & agents
- Built-in auditability and control

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Human-Agent Workflows

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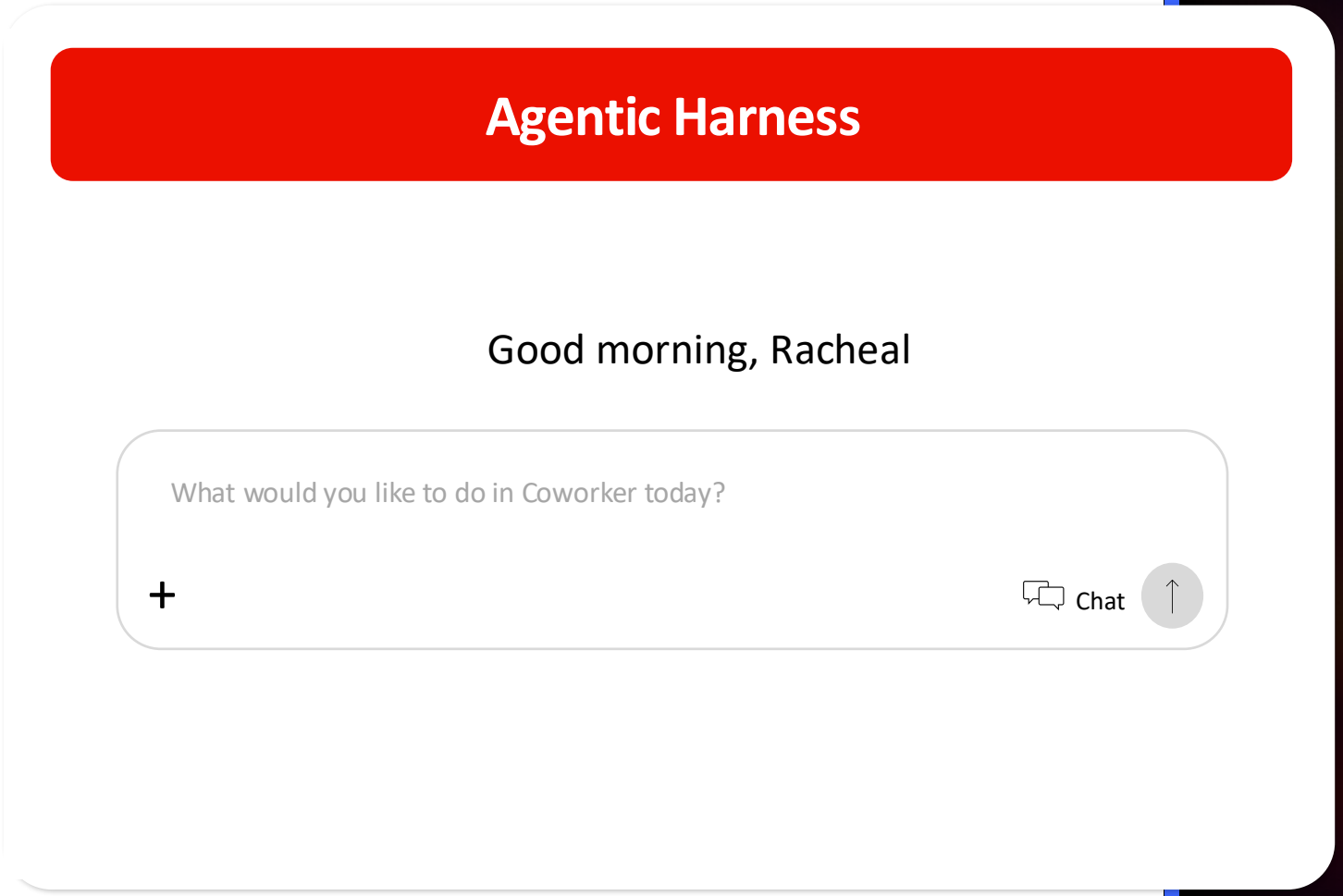
Human-led, Agent-executed workflows

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Agentic Harness



Available in the infinite canvas or agentic harness

- Describe intent in plain language
- Tools, capabilities, and Agents come to the user - no context switching
- Work in Adobe CX Enterprise Coworker, or the AI interface of your choice

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Product Details

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FROM SCATTERED INPUTS TO SHARED STRATEGIC DIRECTION

Ideation Space turns scattered campaign inputs into an aligned strategy teams can act on.



Develop better marketing strategy—together, with context.

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WHAT IT IS

THE COLLABORATIVE CANVAS FOR MARKETING STRATEGY

Three ideas define the experience.

01

BUILD STRATEGY COLLABORATIVELY

People, ideas, evidence, feedback, and decisions share one canvas.

02

GROUND STRATEGY IN CONNECTED KNOWLEDGE

Native connections, external systems, and documents bring relevant knowledge into work.

03

TURN STRATEGY INTO ACTION

Create a tailored brief and move into Workfront Planning without losing intent.

BUILD strategy collaboratively. GROUND it in connected knowledge. TURN it into action.

