



## Creative brief

<b>Date:</b> 5 <sup>th</sup> June 2009	<b>Client Details:</b> 19 Pepper Street Glengall Bridge Docklands London, E14 9RP Email: marco@ivca.org
<b>Project Title:</b> Awards digital platform	
<b>Brief type:</b> Web Design / Build / Streaming	
<b>Author:</b> Marco Forgiione - Chief Executive	
<b>Deadline(s):</b> Deadline for submissions 03/07/09 Agency appointed WC 20/07/09 Beta test Aug/Sept '09 Site live Sept 2009	<b>Internal Team:</b> Marco Forgiione - Chief Executive  Andrew Smith – Board Member

### Our task:

Develop and implement a digital platform for the streaming of IVCA Awards winners and runners up. The programmes include the IVCA Awards, Livecom and the IVCA Clarions. The streaming will include shortlisted films from the IVCA Awards or supporting media.

In the case of the IVCA Awards the films will fall into one of 30 categories, with the Gold, Silver and Bronze award winners being featured in each category. The film's running times will be varied with an average length being 10 minutes.

In the case of Livecom there are 7 categories and around 25 films.

In the case of the Clarions there are 10 categories and around 30 pieces of media.

The site has to be accessible behind password protection in order to incorporate the possibility of Digital Rights Management as well as data capture.

Films are to be viewable in High Quality (pictures and sound), and are to have the option of viewing full screen.

The site is to become an established online presence of the IVCA.

### What are our objectives with this project?

To build community within the IVCA.

Provide additional promotional opportunities for winning entries.

Create the opportunity for IVCA members to see the best films by category.

Promotional tool for the industry with clients.

Introduce an educational tool for students and those new to the industry.

Creation of a community environment for the sharing and discussion of ideas.

To create a funding mechanism that can take on-line ads and sponsorship.

### **What is the creative deliverable?**

Intuitive, well designed, high quality streaming site, with potential for monetisation. The manifestations of monetisation could be: button advertising, banner advertising, pop-up advertising.

Part of the deliverable will be a CMS system to give the client the ability to update and maintain the site.

The hosting and streaming of the site and all content would more than likely be provided by the web design company. If this is the case, an additional line item will need to be added to any quote/pitch submitted.

### **Project background**

As the IVCA has changed over the past 12 months the aims and ambitions of the organisation have shifted to look more closely at delivering additional profile and benefit to members.

The IVCA is reinvigorating its approach to communication, meaning members will see a change in the approach to the Awards this year, with further and more substantial changes being put in place for next year's event.

The IVCA has tremendous collateral with the winning films but until now has not been able to fully capitalise on them. The digital platform will enable members to see in full the winning entries, helping professional development. The platform will also be used to showcase the work of the industry to clients and commissioners and with students.

### **Who is our target audience?**

Existing IVCA members. Potential IVCA members. Clients and commissioners. PR for winning clients. Universities and students. IVCA stakeholders. The IVCA.

### **What motivates our target audience?**

Learning by example.  
Sense of community.  
Pride.  
Personal development.  
Informing and educating.  
Promoting the industry.  
Communicating excellence.

### **What is the single most important thing we are trying to convince our audience of?**

The energy and inspiration of the business solutions this industry delivers.

### **Why is this true?**

It is the single most important message both internally to the industry and externally to clients, commissioners and stakeholders at a time when we are seeking to redefine the communications landscape.

### **Note to all applicants**

Can each applicant supply:

- a detailed list of recent relevant digital video
- a detailed list current clients and type of work
- a description of the video capture and encoding process – most assets will come from DVD, variable formats, qualities etc
- a breakdown of costing split into the following heading - Website Design and Engineering, Video Encoding, CMS Development, Hosting and Video Streaming

Legal NB - Please note that all assets produced due to the successful pitch of this job will solely remain the intellectual property of the IVCA.