



PRE-LAUNCH WEBSITE - CREATIVE BRIEF

I. PURPOSE

- Provide a brief to graphic/web designer teams to produce
 - SMART's pre-launch website

II. CONTEXT

- SmartPlay Group is a start-up company. Our core business is described below.
- We are in the process of putting together a full-fledged RFP to select technology partners to build our platform-website-application ecosystem as we have designed it.
- In the meantime we need ASAP a very simple and light "pre-launch" website/landing page with the following purpose:
 - Introduce and bring to life Smart's products and services to consumers
 - Convert site views into leads by getting customers to register their interest and enter their contact details (organic SEO and social networks will be used to generate traffic to the Smart's website)
 - Back-up investors meetings

III. WHAT WE DO

- We are a utility/broadband/telco /(TV content soon) service provider based out of London, UK.

SmartPlay aims to be the **leading next generation multi-play utility provider in Europe**. Our Mission is to **simplify the lives of million of consumers**.

As the **first single provider** for all our customers' utility needs (electricity, gas, home phone, broadband, mobile and TV content), we will **become the brand of choice of million of households** because of the **exceptional value** that will be perceived through our **competitive pricing, CSR, simplicity of use, and control over usage and spend** offered by our technology (Sensor+App). Our Vision is to **enhance the lives of people** by providing them more **freedom and less stress** with their utilities matters.

- We provide a unique smart App that enables our customers to always be in control of their usage.
 - Household admin is a pain. Multiple suppliers, multiple bills (sometime difficult to understand). As most of us aren't on top of it, we pay way more than needed. SmartPlay takes all the hassle away. One supplier, one bill. Competitive tariffs guaranteed.
 - Our Smart App gives real tracking of consumption, breakdown per type of spending (electricity, gas, broadband, fix and mobile phone...), real time information on my appliances electricity consumption, graphical representations, history, stats, alerts and much more...
- **We want to build a community** and allow our smart customers to do great savings and hence better spend their money... elsewhere than in utilities.

IV. OUR CUSTOMER PROFILE

The following statements help to understand our target groups:

- The customers we want to target are young (at least in their mind).
- Age range is from 18 to 45+ and core audience is in the 18-30 brackets
- They are single (28,5%), couples with no kids (36%) or households with children (22,5%)
- We assume decision makers are more females than males
- They are more urban than rural
- They are more affluent than the average population, mid to high social class,
- They are connected, informed, tech savvy and more active on social media
- Open mind-set, they are willing to have new experiences and could switch energy/telco supplier easily (600K households are switching energy supplier every month in UK)
- Conversely, those who do not consider switching as an option are referred to as “ the disengaged”; they tend to be on low income, have few qualifications, are tenant or are aged over 65.
- Cheaper prices is a key driver for our customer but it is not the only factor. They want to have good value for money deals, be in control and spend smartly.
- I can make savings not only because of a lower rate but, thanks to SmartP, because I better manage my appliances. I become conscious / aware of what’s happening in my household

V. WHAT OUR BRAND STANDS FOR

SMART’s brand personality is resonating with:

- An active person
- Someone who has no time to loose
- Pragmatic
- Cost-conscious
- Modern & open to new ideas
- Comfortable with Internet and smartphone
- Responsible
- Sensitive to environmental and social impacts of its consumption behavior

- ➔ It brings me benefits: one unique itemized bill, control, savings, it is really useful to understand how my money is spent in utilities...
- ➔ It is a clever solution that fulfil my needs, it’s easy to switch, simple and convenient, affordable, understandable, cool
- ➔ I belong to a the community of people who are cost-conscious, smart spenders and who cares about the environmental, social and economic benefits that smart consumption can deliver.
- ➔ I am a modern person, I live with my time, with the technologies that change our way of consuming. I do smart choices to free my time and money for other things. This is my lifestyle.

