



# CREATIVE STUDIO

WORKING TOGETHER

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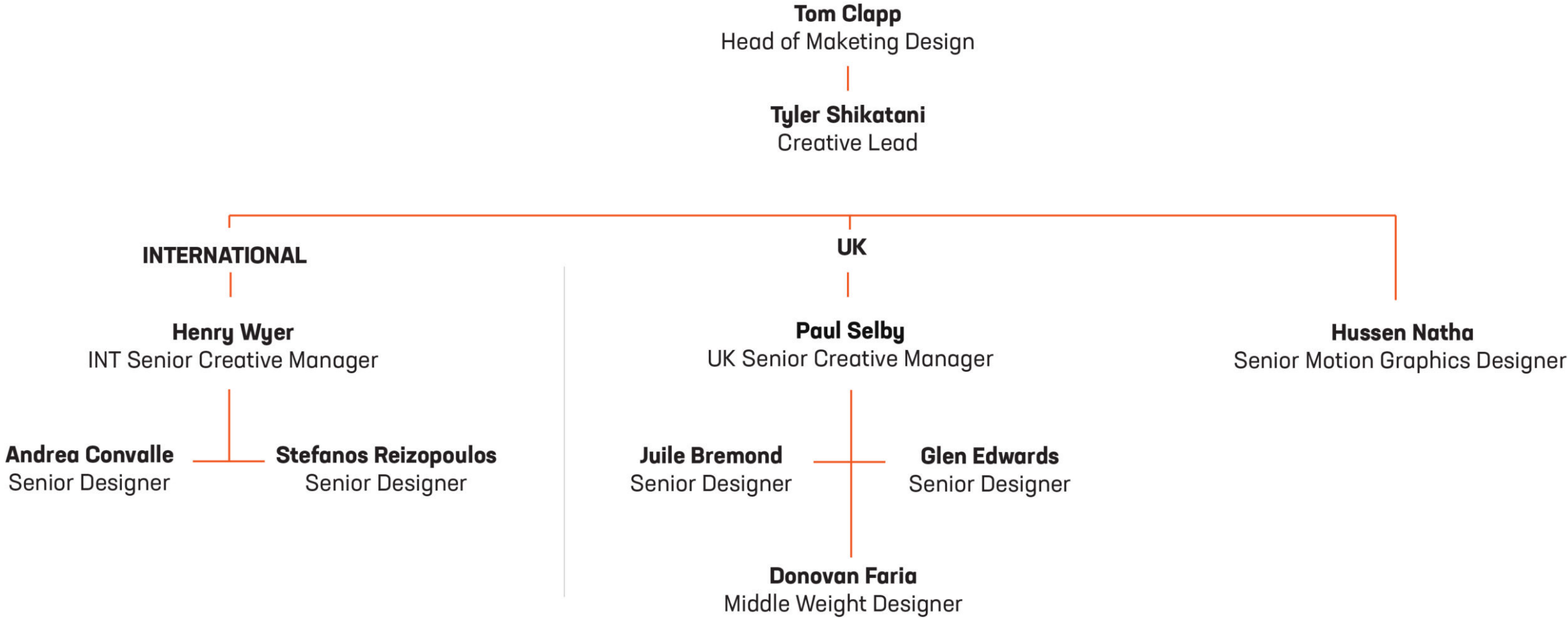
# ABOUT US

The LiveScore Studio is responsible for providing marketing communications to Media, Sportsbooks, Gaming and Campaign teams for both the LiveScore and Virgin Bet brands.

Our multi-disciplined team of Creative, Digital, Motion and Print are responsible for all non-broadcast outputs across multiple products and global markets. It is a creative and fast-paced environment that plays an integral part of the company's ongoing performance in the sports and entertainment marketplace. Ultimately improving the company's reach and success in the sports media and betting sector.



# ORG CHART



**WORKING TOGETHER**

# CREATIVE REQUESTS

Some of you may already have Monday accounts and are familiar with the tool. For those of you who don't. The first step will be to click on the three links below and request an invite to each board. You should then receive emails from Monday.com inviting you to these boards. When you accept, you'll get access to the Creative Services Workspace and from here you'll be able to raise your first task.

## 1) STAGING BOARD

## 2) PRODUCTION BOARD

## 3) ARCHIVE BOARD

All tasks should originate from the **STAGING BOARD** and under your dept group. Only when the brief is ready for production should you change the status column to '**BRIEFED IN**'. This will automatically move the task across to the Production Board. You can use the Staging Board to plan and prepare briefs.

 [Staging Board](#)

 [Production Board](#)

 [Creative Archive](#)

 [Creative Dashboard](#)

Status

Staging

Staging

Briefed in

# RAISING YOUR FIRST REQUEST

Creating a task is easy. Just go to the Staging board and find you dept and click on **+ Add** Then just fill in the columns. Once done, you can click on the task name to open the content section to add you detailed brief under the **'info boxes'**



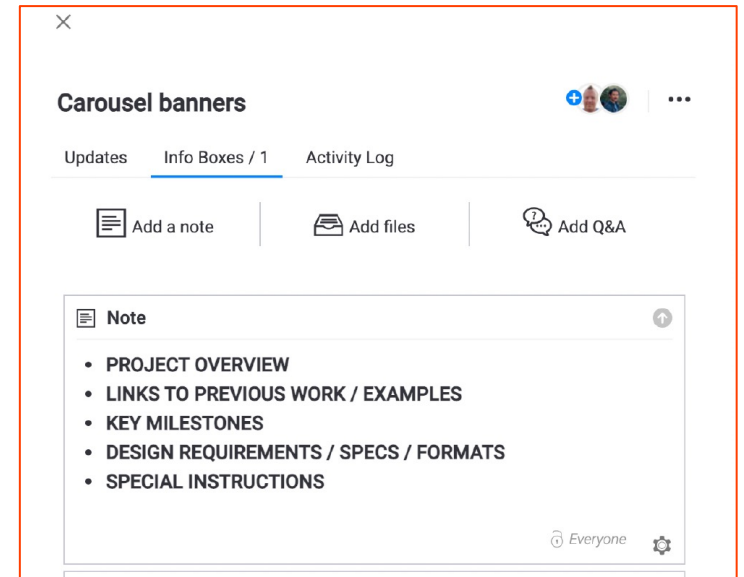
CRM	TASK ID	Creation Log	Watching	Resource	Deadline	Status	Brand	Department	Content Type
Cheltenham Social Posts	985469924	Jan 20			Jan 30	Staging	VB	Social	Banner(s)
+ Add									

