

NAAN MUDHALVAN

DIGITAL MARKETING

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PROJECT – 8

Brand Promo Video

Create a 60 sec promo video for your brand - using Canva, Camtasia etc and it should be a explainer video. To achieve this first write your script, then storyboard it, followed by creating an instructional design and then finally create your explainer video

Aim:

To create a Brand Promo video for our business brand using Canva, Camtasia etc.

Procedure:

Industry Selection:

- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points – we have selected the automobiles industry due to our interest in vehicles.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website – We have chosen **TurboSonic** as our brand.

Designing a Logo

- Create a logo that reflects the brand's identity, values, and target audience.
- Choose a color palette that aligns with your brand and industry.
- Ensure the logo is versatile and looks good in various sizes and formats.



Creating the promo Script

[Opening shot: Close-up of the Turbo Sonic logo on the car]

Narrator (excitedly): Are you ready to experience the future of automotive engineering? Get ready to buckle up and hold on tight because we're about to take you on an exhilarating ride with the Turbo Sonic - the automobile that's redefining what it means to be fast, sleek, and powerful.

[Cut to close-up shots of the Turbo Sonic's engine]

Narrator: The heart of the Turbo Sonic beats with pure power. Equipped with an advanced turbocharged engine, this machine is built to deliver nothing but pure adrenaline. Whether you're cruising through city streets or tearing up the racetrack, the Turbo Sonic's engine provides a thrilling acceleration that will leave you breathless.

[Cut to interior shots of the Turbo Sonic]

Narrator: Step inside, and you'll be greeted with a luxurious and high-tech cockpit. The cutting-edge infotainment system seamlessly integrates with your mobile devices, keeping you connected and entertained every step of the way. And with the effortless handling and responsive steering, the Turbo Sonic gives you a driving experience that is unparalleled in its class.

[Cut to shots of the Turbo Sonic performing various maneuvers]

Narrator: But it's not just about straight-line speed. The Turbo Sonic is a true performer in every aspect. With its advanced suspension system and precise engineering, this car glides through corners with surgical precision, hugging the road like it's on rails. Every twist and turn becomes an opportunity to showcase the Turbo Sonic's impeccable handling and stability.

[Cut to a variety of shots highlighting the Turbo Sonic's safety features]

Narrator: Safety is always a priority when it comes to the Turbo Sonic. Equipped with state-of-the-art safety features such as anti-lock braking system, traction control, and multiple airbags, this car ensures that you stay protected no matter what the road throws at you. The Turbo Sonic sets the benchmark for automotive safety, giving you peace of mind on every journey.

[Cut to a shot of the Turbo Sonic parked, with the narrator standing next to it]

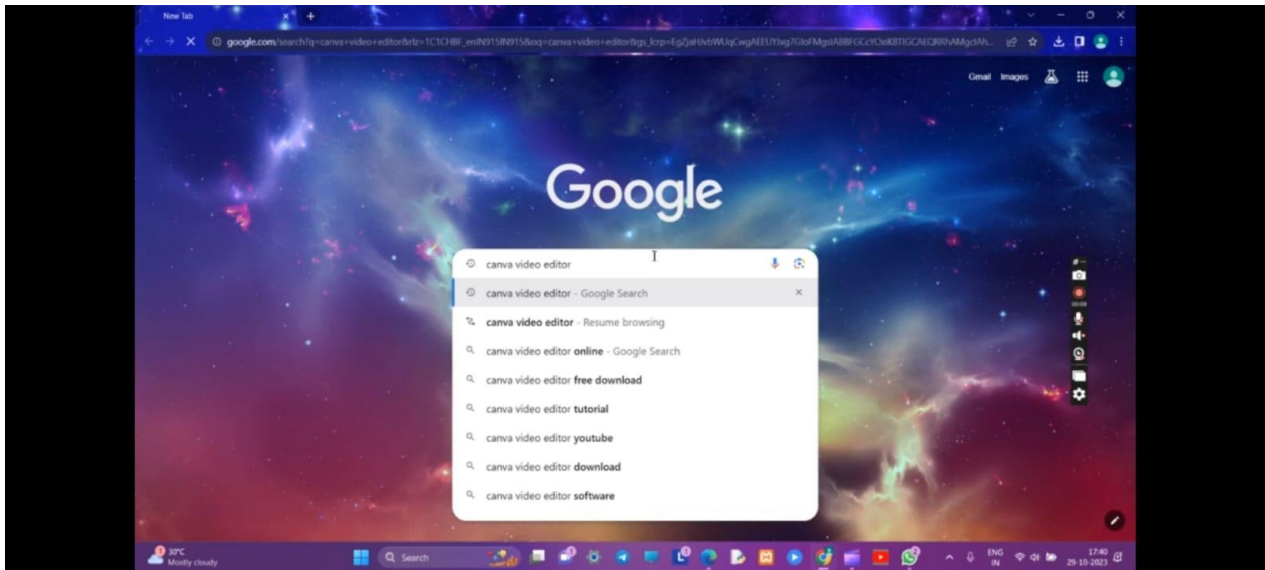
Narrator: So, whether you're a thrill-seeker or simply appreciate the finer things in life, the Turbo Sonic is the automobile you've been waiting for. From its striking design to its exhilarating performance, this car is truly in a league of its own.