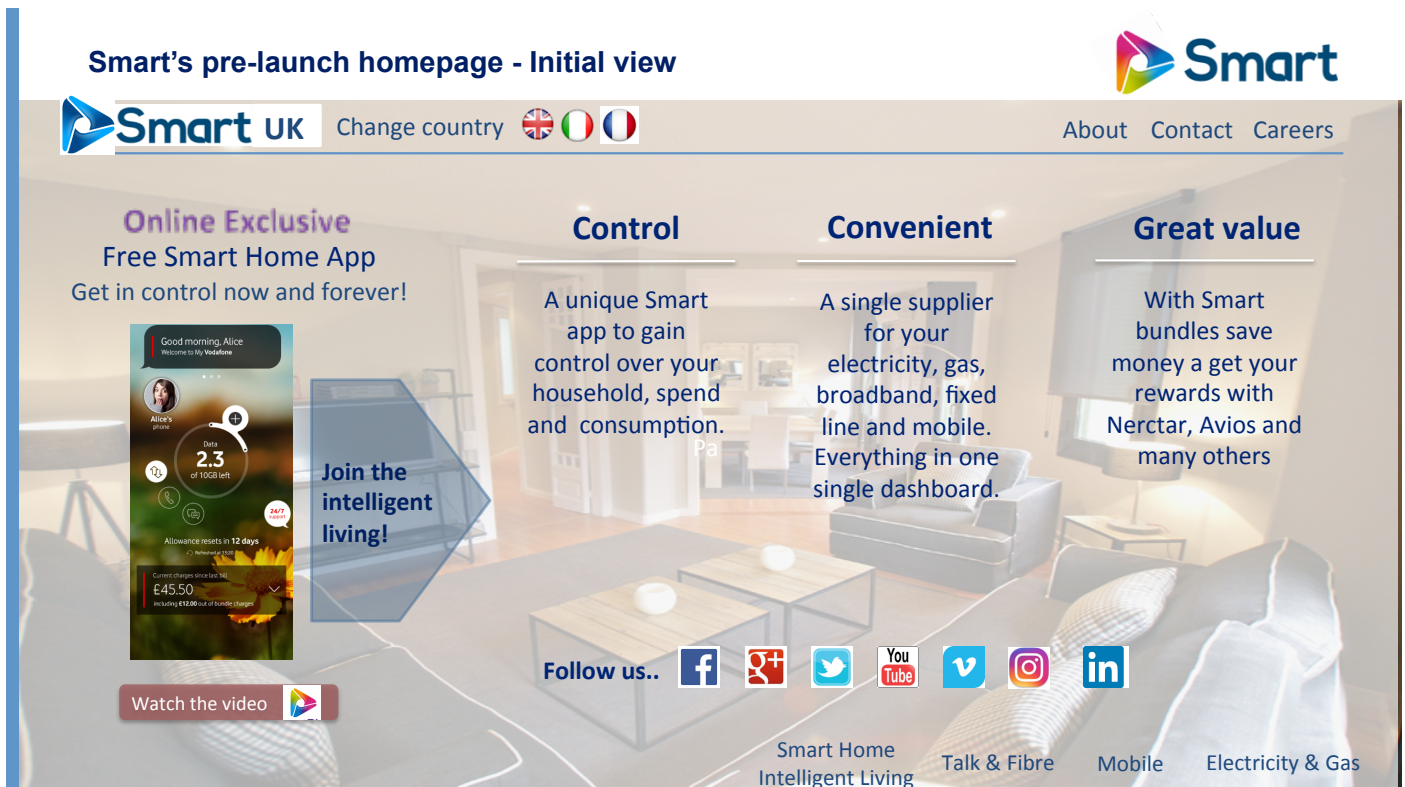
VI. PRE-LAUNCH WEBSITE REQUIREMENTS

- Look and feel: State-of-the-art, modern and eye-catching
- 4 to 5 pages max
- 3 languages
- SPA, responsive design
- Ideally Parallax scrolling
- Consistency Laptop, tablet, Smartphone
- SEO optimized
- Social links
- Include a video player

- “Register your interest” form – simple form to fill with email and postcode – database file sent to SPG in xls format on a weekly base
- Shared hosted on FastHost
- A/B testing period (better define the target, test the messages, insight on value proposition, optimize the funnel...)

Mockups

The visuals hereafter are just creative ideas, provided for the sake of example only.



Home Page



logo

SmartPlay
for Smart people

Background photo 1 full screen

Register your interest

Edit 1

We Make Your Life Easier – You Live Life

Edit 2

Bored of household admin and paying too much ? – Relax, here's a new, smarter way to take control saving you time and money

Edit 3,4,5

Simple & convenient

Edit 6,7,8

A single suppliers for your electricity, gas, broadband, fixed line and mobile – One single bill

Control

A unique smart App to have permanent control and history of your consumption and spend

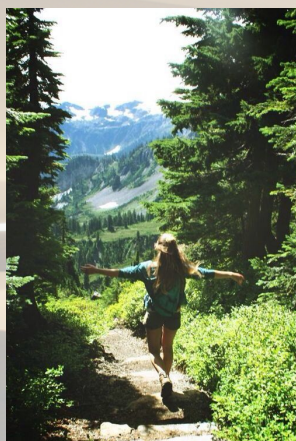
Great deals

With SmartP bundles, don't spend where not necessary, save your money to spend for things you enjoy.

Wanna know more ?

Watch the video (PLACEHOLDER)

“About” page


[About](#) [Contact](#) [Careers](#)
**All about us...**

At the heart of it, we believe in something simple. A better way to enjoy life! So, come and see what freedom feels like. Whether it's energy, mobile, home phone or super-fast broadband services, we're turning people on to new possibilities. At Smart we're 100% focused on making our customers' lives easier, richer and a little bit more fun.

Our values

Being part of a Smart company means we don't just want to be proud of what we do, we also want to celebrate *how* we do it. That's why we all share a set of values.

Our History

Our is a story of ideas and pioneers; challenge and creativity; diversity and opportunity. It's a story about always looking forward. And the truth is, we're just getting warmed up.

The Future

Harnessing the power of innovative technology, driven by incredible people, we'll keep setting the pace and breaking new ground - from energy control to intelligent smart home.

[Smart Home
Intelligent Living](#)
[Talk & Fibre](#)
[Mobile](#)
[Electricity & Gas](#)

Home Page

Background photo 3
Edit 18

Between your job and the family or simply because it is the modern life....We know you are busy and your time is precious...

Edit 19
Register your interest

Relax...

- Don't worry about the **quality**... electricity or gas are the same for everybody...
- It won't suck your **time**. Switching takes 5min max... You can do it online or if you need more info, just call our customer service..
- No **paperwork**. Blablabla...
- No **installation**. We don't need to visit your home to switch you over to lower prices. There are no wires, no pipes or meters to install...
- Not rocket science. Our App is **intuitive** and will take you no more than 5 min to master...
- etc


Last but not least...

“Join” page


[About](#) [Contact](#) [Careers](#)

Join the intelligent living!

Break free and register your interest here

Here are just some of the benefits of registering:

- Trial the Smart Home app
- Check your usage and cost of your electronics
- Manage Smart Rewards and your account here
- See how much your savings compared to the traditional providers



Your Name	
Email Address	
Mobile Number	
Post Code	

[Smart Home](#)
[Intelligent Living](#)
[Talk & Fibre](#)
[Mobile](#)
[Electricity & Gas](#)



VII. TERMS

- Proposition to be received by 20 October 2016.
- Final functionalities, architecture, wireframes and look & feel will be jointly designed with SmartPlay team.
- Production lead-time: 2 weeks from engagement.

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