



DIGITAL PLAYMAKERS

SPORTS GROWTH SPECIALIST

CREATIVE PORTFOLIO

01

ABOUT US

Digital Playmakers is a client-focused agency, specialising in digital solutions for brands and organisations in the sports industry.

We are experts in sports branding and creative development. Our creative portfolio highlights Digital Playmakers' most recent projects. Collaborating with clients such as BKB, YBVR, Premier Sports (Viaplay), oneXp and Threshold Sports.



Sports Growth Specialists

02

BRANDING



YBVR°



YBVR°

Digital Playmakers offer the very best sports website design services, creating beautifully crafted websites tailored to you and your customers needs.

We also produce detailed brand guidelines, to ensure consistency across all your channels.

This section explores our latest branding projects, from concepts to the final design! Our first example is from YBVR, an innovative technology start-up that builds immersive VR solutions for sports, entertainment and tourism.

EXAMPLE

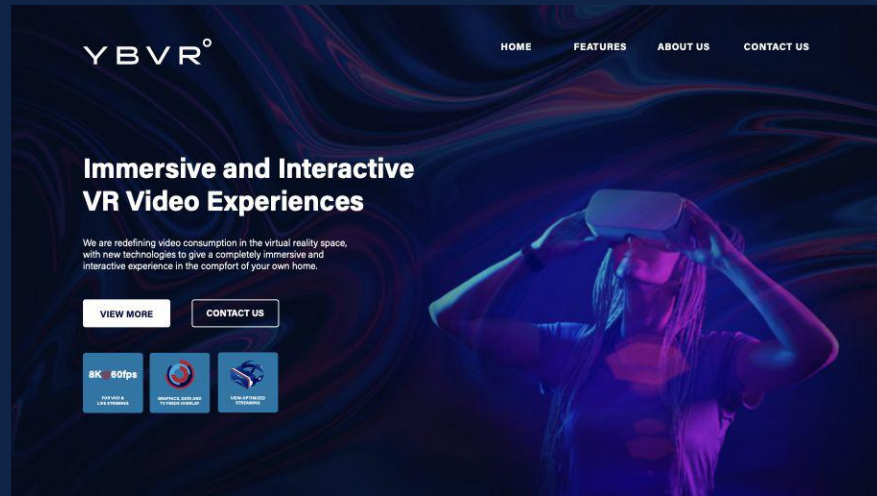
YBVR

YBVR°

RETHINK IMMERSIVE

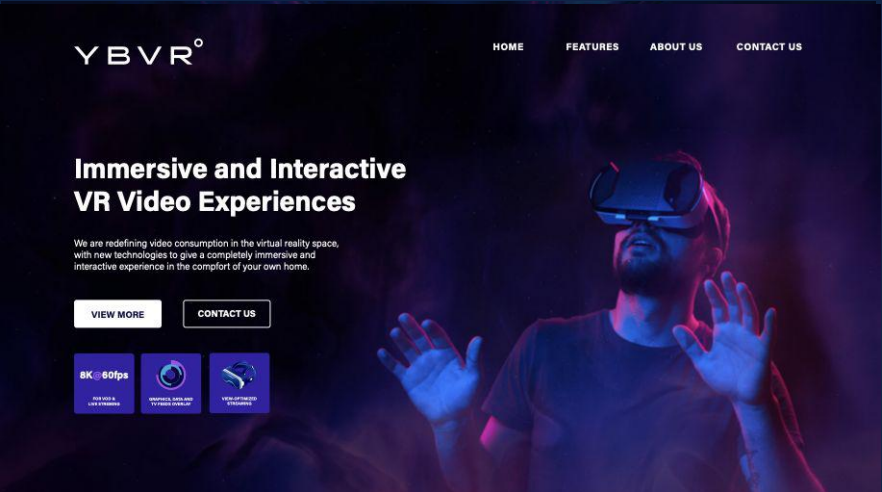


YBVR°



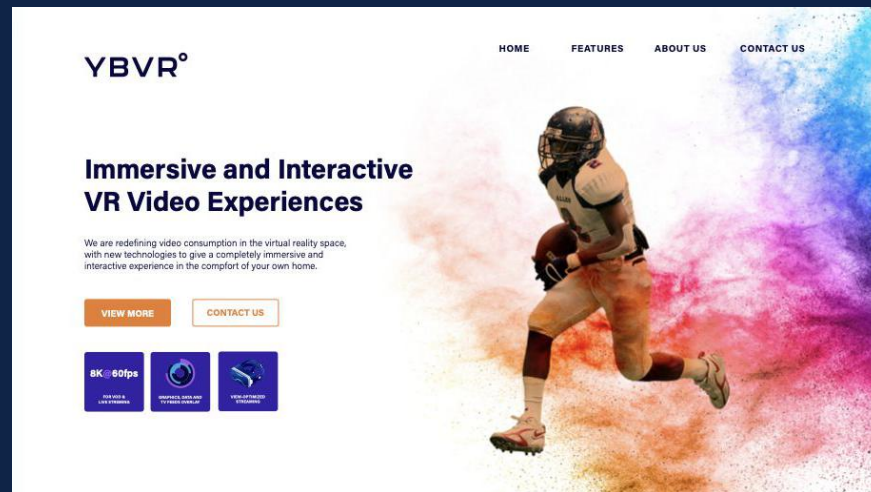
A CONCEPT