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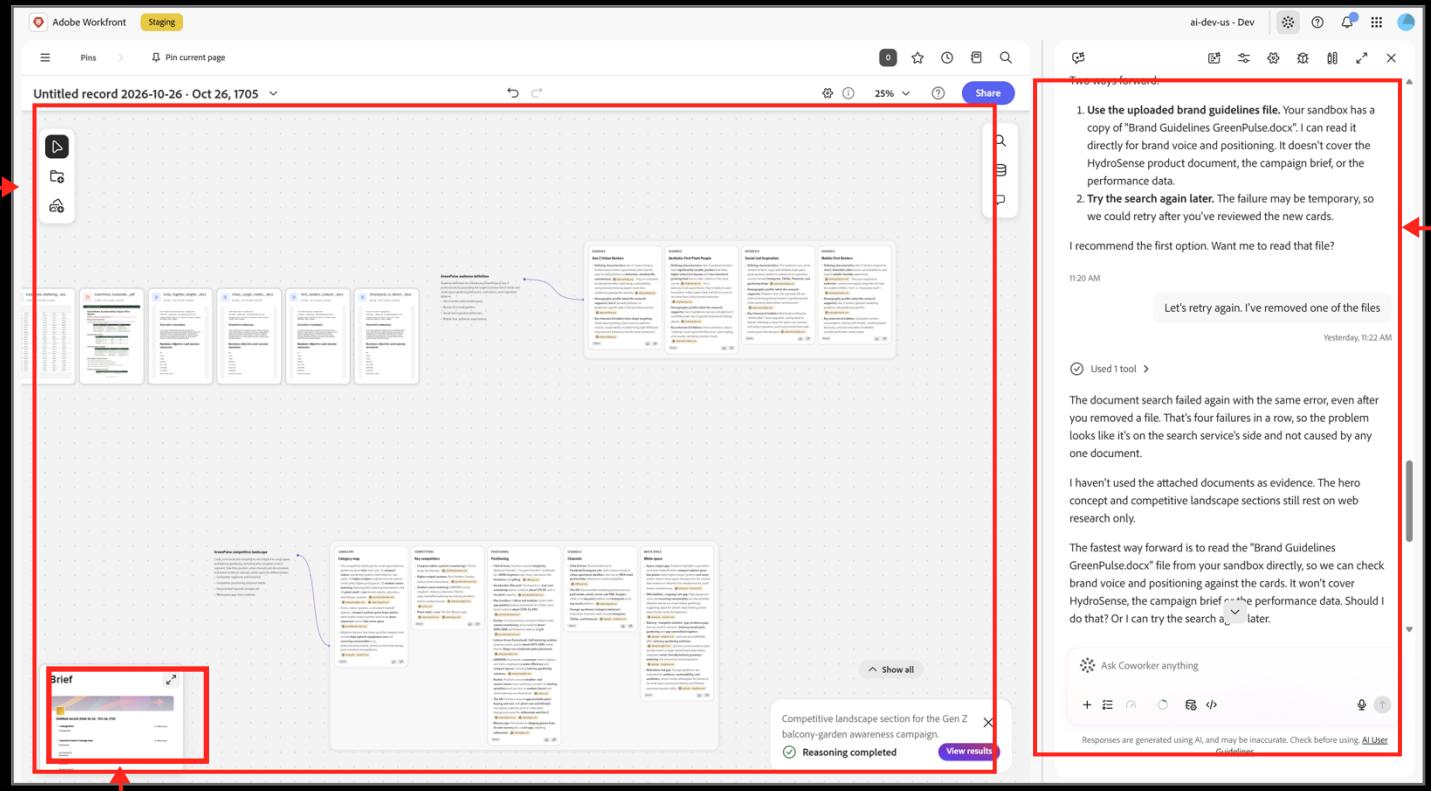
WHAT IT IS

THE DNA OF IDEATION SPACE

01 COLLABORATIVE CANVAS

Context + collaboration

Bring together ideas, evidence, and people.



02 AI-POWERED EXPLORATION

Reason + explore

Synthesize, question, compare, and refine.

03 ACTIONABLE BRIEF

Strategy → action

Turn shared thinking into a structured brief.

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HOW IT WORKS

FROM BLANK PAGE TO CAMPAIGN STRATEGY

One connected journey. Human-led decisions. AI accelerates the work.

01

START WITH CONTEXT

Bring relevant knowledge into the work.

02

BUILD TOGETHER

Develop strategy collaboratively.

03

EXPLORE WITH AI

Compare, challenge, synthesize, refine.

04

CREATE THE BRIEF

Turn strategic thinking into a tailored brief.

05

PRESERVE THE NORTH STAR

Carry strategy into Planning.

