

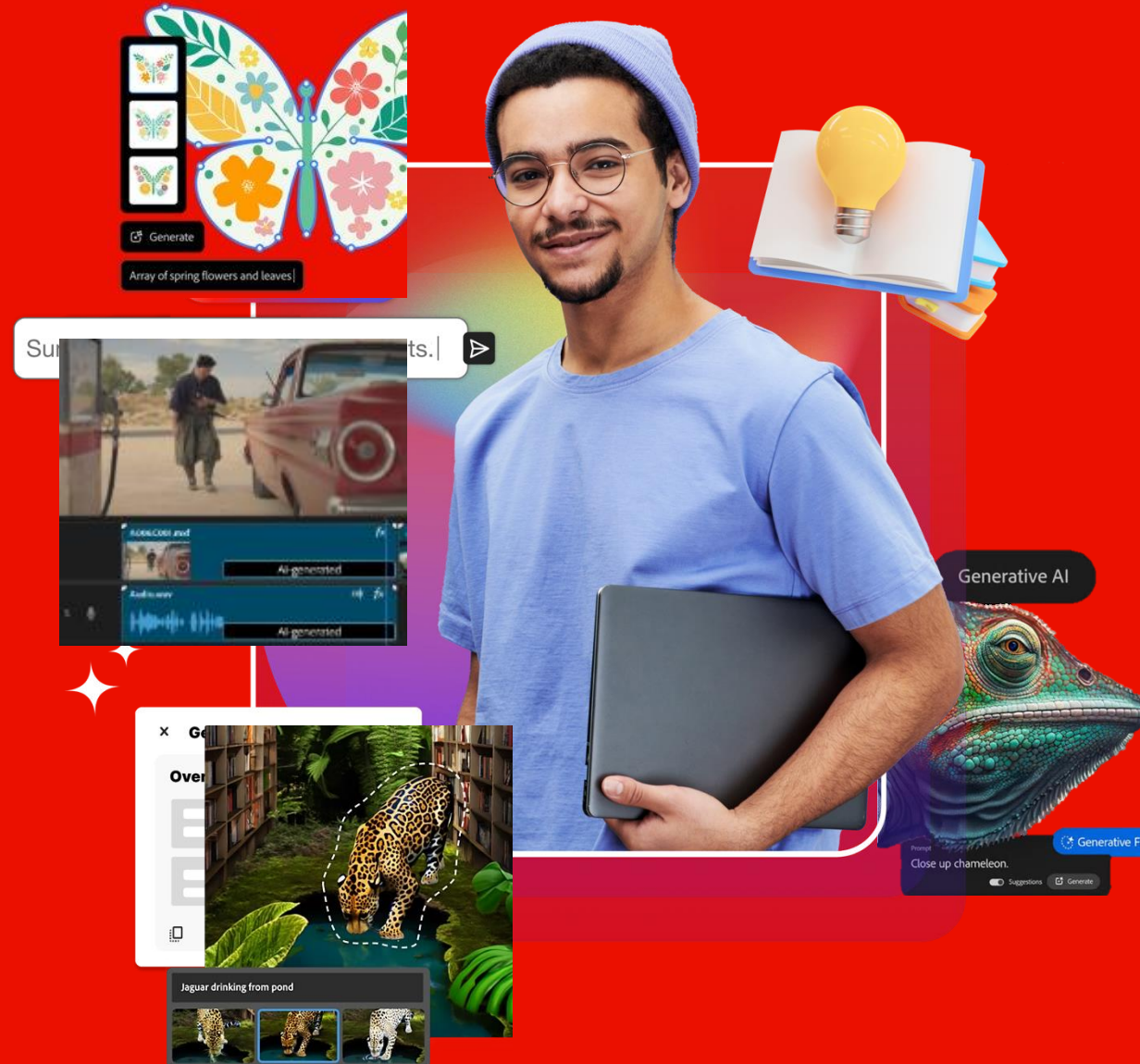
Adobe Firefly generative AI add-on credits

Add-on revenue meets voice and
choice for customers

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Do not distribute to customers

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Why do Adobe Firefly generative AI credits matter?

