

# Cisco StadiumVision Content Creation Services

Maximize the Value of your Cisco StadiumVision Solution

Data Sheet



The Cisco StadiumVision™ solution combines high-definition video delivery with state-of-the-art digital signage to deliver distinctive in-venue sports and entertainment experiences.

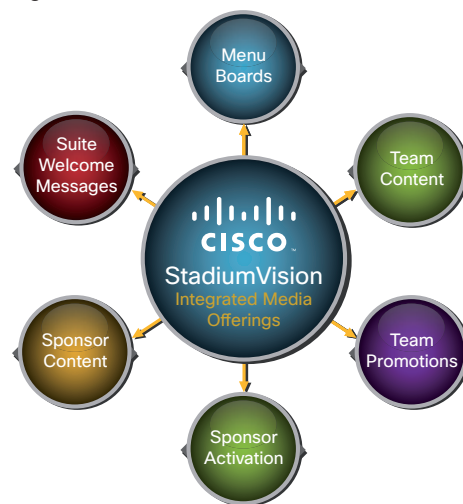
Several crucial factors contribute to the success of any digital signage deployment – not the least of which is the quality of the content. To sponsors and advertisers, the quality of the displayed content can significantly contribute to the effectiveness of their advertising campaign. To a venue, the quality of the displayed content can make an even greater contribution to their ability to generate incremental sponsorship revenue.

To help venues ensure the quality of their content and achieve a high level of return on their Cisco® StadiumVision investment, Cisco offers the Content Creation Service for Cisco StadiumVision. This service provides a comprehensive content strategy designed to address the goals of both sponsors and advertisers and of the venue, with top-quality digital content created by our team of award-winning creative experts.

## Service Framework

The Content Creation Service for Cisco StadiumVision is built upon a content framework that covers all aspects of a StadiumVision deployment. This framework of integrated media offerings includes strategy, design, creation, and deployment of content for menu boards, suite welcome messages, and venue sponsorship campaigns, as well as content for the team (Figure 1).

Figure 1. Cisco StadiumVision Content Creation Service Framework



## Menu Boards **Digital Menu Boards**

With the Cisco StadiumVision Dynamic Digital Menu Boards feature, you can change the content of the menu during the event to reflect changes in prices, availability, or selection. This feature also supports multipurpose venues to easily accommodate different events, so multiple vendors can use the same concession areas at different times.

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Menu boards should have eye-catching graphics with easily readable content incorporated into a flexible and attractive layout (as shown in Figure 2). As part of the Content Creation Service for Cisco StadiumVision, the creative services team will design and develop themed menu boards, set up the dynamic pricing through Cisco StadiumVision Director, and provide customized product shots.

Figure 2. Example of a Digital Menu Board



## Suite Welcome Messages

Within the luxury suites, Cisco StadiumVision allows you to enhance and personalize the premium fan experience through the use of customized welcome displays for suite owners and guests. As part of the Content Creation Service for Cisco StadiumVision, the creative services team will design and develop welcome messages that include advertisements and logos of suite sponsors (as shown in Figure 3) as well as personalized messages for the suite guests.

Figure 3. Example of a Customized Luxury Suite Welcome Message



## Team Content

Part of enhancing the fan experience is immersing the fan in an atmosphere that resonates with the spirit of the team. This immersion is achieved by displaying images of the team, its colors, and its logo throughout the venue, including on the video displays. As part of the Content Creation Service for Cisco StadiumVision, the creative services team can design and develop advertisements for team merchandise and upcoming events, video wrappers and overlays that depict a team logo or player (as shown in Figure 4), and full-screen team signage

Figure 4. Example of a Team Video Overlay



## Team Promotions

Teams often have promotional events, which can be team-oriented or community-oriented, such as a charitable event. The Cisco StadiumVision solution provides an excellent platform for advertising an upcoming event as well as the ability to transform the look and feel of the venue for a given event. It is also a very effective medium for teams to simply show their support for a certain cause (as shown in Figure 5).

As part of the Content Creation Service for Cisco StadiumVision, the creative services team can design and develop content for weekly team promotions and free merchandise, special team events, and charitable events. The creative services team can also help create team videos to be used as part of a promotion, as well as provide training to aid the team in selling sponsorship for special events.