Scattered inputs → Aligned strategy → Tailored brief → Connected planning

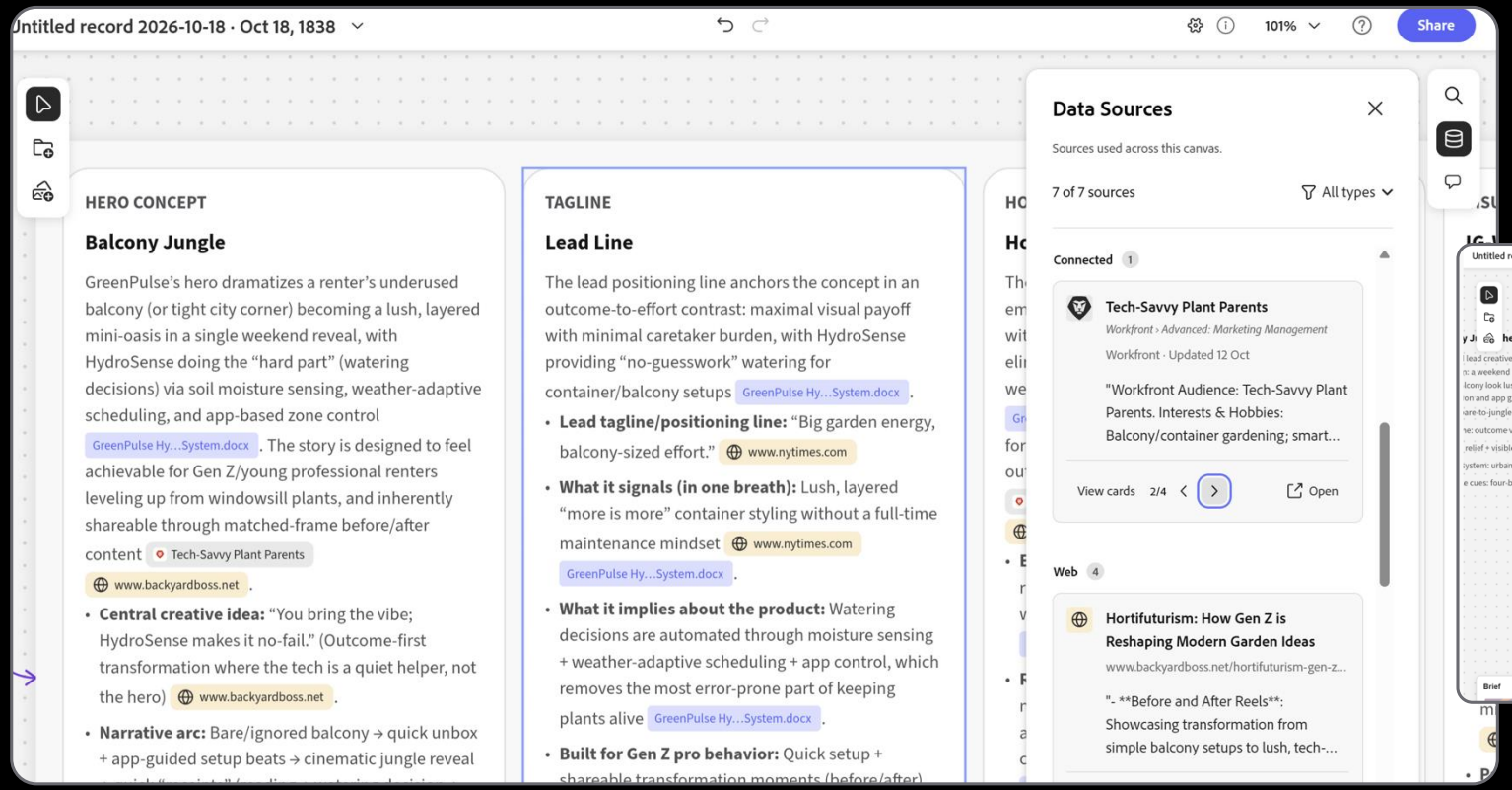
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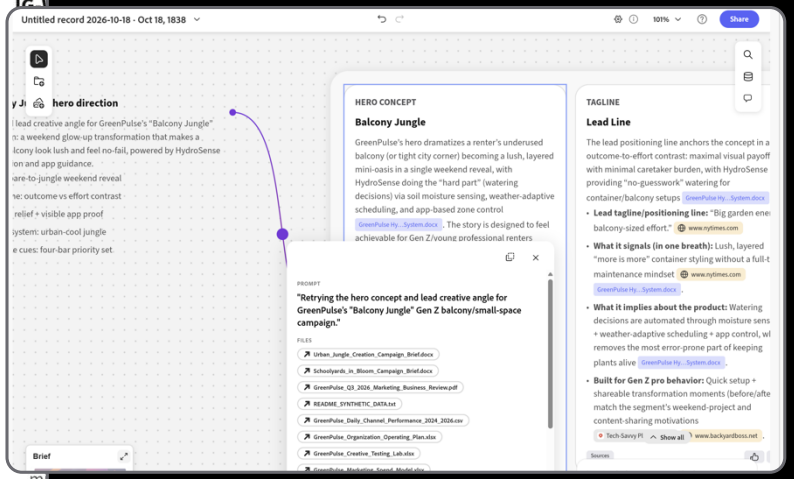
TRUST AND CONTROL

AI YOU CAN UNDERSTAND AND DIRECT

CHOOSE THE SOURCES



INSPECT THE EVIDENCE



SEE WHAT INFORMED THE WORK.