- **Context:** Adobe's new higher education offers (e.g., Creative Cloud Pro Plus) include premium generative AI features
- **Need:** Advanced creative workflows (video, animation, VR) often exceed base credit allocations
- **Opportunity:** Credit packs allow institutions to scale AI access based on user needs—without overbuying

Creative Cloud Pro Plus



- Best of Adobe in one higher education offer
- Natural upsell from Creative Cloud All Apps/Pro
- Industry-standard workflows and creative horsepower
- Includes Firefly AI + 3rd party models
- Includes Acrobat AI Assistant for doc productivity

Offer footprint summary

Plan Name	Generative AI Credits/Month	Standard Generative AI Usage	Premium Generative AI Usage	Adobe Express Premium Included	Notes
Adobe Creative Cloud Pro Plus	1,000	Unlimited No credits consumed	Credits consumed	Yes	Full premium access; Unlimited Acrobat AI Assistant usage
Adobe Acrobat Studio for Education	250	Unlimited No credits consumed in Adobe Express	Credits consumed	Yes	Premium access in Adobe Express; Unlimited Acrobat AI Assistant usage

Everything else (i.e., older plans like Creative Cloud All Apps and Creative Cloud All Apps Pro):

- Standard generative AI is not unlimited
- **Official message is no access to premium generative AI.** Avoid recommending credits as a workaround to unlock premium AI features. Expensive, complicated, and bad customer experience – ex: old SKUs will consume premium generative AI credits for even standard AI tasks. (*“jet fuel to power a moped”*)

How do Firefly generative AI credits get set up?

- **Allocation:** In higher education, credits are tied to individual users not pooled or enterprise-wide
- **Deployment:** Admins assign credits via the console; packs are purchased à la carte
- **Who is it for:** Students, faculty, and staff in creative majors or roles working on high quality video and audio AI workflows for whom the base level of credits are not enough
- **Use case examples:**
 - Intro Photoshop student: 1,000 credits/month (base, included in offer without additional credits)
 - Film student: 7,000–8,000 credits/month (add-on credits)
 - Animation/VR student: even more credits needed, based on workflow intensity

How do I position Firefly credit packs?

- **Early in the deal:** Introduce credits during solution mapping not as a late-stage “upcharge”
- **Build trust:** Avoid surprises and be transparent about deployment and cost
- **Leverage support:** Reference Adobe Help Centre and the checklist below for more specific details, as well as potential pitfalls

Seller checklist:

- Confirm the customer’s **monthly reset date**; align purchases/assignments **before** that date. [Adobe Help Centre](#)
- Map **personas to usage**; size using the **credit math** (sec × rate). [Adobe Help Centre](#)
- Lead with **Creative Cloud Pro Plus** for creators; **Adobe Express** for broad needs; add **2k/7k/50k** packs per heavy user. [Adobe Help Centre1](#)
- Remind admins: **Named-user, not pooled**; **standard unlimited** remains subject to **fair-use safeguards**. [Adobe Help Centre](#) – **check dates**.

Example: proactively position credit packs as a flexible enhancement, not a mandatory hidden expense—making it a straightforward and value-driven conversation

Scenario 1:

Customer knows their campus needs for premium video/audio AI workflows.

Use resources to accurately size deal.

- Persona and value driven sale
- Unlocks recurring source of long-term revenue with credits
- Helps tailor solution to power users in video/graphics

Scenario 2:

Customer doesn't know their campus needs/requirements.

Recommend start with Creative Cloud Pro Plus and no supplemental credit packs. Be transparent that additional credits may be needed in the future.

- Standard AI credits are **unlimited** in new higher education AI offerings
- Saves customers money and prevents complicated deployment escalations

“It’s critical to know what
Firefly credits are – and just as
critical to know what these
credits **are not.**”

-Anonymous, c. 2025 AD

Dos and don'ts

Do:

- Lead with the right SKU (e.g., Creative Cloud Pro Plus), then position credits as optional enhancements
- Frame credits as **flexibility**, not a hidden cost
- Use persona-based guidance to proactively recommend credit levels when **initially solution mapping** – don't wait to introduce them as a need

Don't:

- Offer credits as a workaround for outdated SKUs
- Sell credits with Shared Device Licenses (SDL/SDA)—this causes delegation issues and a poor customer experience
- Position credits as a substitute for upgrading to new offers

Helpful insights and possible pitfalls

Pitfalls & “gotchas” (call these out explicitly when appropriate)

- **Monthly ≠ annual:** Add-on packs (2k/7k/50k) are **monthly**, not yearly. Plan capacity as a **monthly utility** that refills on reset. [Adobe Help Centre](#)
- **No rollover: Use it or lose it** each month. Buying late in cycle → less time to use before reset. [Adobe Help Centre](#)
- **No pooling:** Credits can't be shared across users—size **per persona** (heavy vs. light users). [Adobe Help Centre](#)
- **Premium features are the meter:** Standard features are unlimited on premium-access plans, but **video/audio/Ultra** modes **burn credits fast**—set expectations. [Adobe Help Centre+1](#)
This 4 min video used 2,300 credits with iterations, and would have needed a minimum of 1,500 without: <https://f.io/loVQWQ6s>
- **Shared Device License ≠ services:** SDLs don't include Firefly services; named-user or Adobe Express is required for generative features. [Adobe Help Centre](#)

FAQs

- **Do credits work with older offers?**

Technically yes, but avoid bringing this up as there is **significantly** less value at a higher cost, and may lead to technical escalations.

