



Virtual User Group: Workfront Proof

Tuesday, August 11, 2020

Today's Host



Andrew Dadour

Strategic Customer Success Manager
Workfront

Agenda

- 11:00 a.m. Welcome and Agenda
- 11:10 a.m. How one of the largest American-owned spirits and wine companies leverages Workfront Proof
Cindy Reichert, Brown-Forman
- 11:40 a.m. Group Discussion
- 12:25 p.m. Wrap-up Next Steps
- 12:30 p.m. Event Ends





BROWN-FORMAN



Cindy Reichert

Director, Project Management & Production Design
Brown-Forman Corporation

cindy_reichert@b-f.com



Founded in 1870 by George Garvin Brown, **Brown-Forman** Corporation has enriched the experience of life by responsibly building fine quality beverage alcohol brands. His original brand, Old Forester Kentucky Straight Bourbon Whisky, was America's first bottled bourbon and remains one of Brown-Forman's finest brands today.

Brown-Forman is one of the largest American-owned companies in the spirits and wine business. Based in Louisville, Kentucky, it manufactures several well-known brands throughout the world, including Jack Daniel's, Old Forester, Woodford Reserve, GlenDronach, BenRiach, Glenglassaugh, Finlandia, Herradura, Korbel, and Chambord.



WHO WE ARE

High quality
premium
spirit & wine
producer with
more than
\$3.3B in
sales*

40 products
made and
bottled in 12
different
countries

4,700
employees
on 6
continents
with 1,200 in
Louisville, KY

Own the iconic
Jack Daniel's
Tennessee
Whiskey brand

Highest
relative ROIC
in our
industry

S&P 500
"Dividend
Aristocrat"

Publicly
traded and
family
controlled

B-F Owned
Distribution



Australia | Brazil | Canada | Czechia | France | Germany | Korea | Mexico | Poland | Spain | Thailand | Turkey | United Kingdom



170 countries selling
our brands around
the world

53% of sales outside of the
United States



BROWN-FORMAN



workfront™

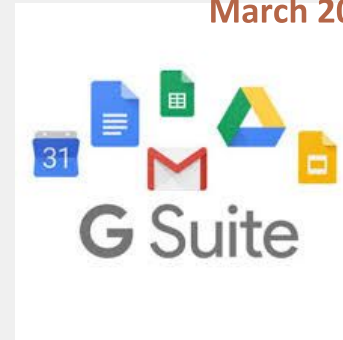
Project Management and Proof Approvals



Our Move to Workfront



BRAND ASSET RESOURCE



Tenovos + Salsify
(DAM+PIM)

WF Project Types: Product & Packaging Initiatives (PPI),
GIFT/Value Add Packaging, BF Design (Marcom), & Local
Market-led Initiatives



BROWN-FORMAN



workfront™

- Implemented March 2019
- Licenses: 45 Plan, 19 Work
- One Company
- 3 Request Queues
- 20 Portfolios (Brand Groupings)
- 475+ Programs
- 3400+ Projects
- Key Users:
 - 20 Volunteer PMO Project Managers
 - 3 Full-time Design Project Managers
 - 4 Creatives + SGS
 - 10 Packaging Engineers
 - + Brand, Legal, Business Process, QA, and R&D

Product & Packaging Initiatives (PPI) Project Initiation



Project Request

Global/Local Marketing Team Submits Project in Workfront

- Scope/Project Details
- Volume
- Desired Launch Date
- Year 1 SNS or Cost Savings Target
- COG per Unit (Brief)

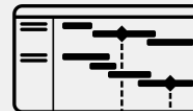


Project Approval

Global Brand Managing Director

Regional Marketing Director

Global Production Technical Director



Project Path

Path 1

formerly Stage Gate

New brands, line extensions, major package redesigns, liquid/formula changes, new production or capex, new market RTD launches

Path 2

formerly Creative & Packaging Brief

Limited editions of an existing series, new sizes, new artwork required, new permanent secondary packaging

Path 3

formerly SKU Rationalization

Simple market expansions, market specific labels required.



