



Creative Briefs in Workfront

Creative Brief v1 → v2 → v3 → vFinal → vFinalFinal → vFinalFinal_USE_THIS_ONE → vFinalFinal_USE_THIS_ONE2

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As a program manager at Kohler Co, I help bring kitchen and bath media campaigns to life—smart toilets, smart showers and amazing faucets. I've got adult kids who are off adulting, while I make frequent trips to Disney World and rock out to 80s hair band cover shows

Where we were

- Implemented Workfront in 2023
- Input for each campaign was a unique deck
- 3-4 kick off meetings with different stakeholders (leaders, creatives, media and distribution channel)



What we attempted

- Updated and formalized our leadership review process in 2024
- Gathered all the info needed for all stakeholders in one form
- Used decks for supportive color commentary
- Include the information needed for media agency briefing
- A long, comprehensive form for campaigns
- Supporting tactics and smaller projects have fewer fields in shorter forms



What it looks like

1. Tier 1-2

- Full funnel national media, major trade show or event, major collaboration
- Mid-funnel media campaign
- Require an approved strategic/creative brief before kick off
- Create many assets

2. Tier 3

- Deliverables that support Tier 1-2 campaigns
- OR
- Create new assets and deliverables

3. Tier 4

- Revisions of existing deliverables
- No new asset creation

4. Logic in forms



A black and white photograph taken from inside a dark cave. A person stands in the foreground, looking out through a large opening. Outside, a waterfall cascades down a rocky cliff into a pool of water. In the background, there are steep, forested mountains under a cloudy sky. The scene is dramatic and scenic.

Q&A

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Thank You!

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