[Closing shot: Wide-angle shot of the Turbo Sonic driving off into the distance]

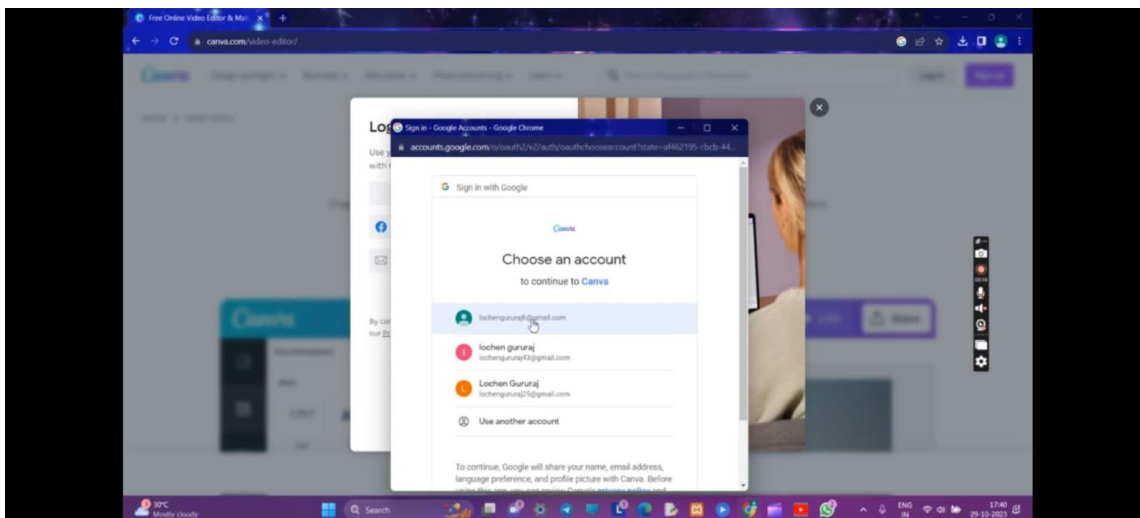
Narrator: Prepare to rewrite the rules and redefine what it means to truly experience the joy of driving. The Turbo Sonic - where speed, style, and power merge into one unforgettable journey.

Designing the promo video using canva:

