

workfront®

# ***LANDING PAGE***

**PRODUCT DEV**

Fear no stage gate.

# WORK BOLDLY™

Give your product teams the ability to transform on the fly and embrace every priority, no matter now they shift.

See the movie



Centralize

Standardize

Deliver



## Main asset we want to promote.

Understand team capacity.

You need clarity to prioritize work, plan an effective strategy that aligns with company goals, and understand team

Secondary CTA

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### WHY WORKFRONT PLANS

#### SOLUTIONS

- Marketing
- IT
- Agencies
- Professional Services
- Product Development

#### PRODUCTS

- Workfront
- Workfront Fusion
- Workfront Library
- Integrations

#### LEARN

- Blog
- Webinar
- E-book and whitepapers
- Videos
- Reports
- Case studies

#### SUPPORT

- System status
- Help
- Community
- Idea exchange
- Training

#### ABOUT US

- Leadership
- Careers
- Partners
- News and press
- Locations
- Security

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# ***LANDING PAGE***

**MARKETING**

Build processes that build brands.

# WORK BOLDLY™

Get campaigns to market faster and build your brand bigger.

See the movie



Align

Plan

Deliver



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**PRODUCT DEV**

***Fear no  
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**workfront**

**WORK  
BOLDLY**



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**WORK  
BOLDLY**



[Learn More](#)

