

Designing Simplicity: How Kohler Reimagined Creative Briefs in Workfront

Adobe Workfront Customer Success – August 7, 2025



Agenda

Interested in learning how one customer transformed their creative briefs by simplifying, standardizing, and integrating the process into Adobe Workfront?

Hosted in partnership with Kari Bramstedt, Program Manager at Kohler Co., this 45-minute interactive discussion will showcase how Kohler was able to:

- Uncover inefficiencies in the creative briefing process in Workfront
- Implement a tiered approach to right-size different project types and ensure clarity without over-complication
- Drove user adoption through thoughtful change management

Start Time	11:00 a.m. PT/2:00 p.m. ET
2 minutes	Welcome & Introductions
20 minutes	Transforming the Creative Briefs Process
20 minutes	Open Q&A
3 minutes	Wrap Up / Resources
End Time	11:45 a.m. PT/2:45 p.m. ET

This session is being recorded.

Keep an eye out for a follow-up email after the event (from csatscale@adobe.com) with a summary and links to the recording, slide deck, and more.



Introductions



Kari Bramstedt

Program Manager,
Kohler Co.



Adobe Workfront Scale Customer Success Team, csatscale@adobe.com

Nichole Vargas, Leslie Spier, and Cynthia Boon

Available to all customers, you can find or contact us:

- During our free virtual events. View the calendar of [Events](#) on Experience League.
- On Experience League. Tag us on the [Community](#)
- On LinkedIn

Questions / Themes from Registration



Were there any barriers or any push back to moving the creative briefing process to Workfront?



How long did it take for your teams to adjust to using this process? How did you achieve buy-in?



How do you handle changing information, information not ready at submission, but required for kickoff?



What if someone already has a written brief already created outside of Workfront? Do they need to copy and paste all the information into Workfront? Are you using AI to help?



Once a creative brief is submitted, what happens next (review committee/meeting)?
Is there a "rejection" process if it is unclear/not robust enough? How do you push back on the requester?

Q&A

Raise your hand to come off mute or post your question in the chat!

[On-Demand] Creative Briefs Intake & Best Practices

Last year (June 2024), there was a text-only event hosted on the Experience League Community for [Creative Briefs Intake & Best Practices](#).

- There is no video, just a long thread of Q&A
- Review answers from experienced Workfront admins and experts
- Documented best practices from real-world examples
 - Utilize features like Section Breaks and display/skip logic
 - Start with just the necessary information to avoid form fatigue
 - Consider a tiered approach based on project scope
 - Require a "Change Request" for any changes after submission
 - Build a report/custom view to surface key fields to avoid info overload
 - Build your custom form (creative brief) in your Sandbox Preview first



Adobe Workfront User Groups

- Virtual or in-person customer-led networking and collaboration
- Bookmark the [Workfront User Group page](#) to join a chapter
 - Southern California, Michigan, New York City, Pittsburgh, Central Missouri, Boston/New England, and DC-Maryland-Virginia
 - NEW Chapters! Utah, Colorado, and Ohio
- If you're interested in becoming a User Group Leader, fill out [THIS FORM](#). Below are the list of requirements to be a User Group Leader:
 - Current Workfront customer with 3+ years of experience as a Workfront System Admin, Group Admin, or Project/ Resource/Traffic Manager
 - Reside in the location of the User Group
 - A passion for Workfront and helping individuals succeed



Adobe Experience Makers Skill Exchange (Virtual)

Join us for ***Experience Makers The Skill Exchange***, a free virtual learning event. Learn tips, tricks and best practices from those who know it best - industry and Adobe experts.

Workfront | August 21, 2025 | 9:00 – 12:00pm PT

Level up your Adobe Workfront skills! Join this learning event to hear from Adobe and customer experts. This event is perfect for users at any level, offering two tracks to suit your needs.

- **Learn Track** – topics covering reviews and approvals, AI-powered tools to boost efficiency, change management, and staffing and governance.
- **Grow Track** – featuring Workfront pros sharing advanced tips on Fusion workflow automation, advanced reporting with text mode, user and license management, and Workfront + AEM integration.

Connect, learn, and grow with a community of Workfront pros.



**See the full agenda
and register now!**

[REGISTER HERE.](#)

FREE Events for Workfront System Administrators

All events are published to the [Events](#) page on Experience League. Check back often for updates and to register.

- August 12 at 8:00 a.m. PT – [Admin 101: Getting Users to Use Workfront](#)
- August 14 at 8:00 a.m. PT – [Power Templates: How IDEXX Reconfigured Project Templates for Global Success](#)
- August 19 at 11:30 a.m. PT – [Fast Track Efficiency: Data Imports with Workfront Fusion](#)
- August 21 at 9:00 a.m. PT – [Adobe Workfront Skill Exchange](#)
- August 25 at 6:00 a.m. PT – [Workfront Collective](#)
- August 28 at 8:00 a.m. PT – [Workfront Planning, Reimagined: SNHU's Creative Use Cases](#)
- September 5 at 9:00 a.m. PT – [Connect: Admin Chat for Marketing & Creative](#)

Have a topic you'd like to see added to the list? Send us an email at csatscale@adobe.com

Workfront survey

Are you involved with **strategic planning for marketing campaigns, big initiatives, or resource allocation?**

➤ Please take this [3-5 minute survey](#) to help shape the future of Workfront!

More surveys are coming soon on centralizing work & governance, project management, and content execution – plus how to measure work effectively.

[More information](#) | [Take the survey](#)



Feedback

Please complete [this short survey](#) to share feedback on today's workshop. Responses are anonymous, so transparency and honesty is appreciated!

Thank You!

Adobe