


**sfi**

sports & fitness  
interactive

make your play 



## Creative Brief Application

[www.sfinteractive.tv](http://www.sfinteractive.tv)



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## Introduction

### About this document

The purpose of the creative brief is to try to define and describe what you, as the client, have as a creative vision for your advertisements on the SFI network

Our team can then take this brief and develop creative design concepts for your digital signage advertisements.

As a result, this document has several different functions:

Help you define your creative vision for your advertisements  
Act as a guideline for our designers when developing your concepts  
Act as a reference point when presenting the design concepts to ensure all aspects of the design vision are covered off.

### How it works

You will need to work your way through them with all those responsible for providing input to the creative vision of your advertisement.

The areas covered include:

The advertisement's purpose  
Who will see the advertisement  
Your Brand  
Look & Feel  
Sign-off

If you have any questions during this process, please contact:  
[james.hardcastle@sfinteractive.tv](mailto:james.hardcastle@sfinteractive.tv).

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Once this document has been completed save and submit to SFI via email to [design@sfinteractive.tv](mailto:design@sfinteractive.tv) by selecting:

*File > Attach To Email*

By emailing this document, we are assuming that this is the final and approved version of the creative brief.

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## The Purpose of this Advertising

What is the main objective/vision of the campaign? What are the secondary goals? What are the long-term goals?

What action(s) do you want the customer to take?  
(Examples: find information, make a purchase, sign up for a newsletter, download something, register, etc.)

How will the success of your advertising be measured?  
(Examples: increased traffic, feedback (from whom?), increased sales, new user registrations, fewer customer service calls, etc.)



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## Your Customers

What is your customers' experience with your product / service / brand?  
What is their key reason why they choose you over your competitors'?

Is there a particular tone and manner we should be employing to communicate to your audience?  
(Examples: Corporate, innovative, professional, cutting-edge, fun, respectable, etc.)

Is this different from the current perception of your image/brand?

## Your Brand

What is your brand's main message? What are its main features / benefits / advantages?

Are there any existing brand guidelines that need to be considered? Do you have a style guide?  
(If yes, please attach.)



List any mandatory design / brand elements that must be included (colours, fonts logos, images etc).

Is there any existing collateral that the design needs to fit in with?  
Should the advertisement leverage marketing efforts in other media?  
How closely aligned does the advertising need to be?

What is your company's website?

Should your advertisement reflect the titles/headlines/words that appear on your website's homepage?



## Look and Feel

Please list some brands or campaigns you like. What specifically do you find compelling about them?

Please list some brands or campaigns you don't like. What specifically do you dislike about them?

What 5 words most accurately describe how you would like your advertising to "feel"?

- 1.
- 2.
- 3.
- 4.
- 5.

Many users will only spend a few seconds looking at an advertisement before they decide to move on. When a user glances at your ad on screen, what is the main message you want that user to "get" immediately?

What is the ONE thing we must communicate to the customer via the ad on screen (in one simple sentence)?



## Job Contact

Job Number  Date

First Name  Last Name

Company Name

Street Address

City  State

zip / postal code  Country

Phone Number (Bus)  Phone Number (Mobile)

Fax Number

Email

Are you a (please tick) Brand Manager  Media Agency

Where will this content be advertised?

Physical Location (if known)