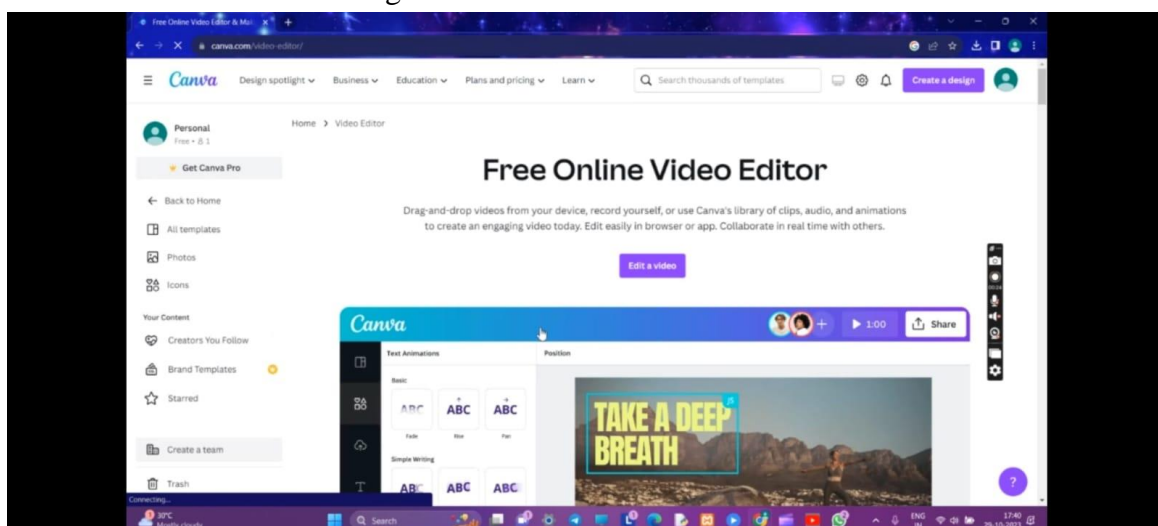
- Search Canva video on google



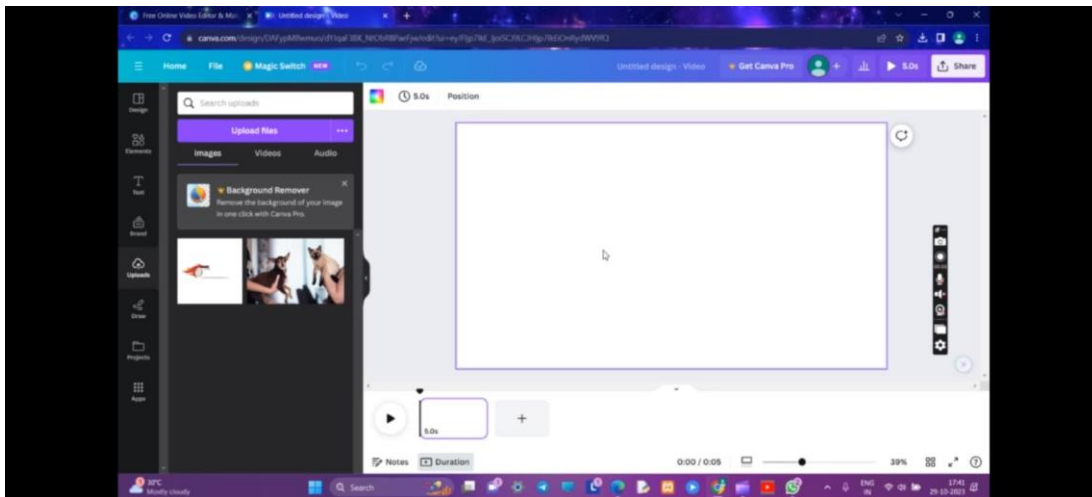
- Create an account on canva video