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**WORK  
BOLDLY**

**Centralize**

**Standardize**

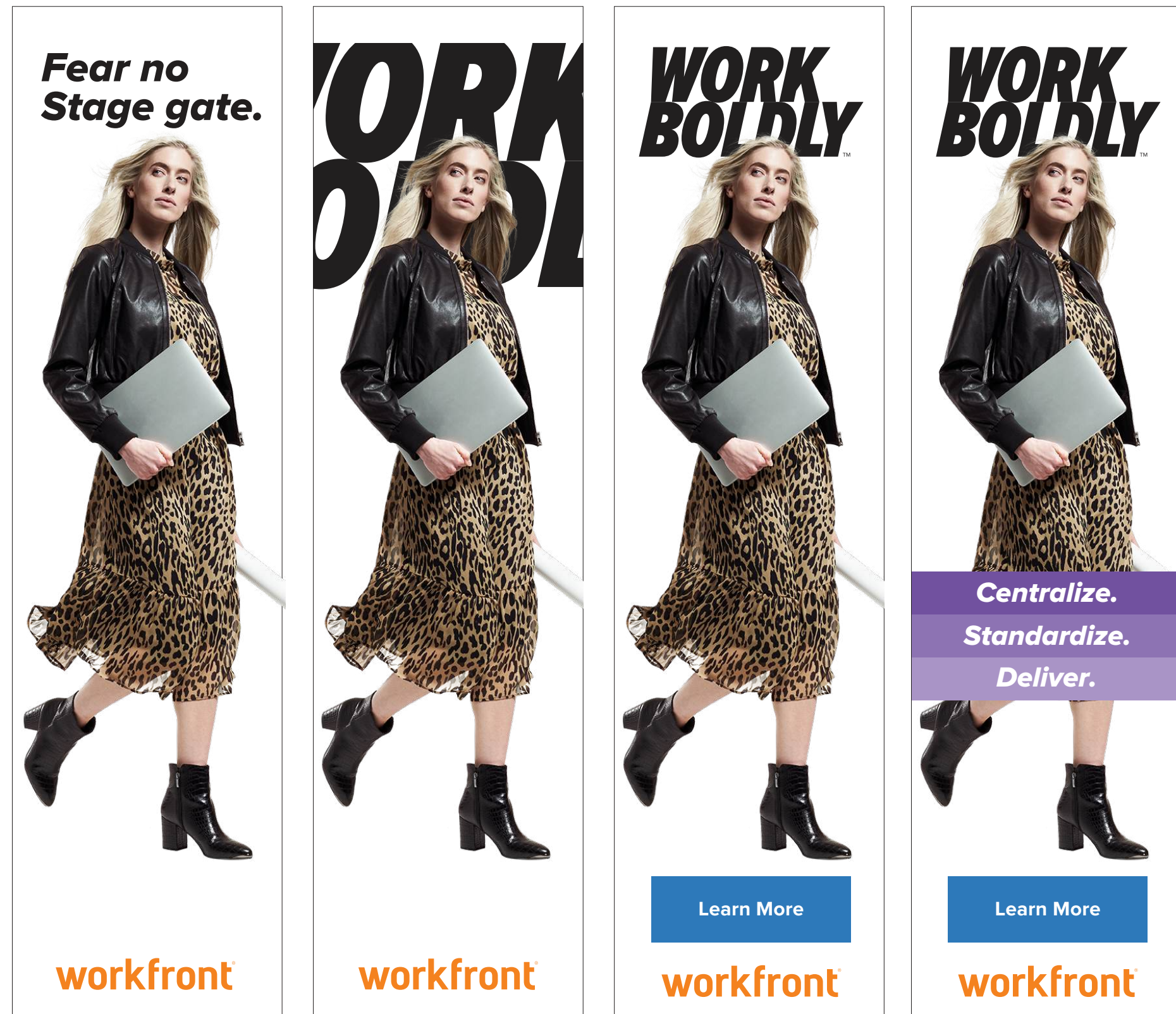
**Deliver**



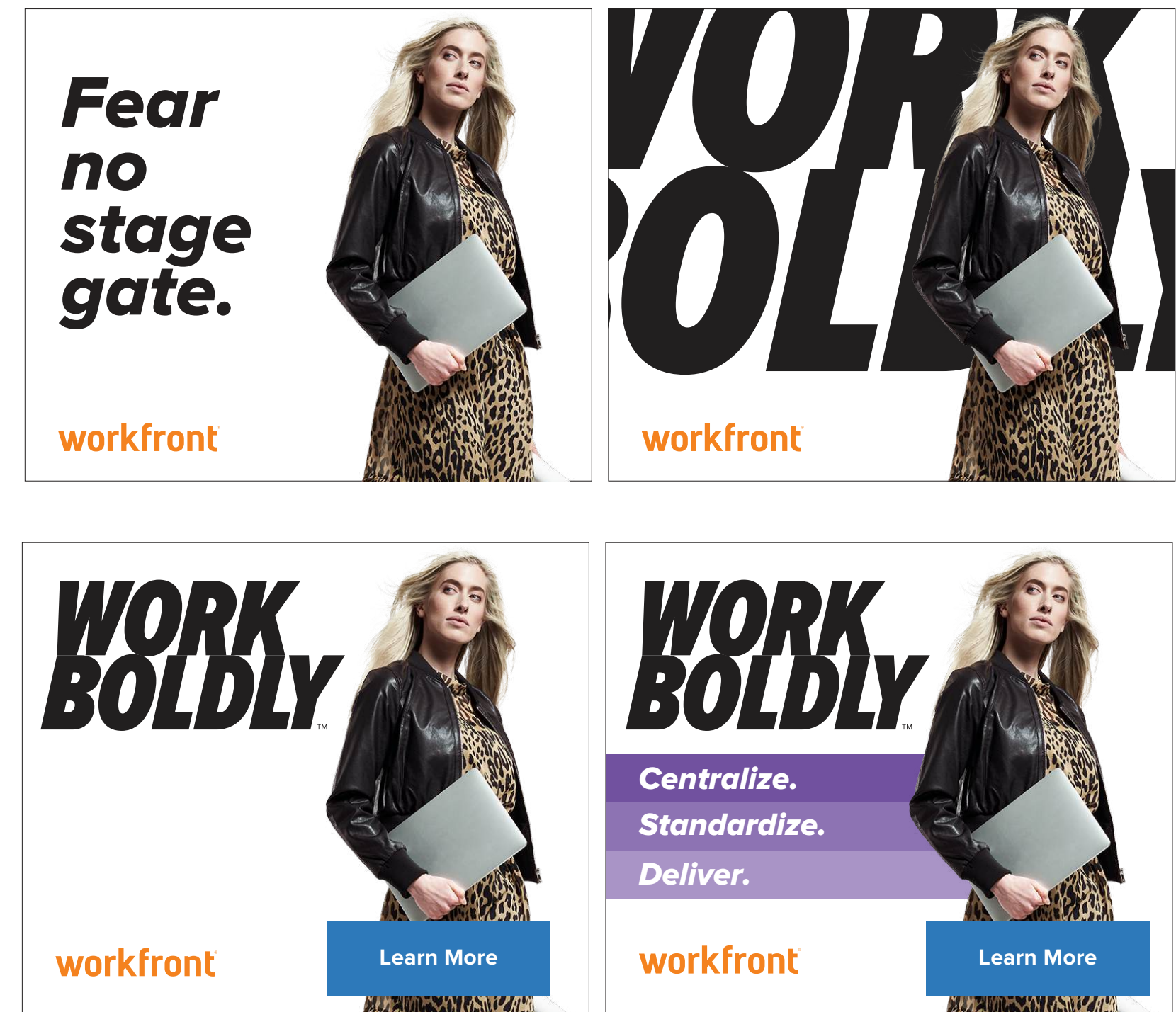
[Learn More](#)