- **Can we pool credits?**

No. At this time the credits are sold as per user only.

- **What about APIs?**

Firefly APIs are not available for higher education.

- **Partial deployments?**

Partial deployments are possible, but full coverage is preferred. Some (departmental deployments) are preferred over smaller groups of users. For exceptions, please contact your Adobe Sales Representative.

- **Mid-cycle process?**

If a customer wants to upgrade mid-cycle and add new products, please work with your Adobe Sales Representative.

- **Can a customer buy multiples of the same pack? (i.e., a user buying two 2,000 credit packs at once):**

No, institutions cannot stack the same pack twice because it's a product assignment already attached to a user. You would have to sell two different pack quantities.

Battlecard

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What are “premium generative AI credits” in a few words?

- Monthly, per-user generative credits that power premium Firefly features (e.g., text-to-video, Translate/Lip-sync, Sound FX, avatar, Generative Extend, Image 4 Ultra). They reset monthly and don’t roll over.
- One credit type works across apps; on plans with premium access (Creative Cloud Pro Plus) standard features are unlimited and only premium features spend credits. Credits aren’t pooled across users.
- Premium Credit Packs should be sold with Creative Cloud Pro Plus to enable intended premium AI functionality. Credit packs will not work as intended with older SKUs, and may result in unintended consumption of the extra credits.

What's included in education plans (baseline monthly credits)?

- Creative Cloud All Apps (EDU): 500 credits/user/month (standard generative AI).
- Creative Cloud All Apps Pro Plus (EDU): 1,000 credits/user/month for premium features + unlimited standard.
- Adobe Express Premium (EDU): 250 credits/user/month.
- Acrobat Studio/Pro (EDU): 25 credits/user/month (standard generative AI in Document Cloud context).

Note on SKU types: EDU offers are separate SKUs for students vs. faculty/staff—quote/assign accordingly.

Add-on Firefly credit packs (sell these)

- Education add-ons: 2,000 / 7,000 / 50,000 credits per user per month (recurring) for faculty/staff or students; choose the quantity needed. Sell with Creative Cloud Pro Plus. If there is a need, credit packs can be sold standalone. Contact your Adobe Sales Representative for questions and guidance or review the Adobe Help Centre.
- Resets monthly; no rollover. Buying late in the month still resets on the customer's monthly reset date (billing/anniversary).

How credits are used (quick cheat sheet)

- Standard features (e.g., Generative Fill/Expand, most image/text effects): 1 credit/gen; Creative Cloud Pro Plus plans these are unlimited (no credit deduction).
- Premium features (examples below) deduct more than 1 credit
 - Sound FX: ~10 credits per generation.
 - Text-to-Video: ~100 credits/sec (1080p@24fps); 50/sec (720p); 20/sec (540p).
 - Video/Audio: ~5 credits/sec.
 - Translate & Lip-sync (beta): 10–15 credits/sec (1080p–4K).
 - Text-to-Avatar (beta): ~10 credits/sec ($\leq 1080p$).
 - Generative Extend (Premiere Pro): ~125 credits/sec (1080p@30fps) / 175/sec (4K@30fps).
 - Image 4 Ultra: 20 credits per generation.
 - Gen Sound Effects (beta): 10 credits/gen.
 - Partner video models (e.g., Luma, Runway, Pika) have model-specific rates (e.g., 1080p = 50–100 credits/sec depending on model).

Fast sizing guide (use these examples live)

- 10-min translation $\approx \sim 3,000$ credits (5/sec \times 600).
- Avatar explainer (60-sec) $\approx \sim 600$ credits.
- Heavy image quality (Image 4 Ultra, 50 runs) = 1,000 credits.
- Student term assignment, short film, mixed use – 2500-5000 credits

Takeaway: For film/animation capstones and media courses, Creative Cloud Pro Plus baseline + 7k add-on per heavy user is a realistic MINIMUM; hold a few 50k licenses for short peak bursts. (Frame this with the math above.)

Deployment & licensing (how they're sold and used)

- Named-user entitlements (no shared pools). A user's various Adobe subscriptions aggregate into one monthly credit balance for that user; credits aren't pooled across users.
- Reset cadence: Monthly on the customer's billing/anniversary date; unused credits don't roll over.
- Fair-use guardrails: Even with "unlimited standard," Adobe applies backend safeguards; excessive/abusive patterns can be temporarily throttled.