

Ideation Phase

Empathize & Discover

Date	02 November 2023
Team ID	E6E1DFAC303A3A4B69045A752716115D
Project Name	How to Create a Brand Promo Video Using Canva

Problem Statement :

- ❖ This project aims to address this issue by providing a comprehensive guide on how to create a brand promo video using Canva, an accessible and user-friendly design platform.
- ❖ Traditional video production tools can be expensive and complex, making it a challenge for these entities to effectively promote their brands.
- ❖ The goal is to empower individuals and small businesses with the knowledge and tools to produce professional-quality brand promo videos, boosting their marketing efforts and brand recognition.



Reference Link :

https://miro.com/app/board/uXjVNSpSBTU=/?share_link_id=980386869851