**workfront**

300 x 600



160 x 600



300x250

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***LINKEDIN***

**PRODUCT DEV**



**Workfront**

31,947 followers

2h • Edited •



Give your people the transparency they need so you can create the outcomes your business demands. See how Workfront is ready to help you work as boldly as you want.

*Eliminate detours on your product roadmap.*

**WORK  
BOLDLY™**



**Learn More**

[workfront.com/workboldly](https://workfront.com/workboldly)



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# ***BANNER ADS***

**MARKETING**

***Build  
processes  
that  
build  
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**WORK  
BOLDLY**



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**WORK  
BOLDLY**

***Align.  
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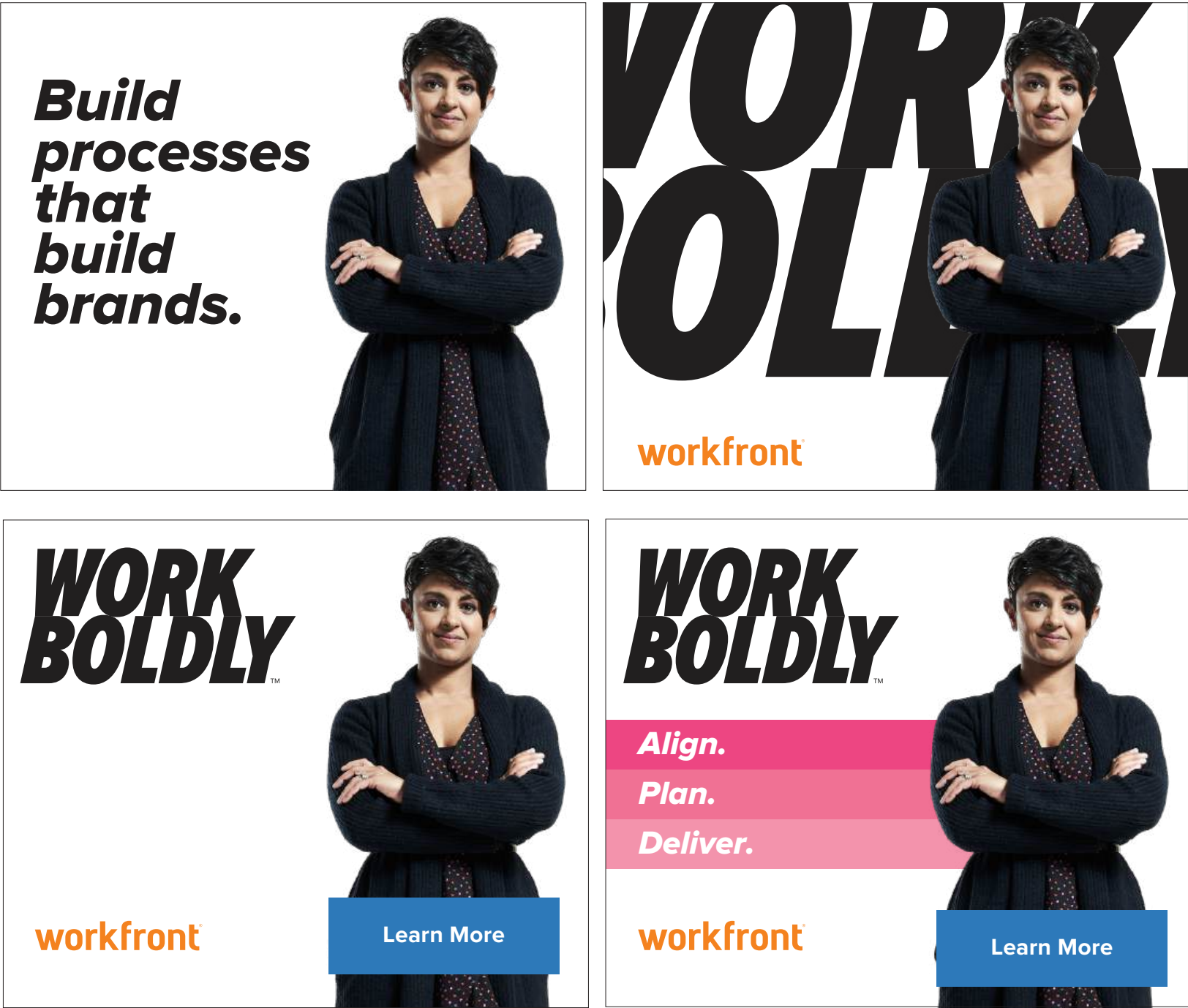
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Get campaigns to market faster than ever and give your creatives more time to create. See how Workfront is ready to help you work as boldly as you want.

