

# The Kansas City Chiefs score a touchdown in work management.

The Kansas City Chiefs' marketing teams are transforming the way they work with Adobe and LeapPoint.

## **Challenge:** Minimize fumbles due to lack of organization.

The Kansas City Chiefs have all-star marketing teams. But, until recently, they relied on email, Google forms, and over a dozen different processes to manage hundreds of individual tasks and get projects over the goal line.

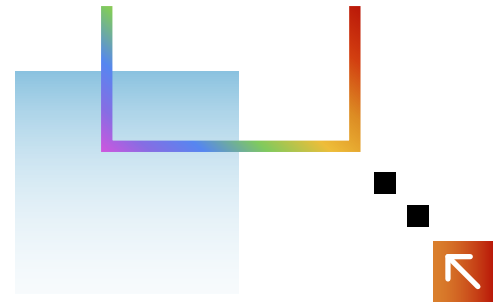
## **Solution:** Automate marketing workflows with Adobe Workfront.

The Kansas City Chiefs partnered with LeapPoint to rapidly deploy Adobe Workfront and connect it to a digital asset management platform.

## **Results:** Better teamwork makes the dream work.

With LeapPoint and Adobe, the Kansas City Chiefs:

- Completed the first phase of the deployment within weeks
- Automated and standardized work processes for 7 marketing departments, 127 team members, and 20 job roles
- Built six layout templates and three request queues
- Completed more than 1,000 critical tasks
- Used feedback captured via chat to automate document versioning, review, and approval workflows



“ Our marketing teams coordinate and deliver countless projects year-round, covering content, social media, events, campaigns, and other deliverables. Before Workfront, our marketing groups worked in independent silos, each from their own playbook. With Workfront, we've been able to standardize work processes, work more collaboratively, and deliver projects more efficiently.

**Lara Krug**  
EVP and CMO, Kansas City Chiefs



### **About the Kansas City Chiefs**

The Kansas City Chiefs were founded by American sports pioneer Lamar Hunt and began competition in 1960. Still under the guidance of the Hunt family, and led by Head Coach Andy Reid and QB Patrick Mahomes on the field, the Chiefs clinched the franchise's third Super Bowl title following the 2022 season by defeating the Philadelphia Eagles, 38–35.