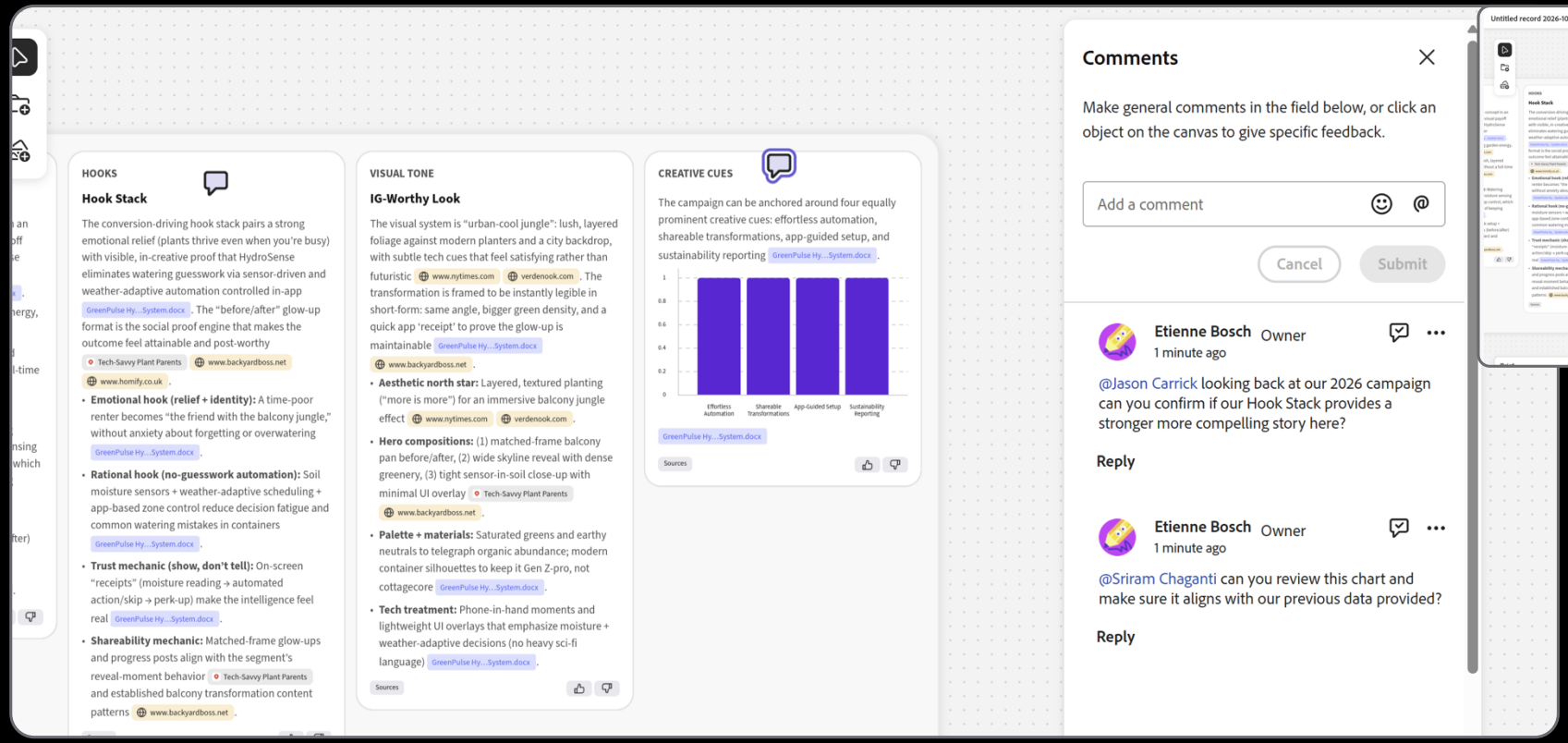
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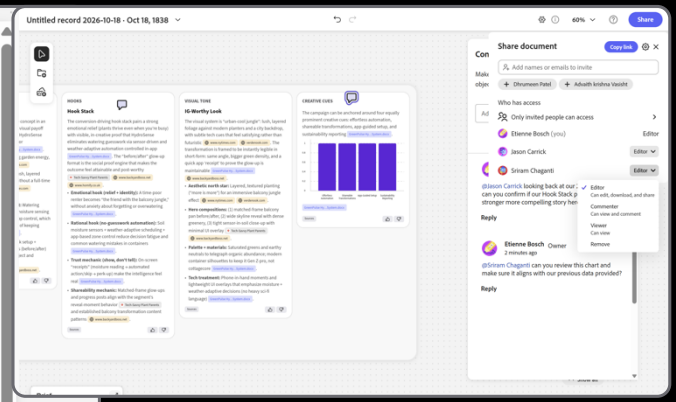
BUILD STRATEGY TOGETHER

FEEDBACK STAYS CONNECTED TO THE THINKING

FEEDBACK IN CONTEXT



THE RIGHT ACCESS



Editors contribute.
Commenters respond.
Viewers stay aligned.

THE OUTCOME ISN'T JUST A SHARED ARTIFACT. IT'S SHARED UNDERSTANDING.

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EXPLORE WITH AI

GO BEYOND THE FIRST IDEA

Select ideas, evidence, or other canvas content and ask AI to compare, challenge, synthesize, or refine them.

COMPARE

Which direction is best supported?

CHALLENGE

Which assumptions should we test?

SYNTHESIZE

What patterns emerge across insights?

REFINE

How could this idea become stronger?