<p><b>1</b></p> <p>Click on <b>+Add</b> to enter a short task description - 5 words max</p>	<p><b>2</b></p> <p>The Task ID Creation Log</p> <p>These columns are populated automatically</p> <p>Sharepoint is where all project files will be stored. The Task ID will form part of the task folders naming convention</p>	<p><b>3</b></p> <p>Add teammates They must have Monday accounts</p>	<p><b>4</b></p> <p>Set deadline for delivery</p>	<p><b>5</b></p> <p>Briefs should stay in Staging and only be changed to 'Briefed in' when they are ready for production</p> <p>Staging</p> <p>Briefed in</p>	<p><b>6</b></p> <p>Select</p> <p>VB</p> <p>LSM</p> <p>LSB UK</p> <p>LSB N</p> <p>LSG</p> <p>Misc</p>	<p><b>7</b></p> <p>Select</p> <p>CRM</p> <p>Sponsorship</p> <p>Acquisition</p> <p>Social</p> <p>Casino</p> <p>Content</p>	<p><b>8</b></p> <p>Select</p> <p>Promotion</p> <p>Banner(s)</p> <p>Video/motion</p> <p>Landing page</p> <p>Animation</p> <p>Other</p>
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# CREATIVE REQUESTS

Behind every masterpiece lies a good brief! The contents of the brief should be added to the **'Info boxes'** section. In this section, there is also an option to add files to support the brief. The scope and detail of this should be enough to ensure that it minimises the number of feedback rounds required. This will help ensure we deliver the majority of tasks to the **5-day service level agreement**. This SLA benefits both the design team and the stakeholder by providing a transparent understanding of expectations and requirements. For this to happen please take account of the following:

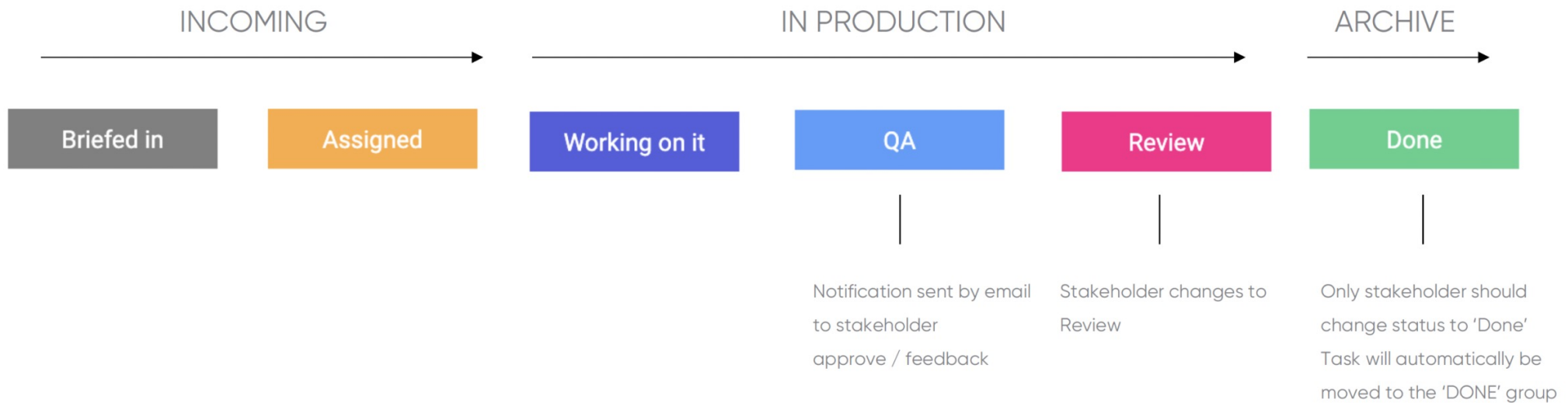


- The stakeholder has to deliver enough information for the designer to start work with clear direction and without extensive follow-up meetings or feedback rounds.
- The 5-day SLA does not apply to creative which carries CR7. This creative needs to be approved by Polaris (CR7 media agency) and because of this the SLA should be increased to at least 14 working days.
- The SLA only applies to the work briefed in at the beginning of the process. If the scope of the project changes during production or additional deliverables are added. This will compromise the SLA and the Snr Creative Manager will advise as to how much extra time will be required.
- The design team is expected to pick up the brief promptly and assign it a suitable designer that can deliver the job on time.



# WRITING AND RECEIVING UPDATES

When a task is in production it will be trafficked through a gate system. When the status is changed to 'QA' an email will notify the stakeholder to feedback or approve creative. Once approved the stakeholder should change the status to 'Done'. This will automatically move the task to the 'Done' group at the bottom of the board where it will be archived at months end.



“

# THINK FIRST DESIGN LATER

THOMAS CLAPP

HEAD OF MARKETING DESIGN

”



# LiveScore™

## TOM CLAPP

Head of Marketing Design

## TYLER SHIKATANI

Creative Lead

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**THANK YOU**