B CONCEPT





FINAL DESIGN

#0D0C6F

#8A99E5

#FFAF85

#0B0A5C

#586DDA

#FF8847

#080741

#2A44BF

#FF5F07

#080225

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#CC4700

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#162364

#8F3200

YBVR°





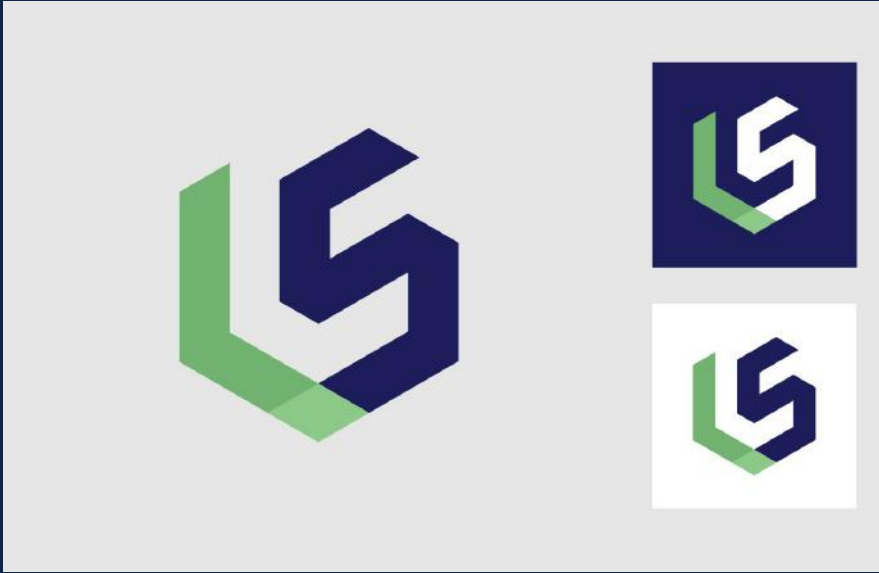
YBVR is an exciting, dynamic and passionate environment, driven by a group of innovative individuals set on changing the VR world. Therefore, Digital Playmakers created a design that visually represents this by encompassing these characteristics within a visually-pleasing framework, while creating a perception of dynamism and futurism through the use of an electric blue background with a contrasting white font.

It was crucial for us to create a visually consistent identity, which provides consumers with a greater understanding of brand identity and allows YBVR to create a recognisable foundation to build upon their brand recognition. YBVR is an innovative business that is attempting to disrupt an up-and-coming industry, it is important that the branding of YBVR is modern and trending to allow the business to be taken seriously in an already competitive field.