Project Starts

Path 1

formerly Stage Gate [12-24 months]

Gate 1 Paper + C&P Brief Approved



Project Work Begins

Path 2

formerly Creative & Packaging Brief [6-18 months]

C&P Brief Approved



Project Work Begins

Path 3

formerly SKU Rationalization [3-9 months]

SKU Rat Approved



Project Work Begins

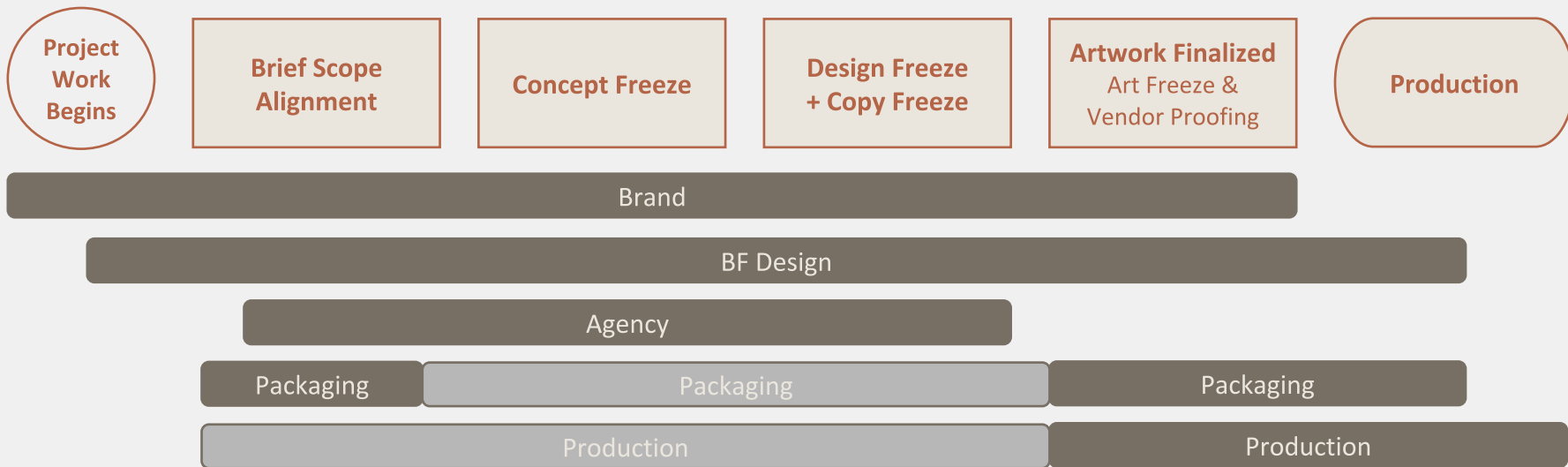
Product & Packaging Initiatives (PPI) Project

Development Process



Product & Packaging Initiatives (PPI) Project

Development Process - Roles



Path 1 (Stage Gate): 18-24+ months

Path 2 (C&P Brief): 6-18 months

Path 3 (SKU Rat): 3-9 months

** As a guide for Scotch, all PPI projects should be enter 8 months prior to

GIFT Projects



Project Request

Global/Local Marketing Team Submits Project in Workfront

- Scope/Project Details
- Desired Launch Date
- Volume
- Gift Brief
- COG Threshold



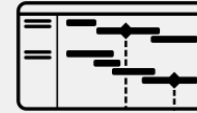
Project Scope

Gift Team confirms scope/timing with Requestor

- Tertile-based
- Regional/Local (ex: team pack)
- Artwork Only

Timing Expectations

- Tertile-based: 12-18 months
- Regional/Local (ex: team pack): 6 months
- Artwork Only (existing dieline): 1-2 months



