

HOW TO CREATE A BRAND PROMO VIDEO USING CANVA

A PROJECT REPORT

Submitted by

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INTRODUCTION

1.1Project Overview:

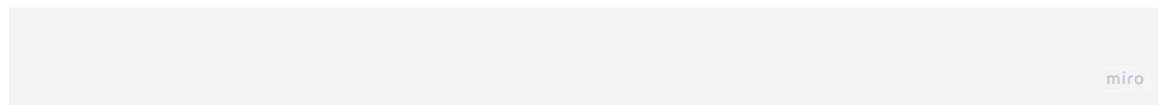
Creating a brand promo video using Canva is a dynamic and engaging project aimed at showcasing your brand's identity and products or services. Canva, with its user-friendly interface and a wide array of design elements and templates, provides a versatile platform to craft a visually compelling video. This project will involve conceptualizing a compelling narrative, selecting appropriate visuals, typography, and music to align with your brand's message and aesthetics. By blending graphics, images, and text, you can create an enticing promotional video that resonates with your target audience and drives brand recognition. The final output will serve as a potent marketing tool, helping to establish and promote your brand in a captivating and memorable manner.

1.2Purpose:

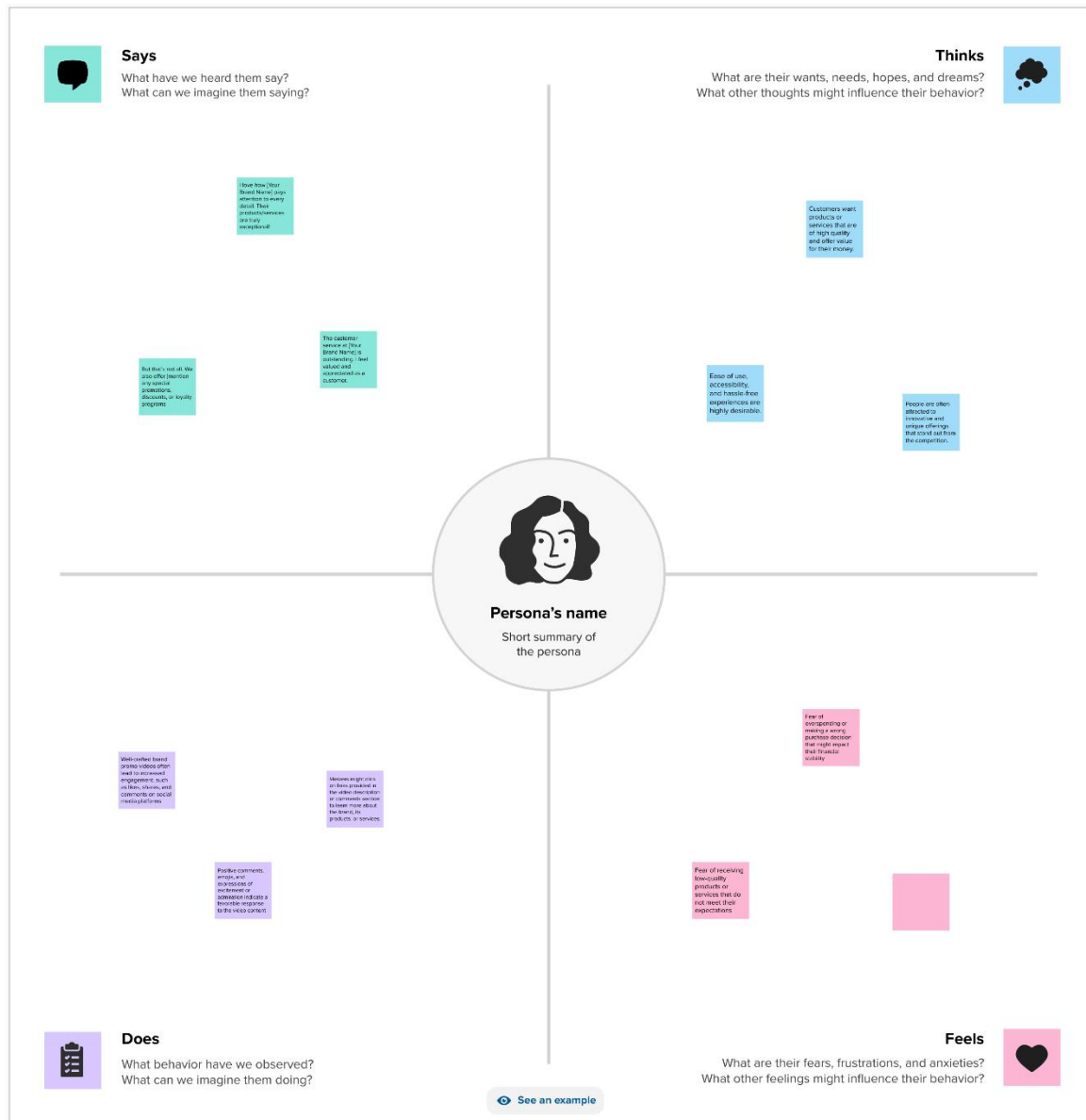
Creating a brand promo video using Canva serves as an essential tool for businesses and individuals alike, aiming to establish a strong online presence and engage with their target audience effectively. Canva's user-friendly interface and diverse range of templates empower users to craft visually appealing and professional-looking videos without the need for extensive design skills or technical expertise. These videos serve as dynamic marketing assets, enabling brands to showcase their products, services, or messages in a compelling and visually captivating manner. By incorporating multimedia elements, such as images, animations, and music, Canva promo videos can evoke emotions, tell a story, and leave a lasting impression on viewers. Moreover, these videos are highly shareable across various social media platforms, helping businesses reach a broader audience and generate buzz around their brand. Ultimately, the purpose of creating a brand promo video using Canva is to enhance brand awareness, drive engagement, and boost conversions, thereby contributing significantly to the overall success of a marketing campaign or promotional effort.

2. IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition



2.2 Empathy Map Canvas



2.3 Ideation & Brainstorming

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
 👤 1 hour to call students
 👥 2-6 people recommended

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

[10 minutes](#)

- Team gathering**
John went into his office, took out the recorder, and took a note about what he said "never" or "sometimes" was.
 - Set the goal**
John said the partners should be focusing on setting up the new training exercise.
 - Learn how to use the facilitation tools**
At the facilitation success → the run a happy and productive session.
- [Open article](#) →

5 minutos

How To Create A Brand From A Video Using Coma

- Shapovalov's
- Drinfel'd-Jimbovsky
- Cartan-Killing
- Cartan-Killing

Write down any ideas that come to mind that address your problem statement.

 10 minutes

TIP
You can make a lot of money
with a few good, well-placed
donations to your company.



Need some inspiration?

View a calendar view of your tasks and deadlines.

[Open example](#)

The diagram illustrates the transformation of a 2D array into a 1D array. On the left, a 2D array is shown with 2 rows and 4 columns. An arrow points to the right, where the same data is represented as a 1D array with 8 elements, maintaining the row-major order.

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Create a Instagram reel design using canva for my brand heaven's restaurant.
2.	Idea / Solution description	Our proposed solution is create a video with visually appealing exterior of restaurant with a soft music in background. Outlining the art work of the chef with a masterpiece of garnishing.
3.	Novelty / Uniqueness	Use visually stunning shots of the restaurant, its ambiance, and the presentation of dishes. Highlight unique decor, architecture, or features that distinguish your establishment.
4.	Social Impact / Customer Satisfaction	Promoting a restaurant through a video can contribute to the local economy by attracting more patrons, potentially leading to job creation and supporting suppliers.
5.	Business Model (Revenue Model)	High-Quality Visual Content: Provide professionally produced promo reel videos that showcase the unique aspects of a restaurant, enticing potential diners. Increased Customer Engagement: Help restaurants connect with their audience in a visually compelling way, driving interest and increasing customer engagement
6.	Scalability of the Solution	Create the video in a format that can be easily adapted to different aspect ratios and resolutions. This ensures it looks good on various devices and platforms, including social media, websites, and mobile apps.