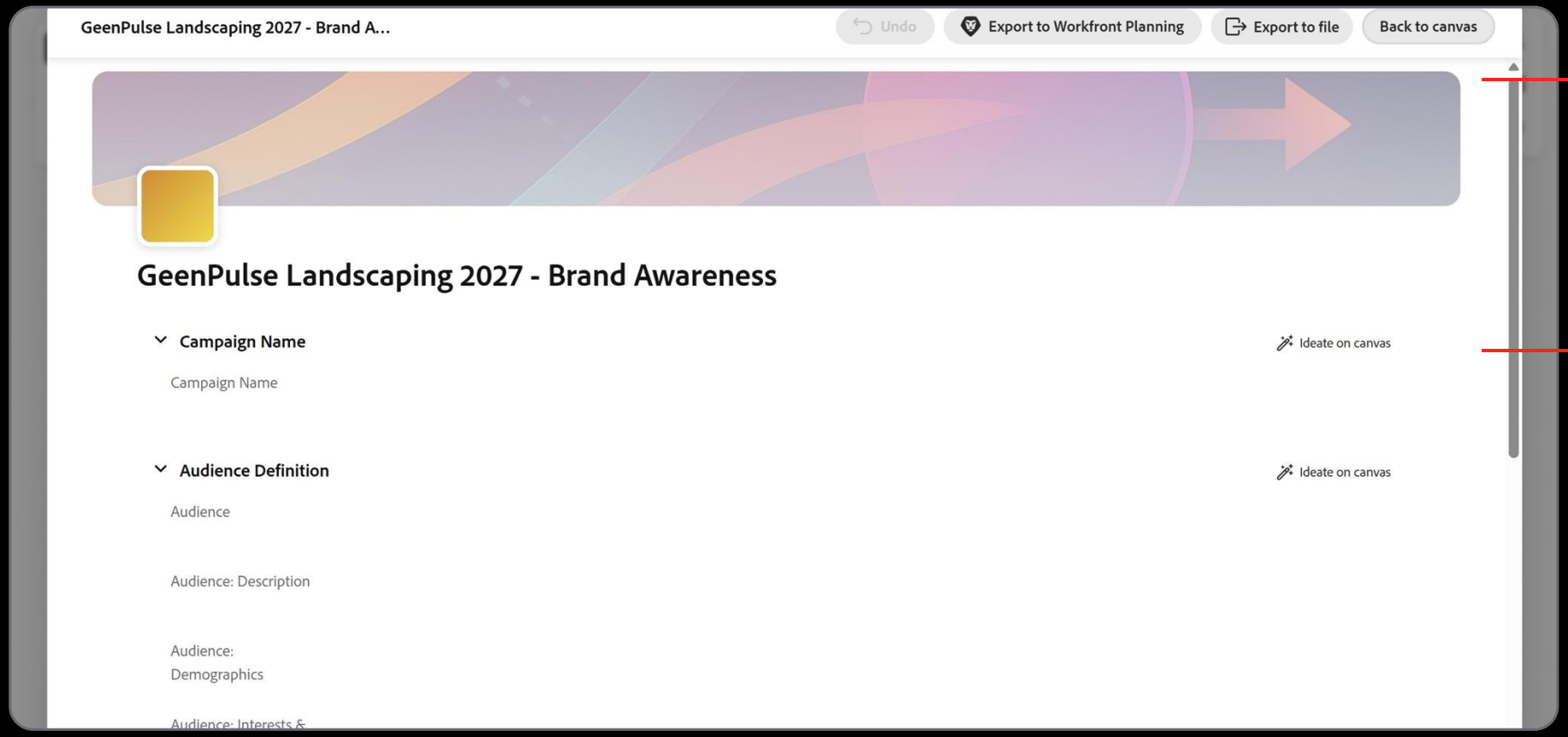
AI accelerates the thinking. **Marketers make the decisions.**

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TURN STRATEGY INTO A BRIEF

THE BRIEF IS THE OUTCOME OF THE STRATEGIC WORK



READY FOR PLANNING

Move the completed brief into Workfront Planning without rewriting it.

TAILORED BRIEF STRUCTURE

Built around the Planning record or template the organization uses.

THE BRIEF ISN'T WHERE STRATEGIC THINKING STARTS.
IT'S THE OUTCOME OF IT.

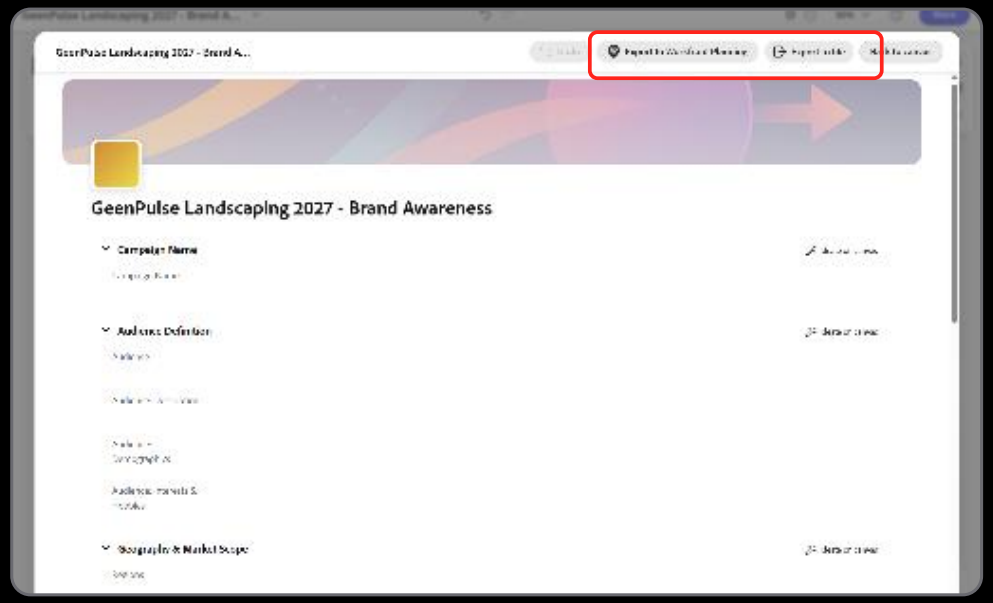
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PRESERVE THE NORTH STAR