Project Execution

Concept Freeze including Premium Item(s) Stage Gate

Design Freeze including Copy Freeze

Vendor Selection

Structure Development

Dielines finalized for t-forms, inserts, cartons, trays, KDs, etc

Art Freeze

Mechanical art approved & released to the vendors

Vendor Proofs

Vendor proofs approved & specs issued

Development Complete



Allocations, Material Ordered, Received, Packed & Shipped

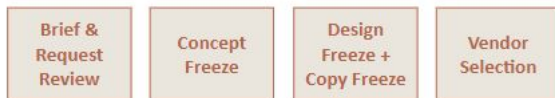


GIFT Projects

Global Gift: Development Milestone Governance



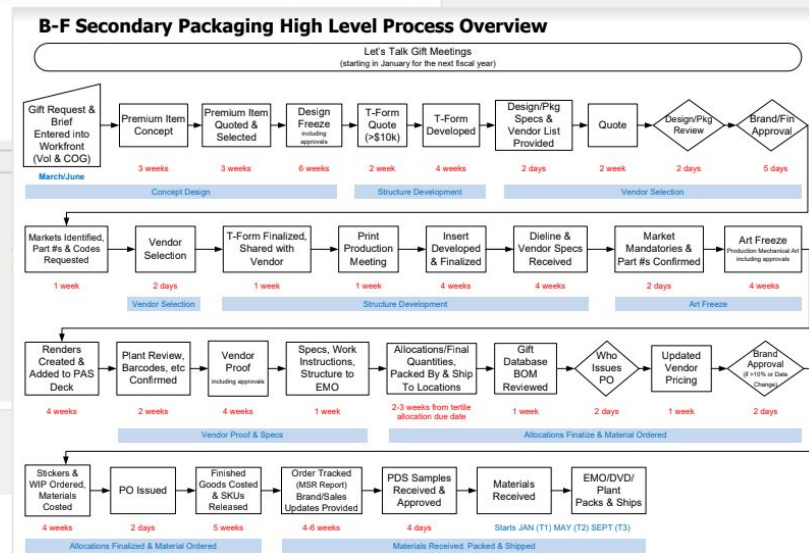
Gift Request Received



<i>May/June</i> Confirm receipt of creative direction, COGs, & Estimated Volumes	<i>6 weeks</i> Establish Premium Item & Design Direction	<i>6 weeks</i> Finalize Design, Premium Item & Copy	<i>6 weeks</i> Ensure Design Concept Meets COGs target
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Governance

Lead: Brand	Lead: BF Design	Lead: BF Design	Lead: Purchasing
Approvers: • Design PM • Gift PMO PM	Approvers: • Brand • Local Market • Legal	Approvers: • Brand • Local Market • Legal • R&D	Approvers: • Brand • Brand Finance



Woodford Reserve Derby



Woodford Reserve®, the Presenting Sponsor of the Kentucky **Derby®**, is honoring “The Greatest Two Minutes in Sports” with the release of its 2020 commemorative **Derby** bottle. It features the work of Louisville artist Richard Sullivan, a former Atlanta Braves baseball player.

Woodford Reserve Derby

BF Product and Packaging Initiatives Requests

WR Derby with Shipper

Updates Documents (1) Issue Details Approvals Home

Overview Custom Forms

Make a selection

BF Product and Packaging Initiatives Project Request

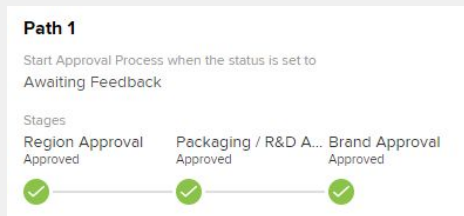
Edit Custom Form

BF Prod Innov Project Type Brand Major WR Brand Minor
New Product Woodford Reserve WR Derby Bottle

Project Short Description and High Level Scope
Update Derby art work with new artist, color, etc. Artists not yet chosen.
(Product 2019 000185)

Business Need/Justification
NA

**PPI Project Request
(Issue)**



Routed for Approval



BF *Gift Tertile Timeline
BF *Gift v4
BF *Market & Range Expansion v3
BF *Premium Item
BF *Product Innovation/Redesign v3
BF *Scotch Whisky Template
BF *Scotch Whisky v2
BF Bottle Structure Development
BF Carton Development
BF Closure Development
BF Dieline-Label Development
BF Fast-Track Component Development
BF Hangtag Development

Converted to a Project

Woodford Reserve Derby

Program

Woodford Reserve Family of Brands

WR Derby with Shipper -1.0L - Program

Program Manager
Maria Shore

Projects | Program Details | Updates | Documents | Program Documents

Active Projects | All Projects | Milestones

Add Projects | Export

Name ↓	Part #
<input type="checkbox"/> WR Derby with Shipper -1.0L - Master Project Plan	
<input type="checkbox"/> SS WR 1.0 KY DERBY 2020 90.4	10043760
<input type="checkbox"/> NW WR 1.0 KY DERBY 2020 90.4	10043762
<input type="checkbox"/> LFL WR 1.0 KY DERBY 2020 90.4	10043757
<input type="checkbox"/> HT WR 1.0 KY DERBY 2020 90.4	10043757
<input type="checkbox"/> BL WR 1.0 KY DERBY 2020 90.4	10043853