OTHER PROJECTS



BARE KNUCKLE BOXING



Lacerta Sports was founded as a standalone entity by a team from Starlizard, to provide sportsbook solutions for partners in the industry. Digital Playmakers created the brand from the ground up, ensuring to visualise the brands the main values .Which included: integrity, fun, data-driven, accuracy, reliability and trustworthiness.

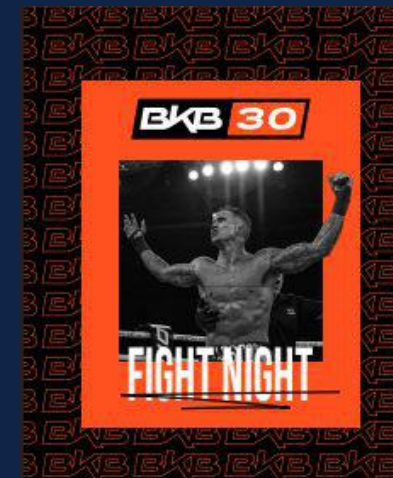


Bare Knuckle Boxing is the 'only legal' BKB company in the World. Digital Playmakers regenerated the brand, designing a new logo which encompassed the professionalism within the sport.

03

CREATIVES

We produce bespoke social media assets that effectively drive large-scale brand awareness and sales. Maximising the impact of content through data-driven strategies, that revolve around our clients core audience.

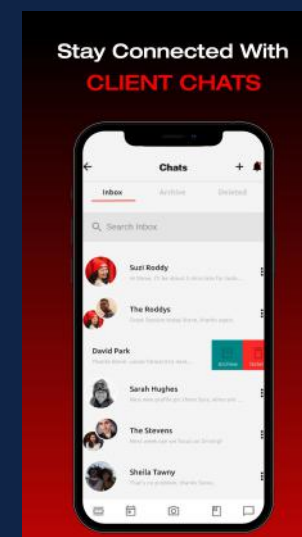
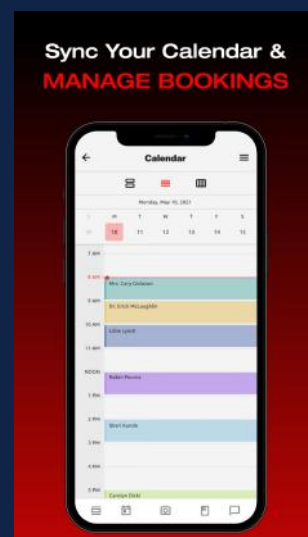


Our production team also produces creative and engaging video assets. From explainer videos to adverts, we deliver content straight to our clients target audience.

A

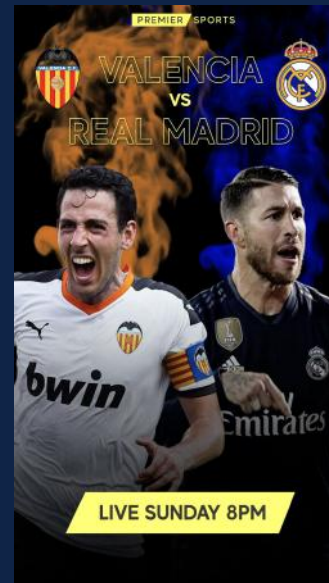
GRAPHIC DESIGN





B

VIDEO EDITING





Explainer videos are a great way to introduce your brand. Our animated assets are effective for conversion, because they combine images, motion and audio to convey key messages. Likewise, by uploading our explainer videos to your social media accounts, you will widen your audience reach while optimising backlinks.



For paid campaigns, unique creatives are made for each segment of the marketing funnel. With adverts created to increase awareness, consideration and conversion metrics. Digital Playmakers harness the power of storytelling, to encourage consumers to engage with our client's products and events.

WATCH NOW



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contact@digitalplaymakers.co.uk

www.digitalplaymakers.co.uk