

Creative Brief: Datacolor SpyderPro Software Upgrade 2025

The Ask: Datacolor is launching a SpyderPro software upgrade on November 6. This upgrade promises significant benefits compared to a) recent past software upgrades and b) to competing products. The software upgrade will be included with the purchase of a SpyderPro (hardware), free upgrade for existing SpyderPro hardware users, and is available for software upgrade purchase for SpyderExpress, Spyder (2024), as well as previous generations including SpyderX and Spyder X2 hardware owners.

This product/software upgrade is expected to a) spark fresh interest in SpyderPro purchases, b) allow Datacolor to gain back lost market share and c) generate income from hardware purchases and software upgrade purchases.

Challenge: to effectively and powerfully communicate the significance of the software upgrade that makes people want to learn more and purchase.

Datacolor Spyder products and its competitive products have largely been viewed as similar offerings in the past. A recent upgrade by the competition boasting the ability to calibrate high brightness monitors up to 10,000 nits (with Calibrite Display Plus HL) may have convinced some prospects that the competition is slightly better. And introductions of new Spyder products in recent years, while improved, were not seen as significant enough improvements to inspire a new purchase. We need to convey to our audiences that the new SpyderPro (with software feature upgrades) is truly groundbreaking and worthy of taking notice, investigating and purchasing.

Marketing Objectives: Sell. Win back share.

Primary: sell Spyder hardware units by promoting the upgraded features of SpyderPro

Secondary: sell Spyder software upgrades by promoting the upgraded features of SpyderPro

Audiences:

Photographers — for years, our core audience was interested in accurate color on screen to ensure that what they saw on screen would match what got printed, and now, what is seen digitally. Of the new features, they will likely care most about Light Meter Integration, Device Preview Plus and Content Credentials (although they will likely not be aware of what Content Credentials are yet, but Adobe has launched and communicated this initiative available in their software).

Videographers — a newer audience with a lot of potential for growth for us who are interested in screen calibration for ultra bright displays. Of the new features, they will likely care most about Calibration of OLED, QD-OLED and Any Ultra Bright Displays up to 12,000 Nits and 3D LUT Export.

Content Creators — a very new audience whose emotional motivations we are still learning about who are interested in ensuring that what they shot will look great on all phones, tablets and computers, and they are interested in knowing how their content will appear across

different devices. Of the new features, they will likely care most about Device Preview Plus and Content Credentials (although they will likely not be aware of what Content Credentials are yet). Designers — probably our smallest audience whose emotional motivations we are still learning about and who are likely our smallest potential at this point. Of the new features, they will likely care most about Device Preview Plus.

(2024) Spyder and SpyderExpress owners — this audience recently purchased a Spyder in the Spyder portfolio. These purchasers have a Spyder device whose hardware can be upgraded via a software upgrade purchase to the new SpyderPro suite of features without having to purchase new hardware. They are likely motivated by the appeal of being able to grow their available features without having to purchase new hardware, only a software upgrade purchase.

SpyderX and Spyder X2 owners — this audience purchased a Spyder model introduced between 2019 and 2025 with hardware that can be upgraded via a software upgrade purchase to the new SpyderPro suite of features without having to purchase new hardware. They are likely motivated by the appeal of being able to grow their available features without having to purchase new hardware, only a software upgrade purchase.

Spyder5 and older model owners — this audience purchased a Spyder that was available prior to 2019. The hardware of these devices is not capable of being upgraded with a software update and therefore, these owners would need to purchase a new SpyderPro to enjoy the new suite of features in the SpyderPro. This audience is still quite large and likely, until now, have not thought the Spydere released since they purchased prior to 2019 offered something they truly needed to make it worth purchasing new hardware. They may finally feel like they are missing out based on the wide array of new features, the combination of which are not available through other competitor devices.

Owners of competitor devices — until this SpyderPro upgrade, purchasers of competitive devices may have felt that there were no significant differences between Datacolor Spyder and the competition to warrant a purchase with us. Now, this new combination of features available on SpyderPro mark a significant difference between Datacolor SpyderPro and any other device available. They may finally feel like they are missing out by not having a SpyderPro.

Messaging/Specific info for copywriters:

We don't advise trying to list out all of the new features. Some of the features are so new (i.e. Content Credentials) that most viewers won't know what they are or what's in it for them. It is a new concept for a screen calibrator to include many of these features so many viewers won't quite get the depth of it from a short ad. The landing page will be designed to do that heavy lift. For a more comprehensive list of the new features, please refer to the attached Messaging Platform.

