

Project Design Phase-I
Proposed Solution

Date	02-11-2023
Team ID	NM2023TMID02643
Project Name	How to Create A Brand Promo Video using Canva

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"In today's digital age, creating a powerful brand promo video is essential for capturing your audience's attention. With Canva's user-friendly platform, you can effortlessly design and customize every aspect of your video, from stunning visuals and animations to captivating text and music. Canva offers a vast library of templates and elements, ensuring that your brand message shines through with creativity and professionalism. Whether you're a seasoned designer or a beginner, Canva simplifies the process, allowing you to produce a compelling brand promo video that resonates with your audience and boosts your brand's visibility in no time."
2.	Idea / Solution description	<p>Creating a brand promo video using Canva is a creative and straightforward process. Canva is a versatile graphic design tool that offers video editing capabilities, making it a great choice for producing engaging brand promo videos.</p> <p>Step 1: Sign in or sign up Step 2: Click on “create a design” at the top right corner of the dashboard Step 3: Choose a template and start designing Step 4: Create content Step 5: Edit and arrange Step 6: Add music or voiceover Step 7: Preview and review before finalizing the video Step 8: Once completed the task, click download and select the video format and quality</p> <p>Use your brand promo video to engage with your target audience and increase brand awareness. Share it on social media platforms, embed it on your website, and consider running paid advertising campaigns if your budget allows.</p>

3.	Novelty / Uniqueness	Creating a unique brand promo video using Canva is essential to stand out in a crowded digital landscape. While Canva provides a user-friendly platform for video creation, the uniqueness of your video will depend on your creativity, the content you use, and how you tailor it to your brand.
4.	Social Impact / Customer Satisfaction	<p>Brand promo videos can help businesses and organizations reach a wider audience, raising awareness about their products, services, and causes. This increased visibility can be especially beneficial for small businesses and nonprofits.</p> <p>Videos are a powerful medium for storytelling. Creating compelling brand promo videos can engage the audience emotionally, helping them connect with the brand's values, mission, and products.</p>
5.	Business Model (Revenue Model)	The promo video, blogs and posts plays a major role in promoting the fashion brand. Promotion can be done by posting postures, publishing blogs, creating business pages in social media platforms.
6.	Scalability of the Solution	The scalability of creating promo videos often starts with your budget. High -quality videos can be expensive to produce, but there are options for a wide range of budgets. You can create simple, cost - effective videos or invest in more elaborate productions based on your financial resources. Video creation tools and templates are available that can streamline the production process. These tools can help you create videos more efficiently, making scalability easier, especially if you need to produce multiple videos with consistent branding.

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