

# DOS AND DON'TS OF GOOD BRIEFING

**LiveScore™**

## THE FIRST STEP TO A GOOD BRIEF

# THINK FIRST BRIEF LATER



### Pre-Briefing checklist

- Has this already been briefed in by another stakeholder?
- Does similar creative already exist?
- Is this creative part of a larger “family”? Should they all be briefed in together in order to maintain consistency?
- Does this fit into a large campaign, brand or otherwise?

# THE PROCESS

- Please watch the video to get an overview of the briefing process.

**[creative.livescoregroup.com/briefing-process/](https://creative.livescoregroup.com/briefing-process/)**

- Tasks should be created on the 'Staging' board. When the brief is ready for production the stakeholder should change the status from 'Staging' to 'Briefed in'. This will automatically move the task to the Production board and will notify the Creative Manager to review the task.



- For all work apart from CRM we work to a 5 Day (working day), The SLA starts when the brief is moved to the production board, not from when it was created on the Staging board.
- Once a CRM manager reviews the brief, they'll change the status **BRIEF REJECTED** or **ACCEPTED**
- The brief should be added to the 'Info'Boxes'.



# BRIEFING – ITS IN THE DETAIL

The Brief should provide all relevant details.

- If referencing past examples. DO NOT provide screenshots but instead Sharepoint links or previous Task ID's. Any inspiration from competitors should be placed in 'Files' and referenced in the brief.
- Provide all sizes and any relevant specs. If different text is required on certain sizes, please specify which sizes.
- Please keep creative concepts and versions to a minimum
- Promo mechanics / copy should be reviewed and approved by compliance before being briefed.
- Headline / body copy should be spell checked and signed off before adding to the brief
- T&C's where applicable should be signed off / spell checked and included with the brief.
- Translations should be supplied at the point of briefing not inflight.
- Translated copy should be signed off by the Regional Manager before being added to the brief.
- When requesting Casino creative - Provide the Game provider details.
- UK and IRE promotions with the same messaging / content should be briefed on the same Task.
- When requesting landing pages with similar T&C's to a previous version.  
Only highlight the key changes in the terms from a previous version.

# PROCESS AND FEEDBACK

- If the brief is not sufficient in detail, the Creative Manager will change the status to **BRIEF REJECTED** and leave the reason in the 'update' section.
- After creative has been posted and the status changes to **QA** Feedback needs to be prompt (within 24 hrs)
- If amends are needed. Chang status to **Revisions Needed** and comment in the 'Update' section
- Please don't flip flop with feedback. Discuss with team members and then collate all feedback and supply in one round.
- Once the brief owner is happy with the deliverables. Only they should change the status to **Done** This tells the Studio to archive the task.
- Please don't change the status back to 'Revisions needed' once you have changed it to 'Done'
- On the rare occasion a task does requires amends once it has been moved to "Done". Please change to "revisions needed " and comment on the Task. If extensive amends are required. the Creative Manager will request that an additional Task be raised and the 5 day SLA applied. This is to ensure Execs plan and think upfront.
- The 5 days working SLA is the minimum we ask from your team. When you can please give us more time to deliver your task.

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