***Chase down every deadline.***

***WORK  
BOLDLY***™



**Learn More**

[workfront.com/workboldly](https://workfront.com/workboldly)



Like



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***LION BANNER ADS***

Centralize.

Standardize.

Deliver.



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WORK

Centralize.

Standardize.

Deliver.

WORK BOLDLY

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728 x 90

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# ***STOCK IMAGES***

**MARKETING + NEW PRODUCT DEVELOPMENT**

marketing



new product development



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***SCRIPTS***

# ***Marketing***

## ***TONE***

Smart, inspirational, wry—not like a corporate video you can simply tune out of. We don’t use corporately comfortable words here. We’re saying real things in real ways. In order to convey the notion of “bold,” we can’t just say it or show it—we have to be it. Let’s not use an announcer for these—let’s audition stand-ups; people who know how to deliver words with a little topspin on them, a little sting. Words have temperatures, and with a campaign like “Work Boldly,” our words need to have heat.

## ***BUT WHAT ABOUT EUROPE?***

If translation is an issue, let’s not make scripts like these straight-across translations. Let’s let our regions interpret these words so that they have cultural heat no matter where they play. Let’s not use words that are easy to translate, because they, in order to have impact, should be specific. Not literally universal, but spiritually universal.

Look. No one ever said work was going to be pretty.

Or fun.

Or even rewarding.

Especially when it comes to marketing.

Because deadlines hunt you down.

And managing your resources? It’s like “Lord of the Flies” out there. Everybody running around, chaos, yelling, waving spears.

(Maybe it’s not that bad.)

And it’s on you to prove your value every day.

So what do you do? Keep up? Tread water? Hide?

Nope—you go big.

You move faster. Instead of deadlines hunting you down, you hunt them. You deliver under pressure. Get campaigns to market faster. And I mean, campaigns that pop.

You keep your creatives on the same page, so everyone knows what’s coming next. You give them more time to create. You give them room to be creative.

And you make it easier for your team to work together—and create the lifeblood of your brand.

You create courageously, collaborate bravely and launch campaigns like a brilliant psychopath...

Because work isn’t pretty or always fun.

But it can be bold.

If you decide it can be.

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***HEADLINES***

## ***New Product Development***

***Always get there first.***

***Always know what's next.***

***Get product workflows to flow faster.***

***More innovating. Less friction.***

***Launch faster. And farther.***

***Put your resources where they should be.***

***Create your own disruptions.***

***Be a category leader not a chaser.***

***Better process. Better launchpad.***

***See everything you need to see.***

***See around every corner.***

## ***Marketing***

***Turn “uh-oh’s” into “ah-ha’s.”***

***Deliver more powerful experiences.***

***More breakthroughs. Fewer breakups.***

***Keep creatives on the same page.***

***Less time worrying. More time creating.***

***Optimize more. Fear less.***

***Leave the pressure to your competitors.***