BRIEF

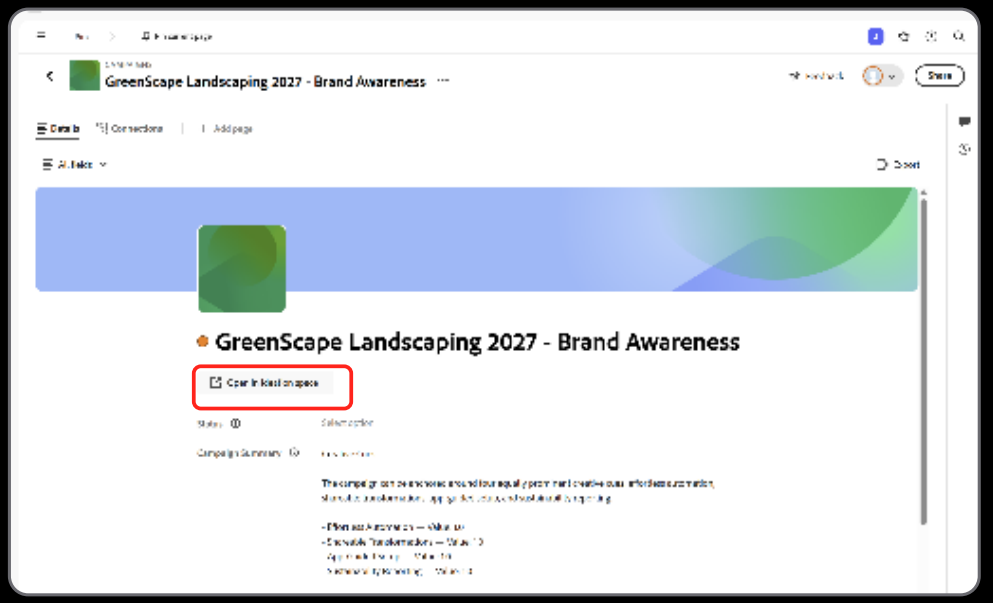
The agreed strategic direction



BRIEF → WORKFRONT PLANNING

PLANNING RECORD

The work moves forward with its original context connected



THE WORK MOVES FORWARD. THE STRATEGY STAYS CONNECTED.

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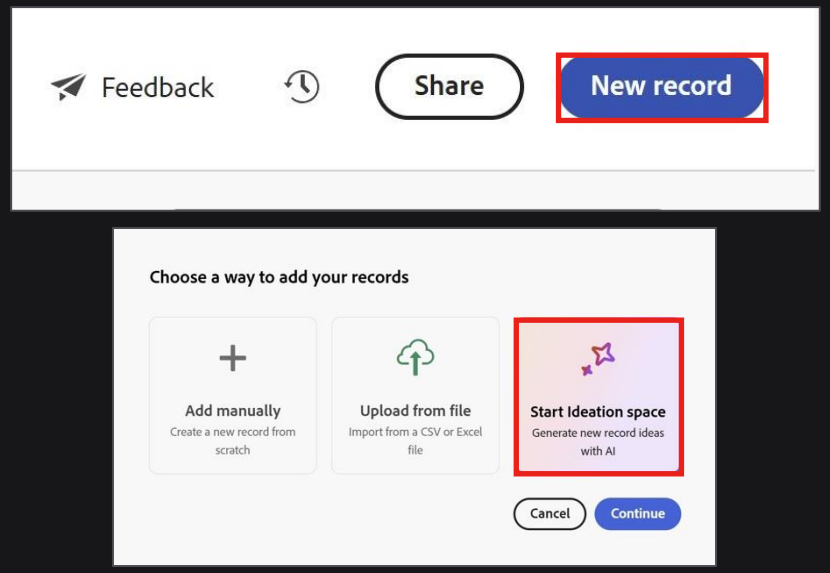
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ENTRY POINTS

CHOOSE HOW TO START

Three entry points open the same shared space.