3. REQUIREMENT ANALYSIS

Functional Requirements for the Remote Gas Pipeline Tunnel Temperature Monitoring System:

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Gmail

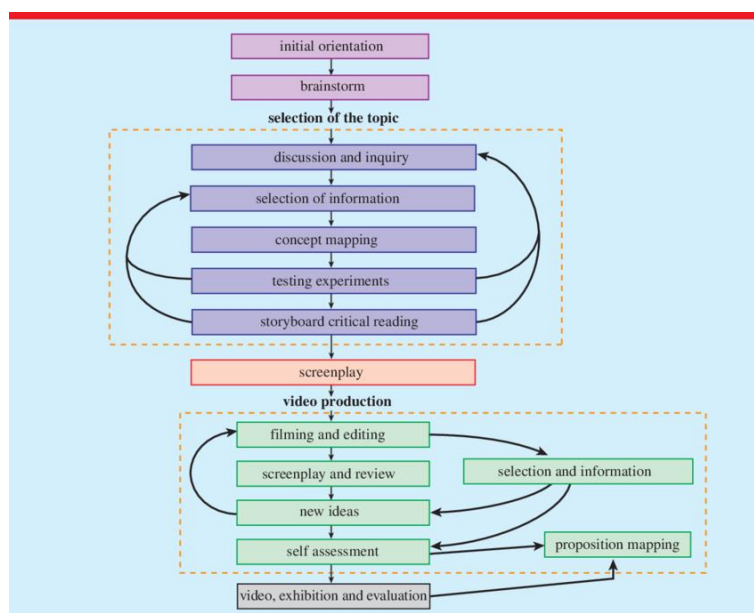
FR-2	User Confirmation	Confirmation via Email or phone number Confirmation via OTP
FR-3	User Login	Implement a "Remember Me" option Provide a "Forgot Password" feature
FR-4	Profile Management	Set profile with address.
FR-5	Payment Gateways	Plan with ad-free payment gateway for users to order.
FR-6	Reporting and Moderation	Report inappropriate content or users.

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	Users should be able to register and create accounts easily with a valid email address or through social media integration. Password reset and recovery options should be available.
NFR-2	Security	All data transmitted between the app and the server should be encrypted using secure protocols such as HTTPS to prevent interception.
NFR-3	Reliability	Implement redundancy and failover mechanisms to minimize downtime. This ensures that the app remains accessible even in the event of server failures or other issues.
NFR-4	Performance	The user interface (UI) should be responsive and provide quick feedback

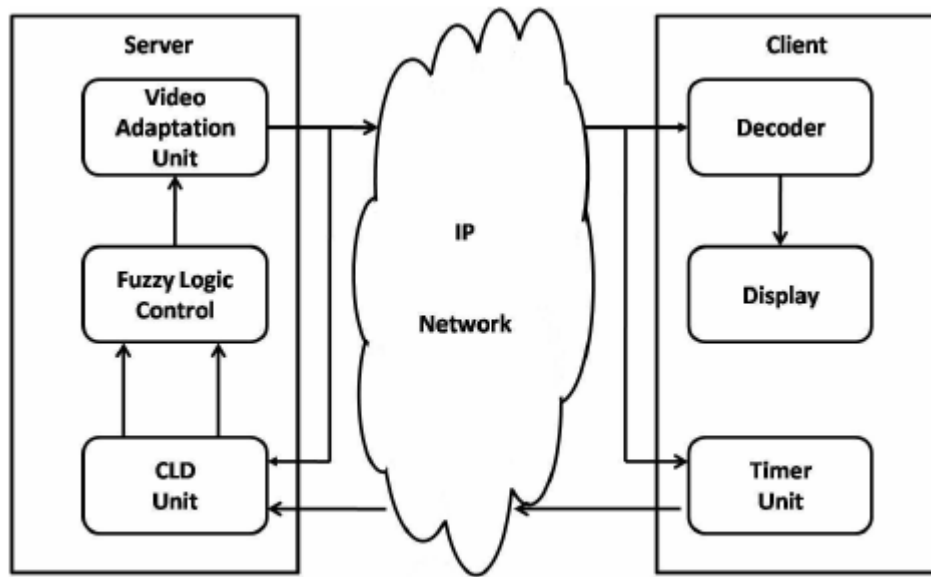
		to user interactions, such as food taste, delivery time.
NFR-5	Availability	Implement redundancy at various levels of the app, including servers, databases, and network components, to minimize single points of failure and ensure continued service availability.
NFR-6	Scalability	Design the app to scale horizontally and vertically to accommodate a growing user base and increasing data load.

