



DISPLAYWISE

Your Guide to Success: Crafting the Perfect Brief for your Retail & Brand Activation Displays



A well thought out and carefully considered design brief is crucial for any display project, however formulating a retail or brand activation campaign brief can be a daunting task.

At DisplayWise, our team have notched up over twenty two years of experience in collaborating on all different types of retail and brand activation campaign briefs across numerous shopping centres and retail precincts. With our guidance, you'll be well-equipped to communicate your vision effectively and ensure that your display aligns seamlessly with your objectives.

We've compiled our top 10 tips to craft the perfect brief for your next retail or brand activation, plus, there's a comprehensive brief outline template for you to input all those essential details and get started on your next project with no stress, just success.





Your Checklist

01. CLEARLY DEFINE OBJECTIVES

Before diving into the details, it's essential to have a distinct understanding of your objectives. What are you trying to achieve? Are you aiming to increase brand awareness, generate sales or foster engagement and product interaction? Clearly articulating your objectives will serve as the cornerstone of your brief.

02. KNOW YOUR AUDIENCE

Understanding your target audience is just as important as defining your objectives. Who are you trying to engage with for your retail pop up or brand activation campaign? What are their preferences and pain points? This knowledge will help us tailor your stand design to resonate and engage with your ideal visitors.

03. TIMELINE AND DEADLINES

Time is of the essence when it comes to pop up campaigns as they inherently have a shorter timeframe. Nevertheless, take the time to clearly outline your project timeline, including not only the bump in/out times as they will likely be after hours but also any key milestones and deadlines. We're here to help guide you too so when you share these deliverables with us this helps to plan the workflow effectively, including your test assembly build, to ensure your display is ready to convert visitors into customers.

04. BUDGET CONSIDERATIONS

Be upfront and clear about your budget. Knowing your financial constraints will enable us to propose solutions that align with your budget whilst ensuring you get the most value from your investment. Whether you have a modest budget or room for extravagance, we can tailor our recommendations accordingly with our custom design services.





Your Checklist

05. MUST HAVE FEATURES

Think about the essential elements you need based on your objectives. This could be interactive displays, product showcases, branding or signage, meeting areas or storage space. Make a list of must-have features and we'll work to integrate them seamlessly into your stand design based on your budget requirements.

06. SUSTAINABILITY GOALS

Sustainability and reusability are important concerns for many brands, particularly if you're planning a roadshow or multiple uses for your custom elements across your campaigns. If you have sustainability goals or want to work with eco-friendly materials, mention this in your brief upfront. We can help your brand ensure both cost-effectiveness and sustainability benchmarks are achieved and are committed to working with you to offer environmentally responsible solutions.

07. SPACE AND LOCATION

Consider the size and location of your retail or outdoor space. Are you in the middle of the retail precinct, at a beachside location or in a public outdoor space? This information will help us optimise the use of space including access to power, utilities and other support services, as well as designing with intent for your brand.

08. DESIGN AND BRAND GUIDELINES

Your retail or brand activation campaign design should be a seamless extension of your brand. Share your brand guidelines including logos, colours, fonts and any design preferences. This will help us create a design that not only looks the part but also reinforces your brand identity. Already have an idea in mind? No problem, we can help turn that concept into reality and get it ready for production.





Your Checklist

09. TECHNOLOGY INTEGRATION

○ In today's digital age, technology plays a pivotal role in and is no longer an optional extra. If you have specific tech requirements, such as touch screens, VR experiences, or live streaming, include these in your brief. Our team will work closely with you and our partners to make the best recommendations based on your objectives and integrate the right technology for your space to engage and captivate your audience.

10. DISPOSAL OR STORAGE

○ Consider what you'd like to occur post campaign too. Could you reuse certain elements to create a new display or have a smaller space booked for future activations? Whether it's efficient storage options for your display components or sustainable disposal solutions, addressing this aspect in your brief ensures a smoother transition once your campaign concludes. At DisplayWise, we have storage facilities available in both our Sydney and Melbourne production facilities for short-term or long-term requirements. Talk to team about your holistic needs and we will devise a solution best suited to your retail or activations strategy.





By incorporating these ten tips into your brief, you'll be well on your way to a successful outcome with your stakeholders and achieving your desired expectations for your activation.

With an ability to deliver beyond the scope of a traditional display builder, we're here to help bring your retail and brand activation visions to life.

So let's get started with our comprehensive brief outline template on the next page. You can edit directly in the brief and send to our team at sales@displaywise.com.au

We guarantee you'll hear back from us in less than 60 minutes, during standard business hours.

Let's get started on something amazing together!





RETAIL, POS & BRAND ACTIVATIONS

Your Brief

Your Details

Company details	Company name: Company website:
Client contact	Name: Position: Email: Phone:
Design due date	

Overview & Objectives

Key products on display or service provided	
How will you measure success? e.g. samples distributed, products sold, lead capture etc	





RETAIL, POS & BRAND ACTIVATIONS

Your Brief

Display Details

Install/Dismantle Dates	
Location (Shopping Centre or Outdoor Location)	Location: Address:
Space details (If available please provide link or attach PDF of floorplan.)	Space number/location (if known): Space dimensions: Surrounding retailers:

Budget

Total project budget	
Is this a single use or modular display?	Do you have specific sustainability criteria? Are there preferred materials to be used in construction?
Is storage required after the show (quote to be provided) or disposal?	



RETAIL, POS & BRAND ACTIVATIONS

Your Brief

Design Direction

Do you have brand guidelines to follow

Brand guidelines document: please attach
Logo: please attach
Fonts: please attach
Other mandatory inclusions:

Do you have an idea or concept?

If available please include mood boards, Pinterest boards or high-level design direction

Highlight the words that best describe your design

CURVES
RUSTIC
INDUSTRIAL
FEMININE
TEXTURED
BOLD
AFFORDABLE
TRADITIONAL
CORPORATE

ORGANIC
SQUARE
ANGLES
ELEGANT
STRONG
MODULAR
MINIMALIST
LUXURIOUS
POWERFUL

MODERN
ARCHITECTURAL
MASCULINE
ARCHITECTURAL
ILLUMINATED
PREMIUM
SCANDI
ART DECO
EXTRAVAGANT





Design Direction	
Highlight all the items you need included on your stand	Furniture Reception Desk Counters Storage Shelving Consultation area Brochure holders Lighting Lightbox Sustainability / Modularity Principles Other: <u>Audio visual requirements</u> Quantity of screens: Screens preferred Sizes:





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1300-003-035

sales@displaywise.com.au

www.displaywise.com.au

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