Master Project Plan

- 4 Phase 1 - Concept Development
 - 5 Creative & Packaging Brief Submission & Approval (Marketing)
 - 6 Select Designer/Agency
 - 7 Confirm Design, Packaging & Sourcing Direction
 - 8 Design Concept
 - 9 Design Concept Round 1 + Approvals
 - 10 Design Concept Round 2 + Approvals
 - 11 Design Concept Round 3 + Approvals
- 30 Phase 2 - Product Development
- 36 Phase 3 - Package Development
 - 89 Vendor Selection
 - 95 Develop Shared Label Dielines + Approvals
 - 96 Develop Label + Approvals
 - 97 Create & Release CRT/TTB/DOA/Local Govt Files + Approvals
 - 98 Receive Label Drawdowns & Approvals
- 189 Phase 4 - Supply Chain Development
- 197 Phase 5 - Bottling and Shipping Development

Component Projects

Task Name	Assignments	Duration	Predecessors	Start On	Due On
Label Development (Existing Dieline)		41 Days		9/20/19	11/15/19
Label Mechanical Art Development		16 Days		9/20/19	10/11/19
Develop Label Mechanical Art + Approvals	David Rhea (Consultant)	16 Days		9/20/19	10/11/19
Label Vendor Proof		20 Days		10/14/19	11/8/19
Develop Label Vendor Proof + Approvals	Michael Welts	20 Days	3	10/14/19	11/8/19
Issue Label Spec	Sarah Love	5 Days	5	11/11/19	11/15/19

BF Component Details

Brand Major
Woodford Reserve

Old SKU Number
New SKU Number: Z3260000, Z3260516

Old SKU Description
New SKU Description

Old Material Number
New Material Number: 10043757

Old Material Description
New Material Description: LFL WR 1.0 KY DERBY 2020 90.4

Size: 1.0 L
Proof: 90.4

Local Market Approver
Prod Plant: LNG

Artwork Development Direction

B-F Workfront Structure

- One Company
- Portfolios (Brand Groupings)
- Programs
 - Master Project Plans
 - Component Projects

Woodford Reserve Derby

Woodford Reserve Family of Brands > WR Derby with Shipper -1.0L - Program

LFL WR 1.0 KY DERBY 2020 90.4 10043757 Subs...

Project Owner: Audrey Esarey
Global Business Solutions Project Manager

Planned Completion: Nov 15, 2019 | Status: Comp

Tasks | Project Details | Updates | Documents (1) | Issues | Staffing | More ▾

Add New ▾ | Download All

Folders < PROJECT FOLDERS (1) Updated Date ▾

PROJECT FOLDERS

1.0L 90.4* WR Derby 2020 FL 10043757.pdf
Added on Nov 14, 2019 at 9:21 pm by Michael... 3 S O C D

Document Details • Proof Details • Print Summary • Open Proof

Artwork is uploaded at
the Project Level

Project Views & Filters

Projects | Program Details | Updates | Documents | Program Docu...