A New Planning record

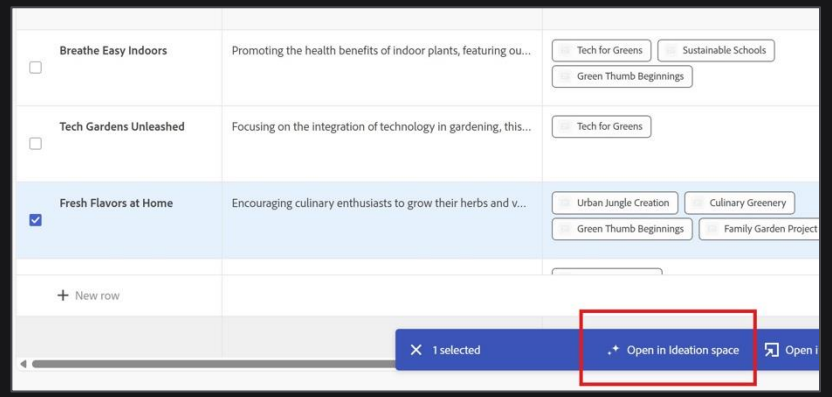


EXPORTS TO PLANNING

New record → Start Ideation space

Best when: starting a new campaign

B Existing Planning campaign

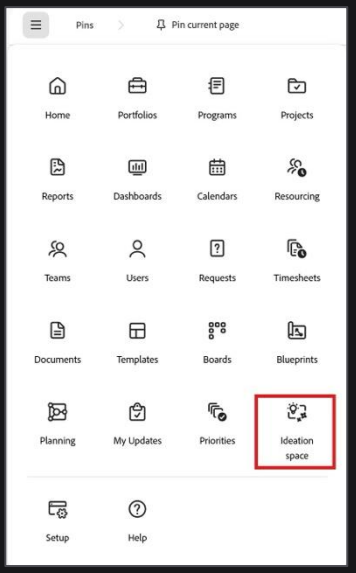


EXPORTS TO PLANNING

Select a campaign → Open in Ideation space

Best when: you have a live campaign

C Workfront app switcher



NO PLANNING EXPORT

App switcher → Ideation space

Best when: exploring an early idea

CHOOSE YOUR PATH: we recommend starting with a New Planning record

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SEE IT IN ACTION

PRODUCT DEMO

One campaign. One connected journey.

01 Context

02 Collaborate

03 Explore with AI

04 Create brief

05 Planning

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HOW SHOULD I BE USING IDEATION SPACE?

01

BUILD CAMPAIGN STRATEGY

Target: Strategy & product marketing

EXAMPLE USE CASES

Draft a positioning direction
Compare campaign opportunities
Synthesize market insights

02

ALIGN ON BRAND & CAMPAIGN DIRECTION

Target: Brand & campaign leaders

EXAMPLE USE CASES

Review strategy with brand leads
Align on audience direction
Share direction with executives

03

CARRY INTENT INTO CREATIVE & EXECUTION

Target: Agency & creative partners

EXAMPLE USE CASES

Brief creative teams
Hand strategy off to agencies
Collaborate with media partners

TRY IT: opt in, run a real campaign through it, then tell us what worked. Your feedback shapes GA.

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HOW DO I GET ACTIVATED?

01

CHECK YOUR ELIGIBILITY

Requires: Workflow + Planning + Coworker

WHAT TO CONFIRM

Coworker is enabled on your instance
Users have a Standard Planning license
You can manage access levels (admin)

02

ADMINS ENABLE THE ACCESS LEVEL

Who: Workfront administrators

HOW TO ENABLE (ADMIN)

Setup → Access Levels → edit or create
Clear “Disable Ideation space”
Details on the next slide

03

USERS ASSIGN AND VERIFY

Who: Standard Planning users

HOW TO VERIFY

Assign the updated access level
Ideation Space shows in the main menu
Missing? Refresh or sign back in

AVAILABLE FOR: Workfront Workflow + Planning integrated customers that are enabled on Coworker.

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FOUR STEPS TO TURN IT ON

1

OPEN SETUP

Main menu → Setup.

2

UPDATE ACCESS LEVELS

Edit an existing level or create a new one. Only Standard Planning levels are supported.

3

ENABLE IDEATION SPACE

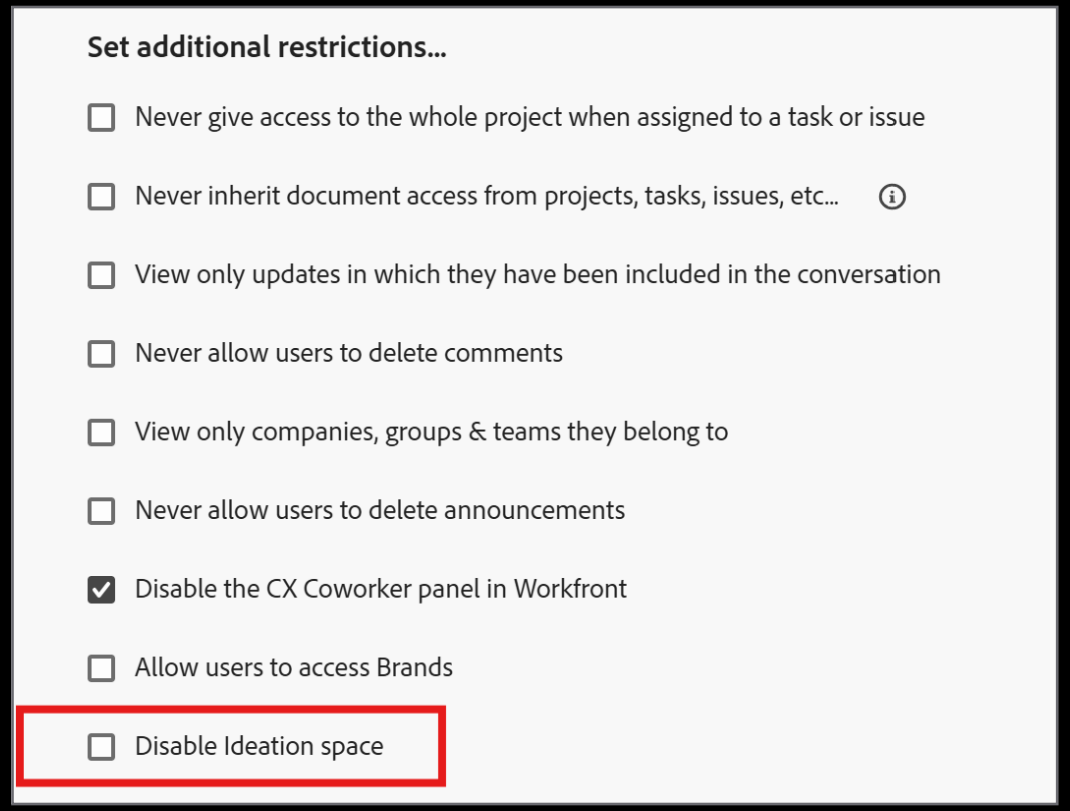
Under Set additional restrictions, leave “Disable Ideation space” unchecked.