4. PROJECT DESIGN

4.1 Data Flow Diagrams



4.2 Solution & Technical Architecture



S. No	Component	Description	Technology
1.	User Interface	How user interacts with application e.g. Web UI, Mobile App, Chatbot etc.	Mobile App, Web application
2.	Application Logic-1	Logic for a process in the application	Java / Python
3.	Application Logic-2	Logic for a process in the application	IBM Watson STT service
4.	Application Logic-3	Logic for a process in the application	IBM Watson Assistant
5.	Database	Data Type, Configurations etc.	MySQL, NoSQL, InfluxDB, Timescale DB.
6.	Cloud Database	Database Service on Cloud	IBM Cloudant and IBM Db2

7.	File Storage	File storage requirements	IBM Block Storage
8.	External API-1	Purpose of External API used in the application	IBM temperature API, etc.
9.	External API-2	Purpose of External API used in the application	Notification API, etc.
10.	Machine Learning Model	Purpose of Machine Learning Model	Temperature anomaly detection.
11.	Infrastructure (Server / Cloud)	Application Deployment on Local System / Cloud Local Server Configuration: Cloud Server Configuration :	Local, Cloud Foundry.

4.3 User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Customer(Mobile user)	FR-001: Reel Creation Tool	USN-001	As a marketing team member, I want to create a new marketing reel so I can showcase our products and services effectively.	I can access the marketing reel creation tool.	High	Jackson
	FR-002: Media Upload	USN-002	As a user, I want to be able to upload video clips and images to use in the marketing reel.	I can select and upload video clips and images.	High	Jackson

	FR-003: Content Editing	USN-003	As a user, I want to arrange and edit the order of video clips and images in the marketing reel.	I can drag and drop to arrange the sequence.	High	Hariiprasad
	FR-004: Text Overlay	USN-004	As a user, I want to add captions and text overlays to the marketing reel.	I can add text and customize its appearance.	High	Hariharan
	FR-005: Background Music	USN-005	As a user, I want to select background music for the marketing reel.	I can choose from a library of background music.	High	Madhan
Customer (Web user)		SU-001	As a customer, I want to create marketing reels using the online tool for sharing content and promotions with my network.	I can access the marketing reel creation tool from my subscriber account.	High	Jayasuriya
Customer Care Executive		CC-001	As a customer care executive, I want to assist customers in using the marketing reel tool, provide support, and troubleshoot issues.	I can access the subscriber's marketing reel project to assist with troubleshooting.	High	Hariiprasad
Administrator		ADM-001	As an administrator, I want to manage user access to the marketing reel tool and	I can add, modify, and remove user accounts and assign roles.	High	Hariharan

			set user roles and permissions.			
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6.RESULTS