Active Projects | **All Projects** | Milestones

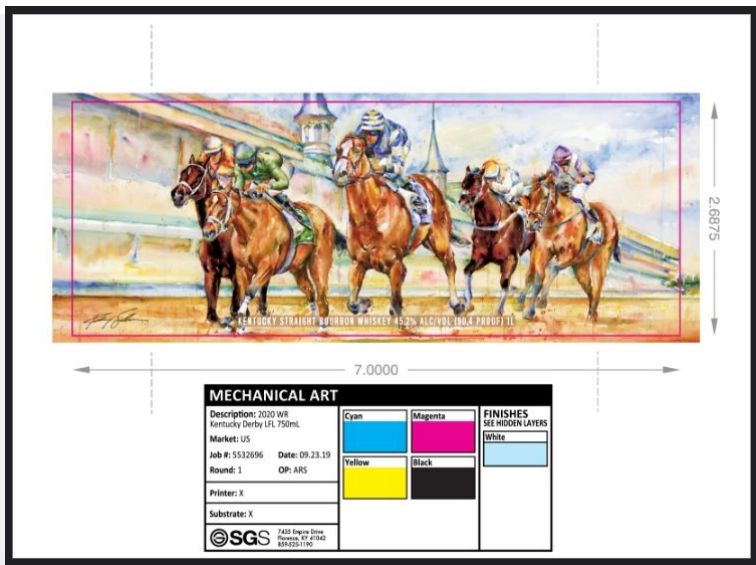
Add Projects ▾ | Export ▾

<input type="checkbox"/> Name ↓	Part #
<input type="checkbox"/> WR Derby with Shipper -1.0L - Master Project Plan	
<input type="checkbox"/> SS WR 1.0 KY DERBY 2020 90.4	10043760
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<input type="checkbox"/> HT WR 1.0 KY DERBY 2020 90.4	10043757
<input type="checkbox"/> BL WR 1.0 KY DERBY 2020 90.4	10043853

Automated Proof Workflows

Template name
<input type="checkbox"/> Art Freeze Mexico-Specific
<input type="checkbox"/> Art Freeze Non-US
<input type="checkbox"/> Art Freeze Sonoma
<input type="checkbox"/> Art Freeze US
<input type="checkbox"/> Bottle, Can, Closure Drawing (EMO)
<input type="checkbox"/> Bottle, Can, Closure Drawing (Plant)
<input type="checkbox"/> Design Freeze Non-US
<input type="checkbox"/> Design Freeze US
<input type="checkbox"/> Dielines - Cartons, Labels, Shipcases
<input type="checkbox"/> Scotch Customer Exclusive Approvals
<input type="checkbox"/> Vendor Proof Mexico-Specific
<input type="checkbox"/> Vendor Proof Non-US
<input type="checkbox"/> Vendor Proof US

Woodford Reserve Derby



SGS: Review
Mechanical Art US

Packaging: Review
Mechanical Art US

Design: Review
Mechanical Art US

QA: Review
Mechanical Art US

USAC/Global Brand:
Review Mechanical Art


US Legal Brand:
Review Mechanical Art

ResearchDev: Review
Mechanical Art US

B-F Approval Groups

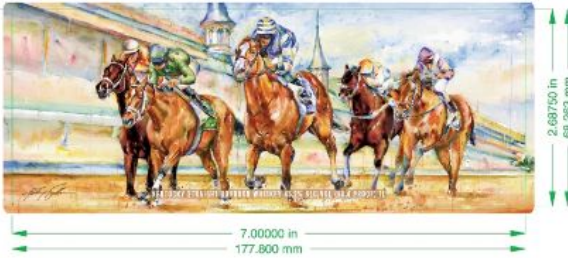
- Brand (Global & Local Market)
- Legal (Global & Local Market)
- BF Design
- SGS (Production Design)
- Packaging
- Supply Chain Business Process
- R&D
- QA

Woodford Reserve Derby


FOREST GREENBUSH COMPANY
 8811 Brownsville Road
 Louisville, Kentucky 40228
 502-962-4156 Fax: 502-962-4185

Version: A

20 mm 1 inch



89.81% Scale

Print Type: PS Digital Finished Run Direction →

Item #: 553414	PP Job #: 0393258	Keeps #: 1026768	Label ID #: 10043757	ctacon 11/8/2019 10:46:22
Customer: Brown-Forman Corporation		Description: Woodford Reserve 2020 KY Derby FRT		
<input type="checkbox"/> C	<input type="checkbox"/> M	<input type="checkbox"/> Y	<input type="checkbox"/> K	<input type="checkbox"/> 6.3cm
<input type="checkbox"/> 2e				

FINAL PROOF APPROVAL		Customer Signature:	Date:
<input type="checkbox"/> OK	<input type="checkbox"/> Reproof with corrections		