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Figure 5. Example of Team Promotional Overlay



## Sponsor Content

Similar to team content, compelling content from sponsors can play a significant role in enhancing the fan experience (such as in a club or bar) as well as generating increased revenue for the venue.

As part of the Content Creation Service for Cisco StadiumVision, the creative services team can design and develop advertisements for sponsors including sponsor-oriented video wrappers (as shown in Figure 6) as well as full-screen sponsor-oriented content for use in moments of exclusivity.

The creative services team can also provide training venue staff to aid in selling sponsor activation packages (described in the following section).

Figure 6. Example of Sponsor Content



## Sponsor Activation

Having superior content is only part of the challenge; you must also know when and where to display it. Using the flexibility of the Cisco StadiumVision combined with high-quality content, the Cisco Creative Services team works with you to help design and sell a variety of sponsor activation strategies.

Each of these brand activation strategies is designed to generate incremental value (increased revenue) using proven, targeted messaging techniques. These techniques create a direct link between the advertisement and a resulting sale by delivering focused messaging to the event audience while capitalizing on the excitement of the event.



### OwnTheVenue

This is an event-specific activation strategy designed for multipurpose or multiteam venues. This strategy allows you to provide brand dominance for your sponsors on a per-event basis for a designated period of time, or for the whole event.



### OwnTheZone

This is a zone-specific activation strategy. This strategy enables you to provide brand dominance for your sponsors on a per-zone basis, whether the zone is a luxury suite, a club, a bar, or a designated area of the concourse.



### OwnTheMoment

This is a time-based activation strategy. This strategy helps you to provide brand dominance for your sponsor during a specific moment of high involvement, such as a goal, a home run, or a touchdown.



### Mobile Activation

This strategy lets you increase fan engagement through mobile interaction, including sponsored trivia games, sponsored call-to-action campaigns, and mobile redemption offers.



### CampaignBlitz

This strategy allows you to offer a dynamic branding campaign to a single sponsor for venue dominance by delivering highly effective messaging for time-sensitive events, such as movie openings and short-term offers.

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## Service Offerings

As part of the Content Creation Service, the Cisco creative services team provides the services listed in Table 1.

Table 1. Cisco Content Creation Service Offerings

Creative Consultation	
<b>Content strategy</b>	The Cisco creative services team develops a content strategy to meet your needs and achieve your goals, including: <ul style="list-style-type: none"><li>• Defining the objectives for the season or the year</li><li>• Evaluating sponsorships and sponsor promotions</li><li>• Evaluating requirements for special events and promotions</li></ul>
<b>Content planning</b>	The Cisco creative services team evaluates all existing creative assets and creates list of all content to be produced. As part of this research, the Cisco creative services team works with you to assess your unique needs and make recommendations for keeping the content fresh.
Content Production	
<b>Content acquisition</b>	The Cisco creative services team acquires all customer-provided creative assets, which includes but is not limited to brand and style guidelines, logos, text, photos, and videos.
<b>Design and composition</b>	The Cisco creative services team works with you to create multiple design compositions using the customer's design elements, creative assets, logos, and color palette. These initial designs are presented for your approval before you move to the next phase.
<b>Content approval</b>	You review the content, request any changes, and subsequently approve the final content.
Content Deployment	
<b>Loading content and testing</b>	The Cisco creative services team loads all content into Cisco StadiumVision Director and confirms that the content appears on the displays as designed.

In addition, the Cisco creative services team can provide:

- Sponsor activation development
- Team sales support and training
- Support services

The types of content that can be provided include:

- Still graphics
- Flash animations
- Motion graphics
- Video production
- Video wall content
- 3D animation
- Digital video effects

The packaging of the Cisco Content Creation Service for StadiumVision (the types and amount of service provided) is flexible. The package you should purchase depends your requirements, and is typically determined by the number of zones in the venue, the number of teams the venue supports, the number of events at the venue, the number of sponsors, and the types of content you wish to display.

## For More Information

For more information about the Cisco StadiumVision solution and the Cisco Content Creation Service, please contact Joe DePaolantonio ([jdepaola@cisco.com](mailto:jdepaola@cisco.com)) or your local Cisco account representative.



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

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