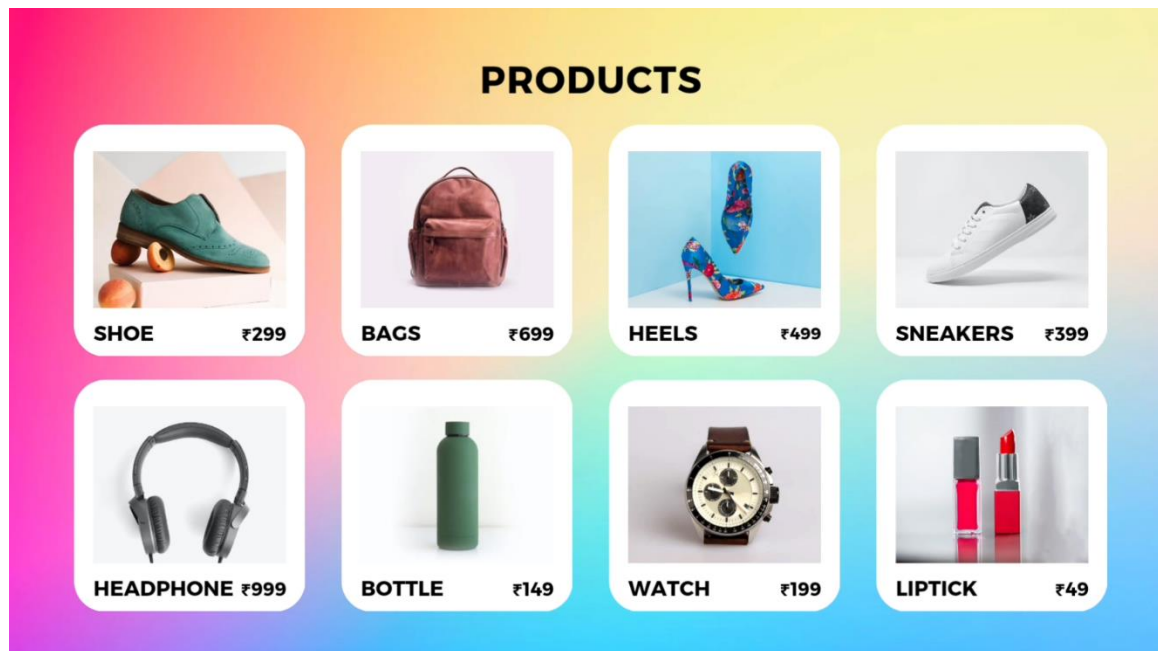


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7. ADVANTAGES ND DISADVANTAGE:

Advantages:

1. **Enhanced Visibility:** Leveraging Instagram Reels for restaurant promotion significantly increases visibility due to the platform's extensive user base. Reels, with their engaging and entertaining short videos, often reach a wider audience, allowing your restaurant to be discovered by users who may not have otherwise found you.
2. **Engagement and Interaction:** Reels encourage high engagement rates through likes, comments, and shares. Users tend to interact more with video content, enabling your restaurant to build a stronger connection with the audience. Viewers can ask questions, leave comments, or share their experiences, fostering a sense of community and increasing brand loyalty.
3. **Showcasing Creativity and Personality:** Instagram Reels provide a creative space to showcase the personality of your restaurant. By creating visually appealing and entertaining short videos, you can

display your unique dishes, the ambiance of your restaurant, behind-the-scenes glimpses, special events, or chef's cooking techniques, allowing potential customers to get a feel for what sets your establishment apart.

4. **Viral Potential:** Reels have the potential to go viral, especially if they are creative, relatable, or entertaining. A viral Reel can rapidly increase your restaurant's visibility, reaching a massive audience and potentially attracting a flood of new customers.
5. **Trend Utilization and Discoverability:** Reels often include trending sounds, challenges, and formats. By participating in these trends or creating your own, your restaurant can increase discoverability within the platform, as these trends often have their own dedicated sections, making it easier for users to find and engage with your content.
6. **Call-to-Action Opportunities:** Instagram Reels offer the chance to include call-to-action elements like links, prompts, or captions that direct viewers to your restaurant's page or website, encouraging them to make reservations, order online, or explore your menu further.
7. **Insights and Analytics:** Instagram provides insights into Reels' performance, including views, likes, shares, and saves. These analytics help in understanding what content resonates best with your audience, allowing you to fine-tune your promotional strategies for maximum impact.