REWIND	LAYOUT	<p>Stock/Adhesive/Line: 80# Coat Gloss/UV/White/4 US245</p> <p>Size Across: 2.6675 Size Around: 7</p> <p>Gap Across: 125 Gap Around: 125</p> <p>Corner Radius: 0 Spare Out: 0</p> <p>Core Diameter: 12" Max OD: 15"</p>
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Images have been down sampled to allow for digital transmission. PDF proofs are for visual verification and are not to be considered color accurate. Refer to a Pantone Book, color proof, or color downsource for accurate color measurements. For DIGITAL printing, spot colors are separated with CMYK or extended gamut to the closest possible match. Please carefully review and verify all content is accurate, including typographical errors, UPC numbers and pricing. Item specific cut, dimensions, ink capacity, finishing requirements, etc. Changes are to be clearly noted and resubmitted for revision. Approval of this proof is subject to print cost and process availability. It is the responsibility of the Approval Party to ensure the proof meets all government standards, regulatory requirements, and specifications.

Packaging: Review Vendor Proof US ●

Design: Review Vendor Proof US ●

SGS: Review Vendor Proof US ●

ResearchDev: Review Vendor Proof US ●

Proofing Details

Workflow **S O C D** Approved

Hide diagram New stage Add template

- Packaging: Review Vendor Proof US ●
- Design: Review Vendor Proof US ●
- SGS: Review Vendor Proof US ●
- Workfront ●

Packaging: Review Vendor Proof US **S O C D** Approved More

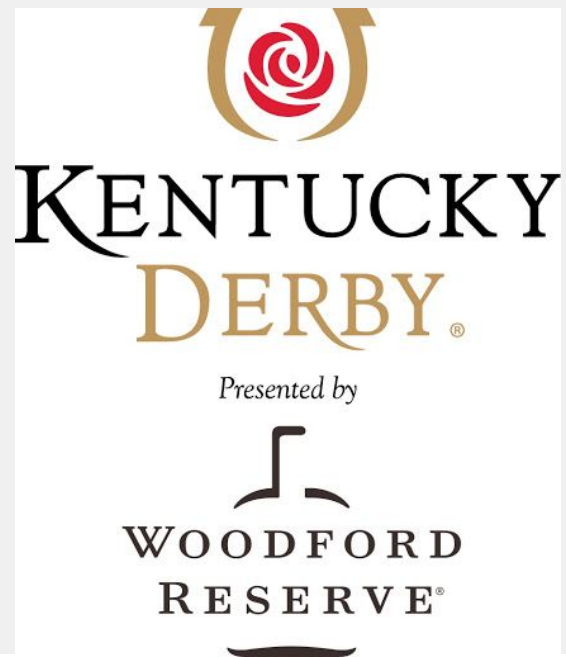
Packaging: Review Vendor Proof US

18 Nov 2019 17:00 Deadline calculated from proof creation

Name	Progress	Role	Email alerts
<input type="checkbox"/> Michael Walts [owner]	0/1 S O C D Approved	Reviewer & Approv	Final decision

Design: Review Vendor Proof US **S O C D** Approved More

Woodford Reserve Derby



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workfront.b-f.co
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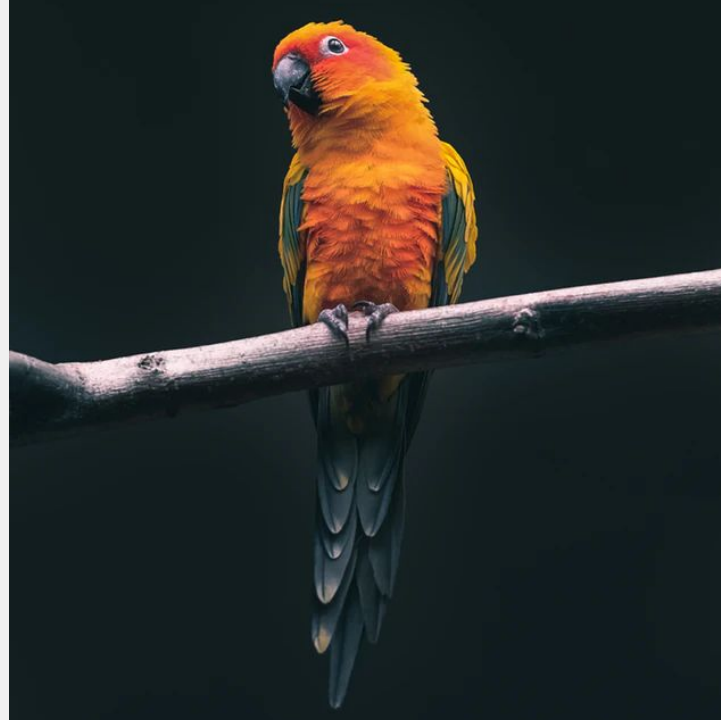