4

ASSIGN AND VERIFY

Assign the level to users. Ideation Space appears in the main menu. Not there? Refresh or sign back in.

Available in production, preview and sandboxes.



STEP 3: EDIT ACCESS LEVEL

ADMIN TIP: System Administrators always see it. Standard Planning users see it only if their access level has it enabled.

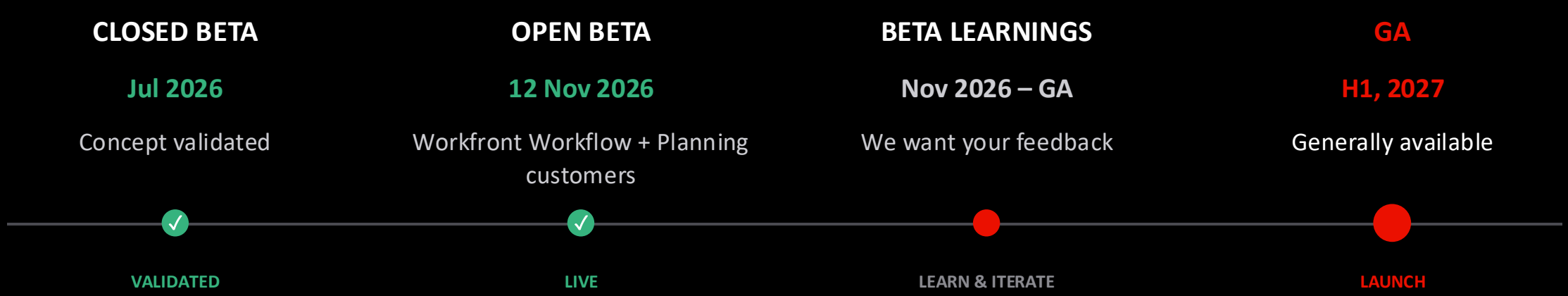
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Key Milestones

IDEATION SPACE ROADMAP

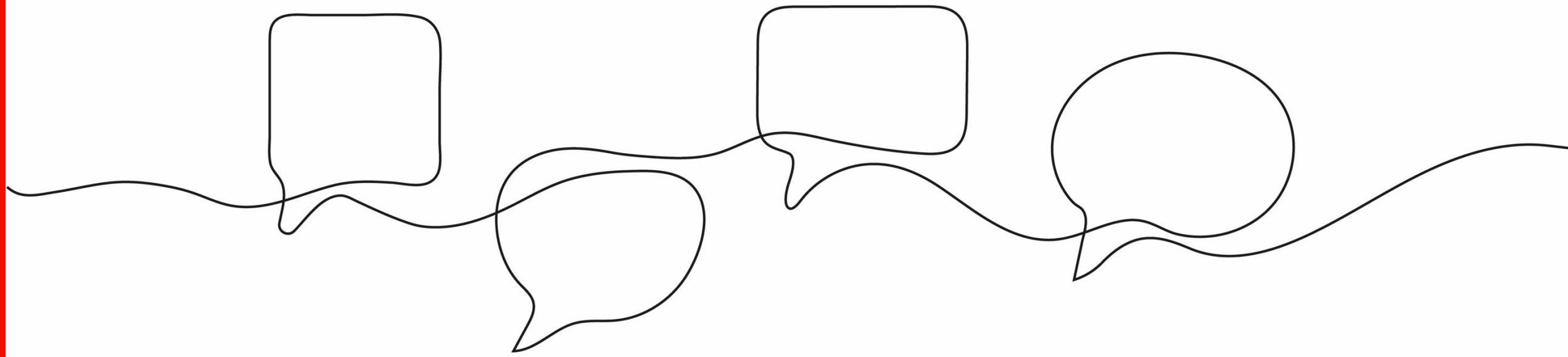
OUR PATH TO GA



KEY MILESTONES **Open Beta is live → Opt in and share your feedback → Your input shapes GA in H1 2027**

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Questions?

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Thank you


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