In most cases, use screen calibrator vs. monitor calibrator or display calibrator. This is a recent copy change we've been incorporating to feel inclusive to all audience members.

Strategic Angle:

This is super big news! Datacolor is transforming visual content creation forever. Going way beyond screen calibration with the most robust software upgrade with new workflow tools no one else has. Only with Datacolor SpyderPro.

Direction by Channel:

Amazon: there is an opportunity to infuse some of the excitement of the bigness of this software release in any listing that includes SpyderPro. This may also be a place where including the list of new features is applicable given the length and the educational nature of a purchase site. Listings for Spyder and SpyderExpress can emphasize that with a purchase of one of these two products, their purchase is futureproofed because it can grow with them and the software can be upgraded all the way to SpyderPro at some time in the future.

PPC and other ads: here content is typically short. This is likely not the place for a list of features. Instead, when you can target by user (photographer, videographer, content creator, previous purchaser) consider what they are most interested in based on the information in the Audience section above. If unable to target by user, focus on the overarching message of this software upgrade Changing Everything and Transforming Visual Content Creation Forever. If features are included, choose only one to focus on in this short form and click through to the Software Upgrade Landing Page.

Email: while email can be a bit longer than PPC or social, still use these to reinforce the bigness of this software release. These can be a series that repeats the overarching message of: This SpyderPro Software Upgrade is Changing Everything and Transforming Visual Content Creation Forever to reinforce the point. Emails can likely be targeted by audience assuming you have this information from internal lists so you can limit the number of features focused on based on whether they are a photographer, videographer, content creator and based on the device they currently own.

Social: here content is typically short. This is likely not the place for a list of features. Instead, when you can target by user (photographer, videographer, content creator, previous purchaser) consider what they are most interested in based on the information in the Audience section above. If unable to target by user, focus on the overarching message of: This SpyderPro Software Upgrade is Changing Everything and Transforming Visual Content Creation Forever. Potential content could include a focus on one new feature per post allowing it to shine but then reminding the viewer that that feature is just the beginning; that there is so much more to check out and guiding them to the SpyderPro Software Upgrade-specific page.

Social content about Spyder and SpyderExpress can emphasize that these two products are virtually futureproof because they can grow with the user and the software can be upgraded all the way to SpyderPro at some time in the future.

Call To Action (CTA): in most cases, creative should push viewers to the SpyderPro landing page which describes the full suite of features included in the upgrade.

Tone / Look & Feel:

Tone should be excited, expressing a true breakthrough.

Look & feel should express the feeling of the attached SpyderPro upgrade campaign concept. Note that the attached is a concept and not a finished ad. It demonstrates a look that matches the excitement of the messaging platform. It does not dictate that every piece of creative needs

to use those images. However, endeavor to match the copy and design tone. The promise in this campaign is justified because this suite of features being introduced in the SpyderPro software upgrade is truly something to brag about and something no other competitor in our category can offer.

The attached draft SpyderPro software upgrade landing page demonstrates how the visuals can express the bigness of the news without limiting you to one graphic (bold colors, images that express movement, etc.).

For further guidance, follow the latest Datacolor Brand Guidelines (March 2019) — attached.

Some Datacolor Brand Guidelines:

SpyderPro, SpyderExpress, SpyderX and Spyder5 are written as one word

Spyder X2 is written as two words

Avoid using “Datacolor’s” (possessive)

Don’t use Oxford commas

Avoid calling out competitors by name, instead opt for phrases like “tools like no one else.”

Timing:

Product Launch Date: November 6, 2025

Inspiration/Files to send to agencies:

-DATACOLOR BRAND GUIDELINES MARCH 2019

-SPYDERPRO UPGRADE MESSAGING PLATFORM

-SPYDERPRO UPGRADE CAMPAIGN CONCEPT

-EXAMPLE OF VIDEO CREATIVE (NOTE: The mp4 file is a concept and not a finished ad. It is not optimized as a video ad in terms of timing and transitions, and some elements are not properly designed to be used, i.e. the CTA button. Agencies should not pick this up directly and instead should use it as inspiration, with the purchased stock files provided.)

-ASSETS FOR USAGE IN CREATIVE (2 VIDEO FILES, 1 MUSIC FILE (MUSIC LICENSE FOR USE ON SOCIAL MEDIA ONLY)

-CAI BRAND GUIDELINES & ASSETS

-DRAFT SPYDERPRO SOFTWARE UPGRADE LANDING PAGE (*to come*)