BROWN-FORMAN



“Birds of a Feather” Group Discussions

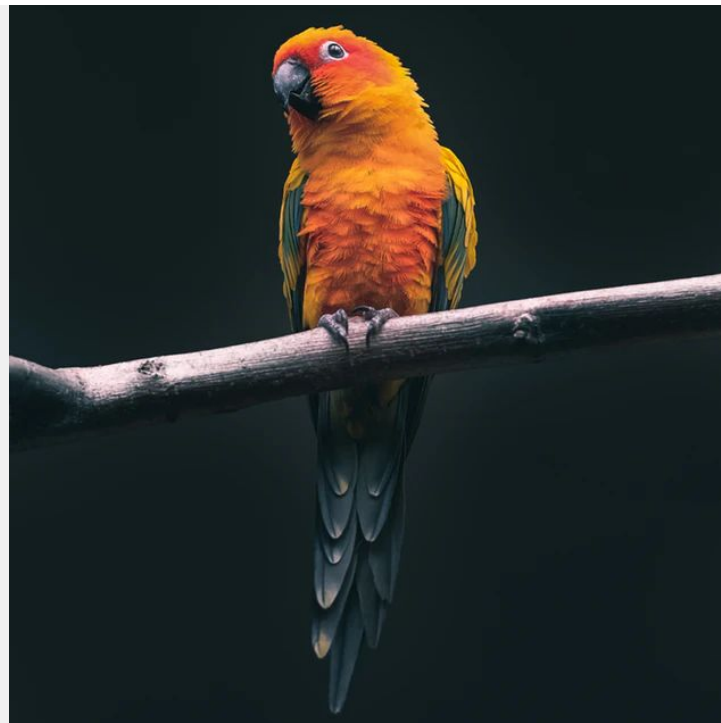
- How do you use Workfront Proof within your organization? What’s working well, where are there challenges?



“Birds of a Feather” Group Discussions

Let's Switch Groups!

- If you could wave a magic wand and add feature/functionality to Workfront Proof, what would it be?





Wrap-up and Next Steps

Continue the Conversation on Workfront One

- Collaborate with others in a similar industry or department
- Harness the power of your peers to crowdsource inspiration and solutions
- Learn about upcoming events

The screenshot shows the Workfront ONE website homepage. At the top, there is a search bar and a navigation menu with links for Home, Getting Started, Resources, New Workfront Experience, Collaboration, Events, Support, My Experience, and Call Customer Support: 844-306-4357. A welcome message reads: "Welcome Workfront Customers and Partners! Explore the tabs below to check out our featured content to help you do your best work, find what's popular with other users, read the latest news, and find out what this site is all about." Below this is a large image of a group of people in a meeting. The main content area is divided into four featured cards: "Take advantage of Virtual Leap" (with a "Register today" button), "The new Workfront experience" (with a "Learn more" button), "Join the Community" (with a "See the latest discussions" button), and "Network with Workfront Users" (with a "See all 8 topics" button). At the bottom, there is a "Community Discussions" section with a form to ask a question or poll, a "Sort by" dropdown set to "Latest Posts", and a post titled "For the Love of Pets" by Workboldy - Kristin Farwell, dated June 8, 2020 at 7:50 AM. On the right side, there is a "Product updates" section with links for "What's new in Workfront 2020.2 release overview" and "What's new in Workfront Library".

Virtual User Groups - Summer / Fall 2020

one.workfront.com/events

- Aug 18: Workfront in Healthcare
- Aug 25: Change Management & the new Workfront Experience
- Sept 15: Agile in Marketing

Coming soon!

- *Sept 29: System Admin Best Practices*
- *Oct 13: Governance in Workfront*





Dive deeper into Leap!

- Over the coming weeks many of our fantastic Leap speakers will be starting a thread on the Community where you can ask them any questions about their sessions.
- Visit the “All Discussions” group regularly over the coming weeks to see that latest conversations!

Thank you.

workfront[®]