Disadvantages:

1. **Saturation and Competition:** In an overcrowded platform like Instagram, the market for restaurant promotions via reels is highly competitive. With numerous eateries vying for attention, it can be challenging to stand out among the plethora of content. The oversaturation might make it difficult for your restaurant to gain visibility and reach your target audience effectively.

2. **Short Attention Spans:** Instagram reels are short-form videos, typically lasting up to 60 seconds. This limited timeframe may not adequately convey the essence of your restaurant, menu, or the overall dining experience. Capturing the attention of potential customers within this brief window can be challenging, especially when trying to showcase the uniqueness of your establishment.
3. **Algorithm Changes and Visibility:** Instagram's algorithm changes frequently, affecting the visibility of content. Despite creating engaging and high-quality reels, there's no guarantee of consistent visibility, as the algorithm may limit the reach of your content, making it harder to connect with your intended audience. This variability can impact the effectiveness of your promotional efforts.
4. **High Production and Time Investment:** Creating engaging reels demands a significant investment of time, effort, and sometimes money. The need for high-quality production, creativity, and continuous content creation can be demanding, especially for small restaurant owners or those with limited resources. Maintaining a consistent and high-quality presence on Instagram reels can become time-consuming and costly.
5. **Lack of Conversion and Return on Investment:** While Instagram reels can create buzz and interest, converting views into actual customers or revenue might not be straightforward. Generating tangible results from reel promotions, such as increased reservations or orders, might be challenging to measure directly, making it difficult to gauge the return on investment for the resources allocated to these promotional efforts.

8.Application:

1. **Showcasing Culinary Delights:** Use Reels to display visually appealing and mouth-watering shots of signature dishes, new menu items, or chef's specials. Highlight the artistry of food preparation and presentation to entice viewers.

2. **Behind-the-Scenes Glimpses:** Offer a sneak peek into the kitchen, introducing the team, sharing cooking techniques, or demonstrating the process of creating a popular dish. This personal touch can humanize the brand and create a connection with the audience.
3. **Sharing Customer Experience:** Feature satisfied customers enjoying their meals or having a great time at the restaurant. User-generated content or testimonials can build trust and credibility among potential diners.
4. **Promoting Events and Specials:** Announce upcoming events, promotions, or special offers through Reels. Whether it's a live music night, a themed dinner, happy hour deals, or limited-time menu items, Reels can create buzz and urgency among viewers.
5. **Engaging Challenges or Contests:** Run interactive challenges or contests, like "best food plating" or "caption this dish," encouraging user participation. User-generated content can be reshared, creating a sense of community and involvement.
6. **Educational Content:** Share cooking tips, culinary trivia, or the story behind a particular dish. This type of content can be both entertaining and informative, positioning the restaurant as an authority in the culinary domain.
7. **Incorporating Trends and Humor:** Jump on relevant trends or create light-hearted, entertaining content that aligns with the restaurant's brand. Humorous or trendy Reels often have a higher chance of going viral, expanding reach and engagement.
8. **Collaborations and Influencer Marketing:** Collaborate with local influencers, food bloggers, or other businesses for cross-promotion. Featuring them in Reels or having them create content related to the restaurant can widen the audience reach.

9. Conclusion:

In conclusion, leveraging Instagram Reels to promote a restaurant offers a dynamic and engaging platform to captivate audiences, showcase culinary expertise, and entice potential customers. The ability to convey a restaurant's ambiance, signature dishes, behind-the-scenes glimpses, and

special events in short, visually compelling clips can significantly enhance brand visibility and attract a wider audience. The interactive nature of Reels, with its potential to go viral and reach diverse demographics, presents an unparalleled opportunity for creative storytelling and fostering connections with both local patrons and a global online community. By consistently producing high-quality, innovative content on Instagram Reels, restaurants can not only increase their visibility but also solidify their brand identity, ultimately driving foot traffic, boosting sales, and fostering a loyal customer base. The way restaurants market themselves, creating a powerful, immersive, and influential presence in the digital landscape has increased.