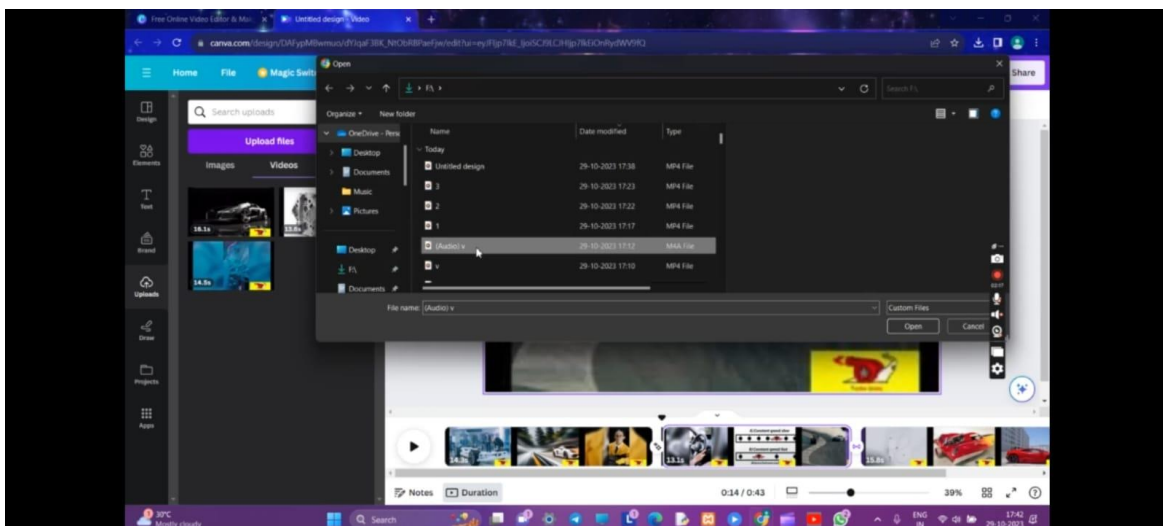
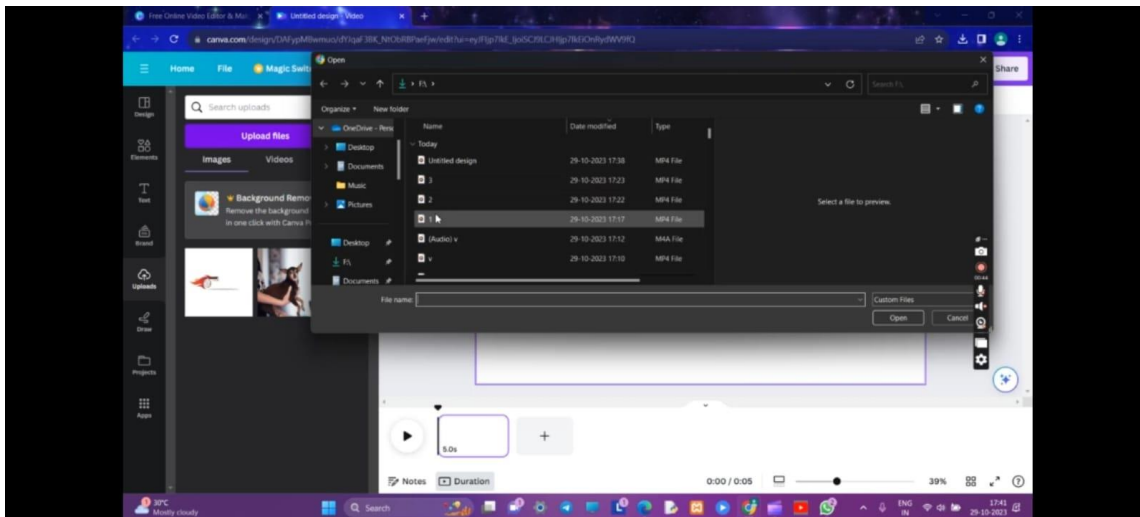
- Click on Create a design



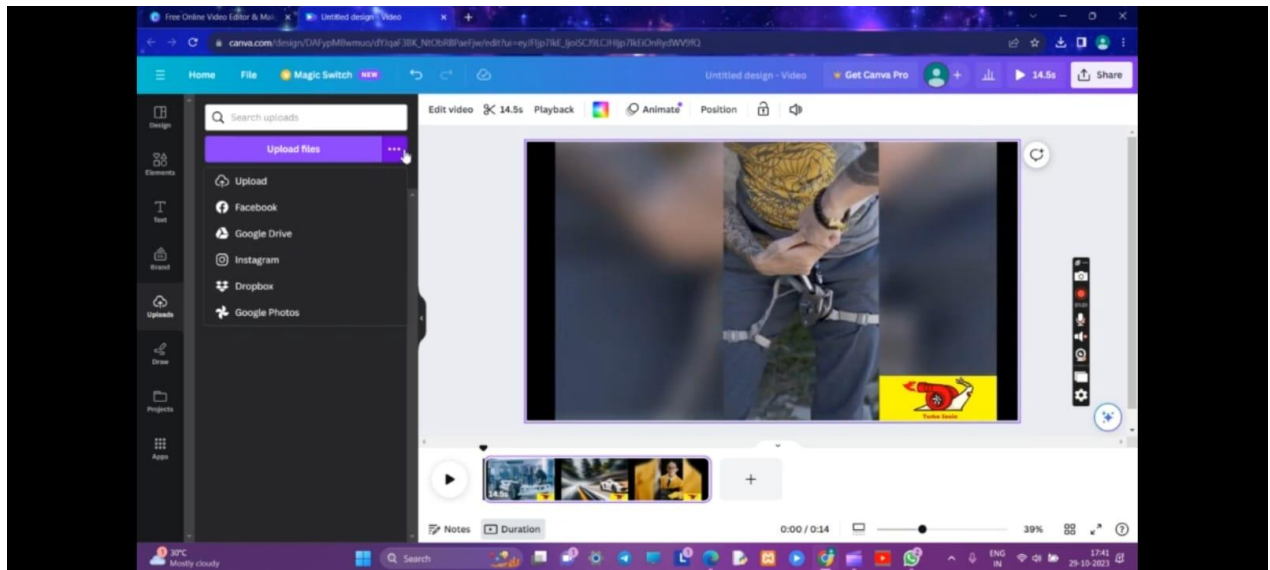
- Select a template



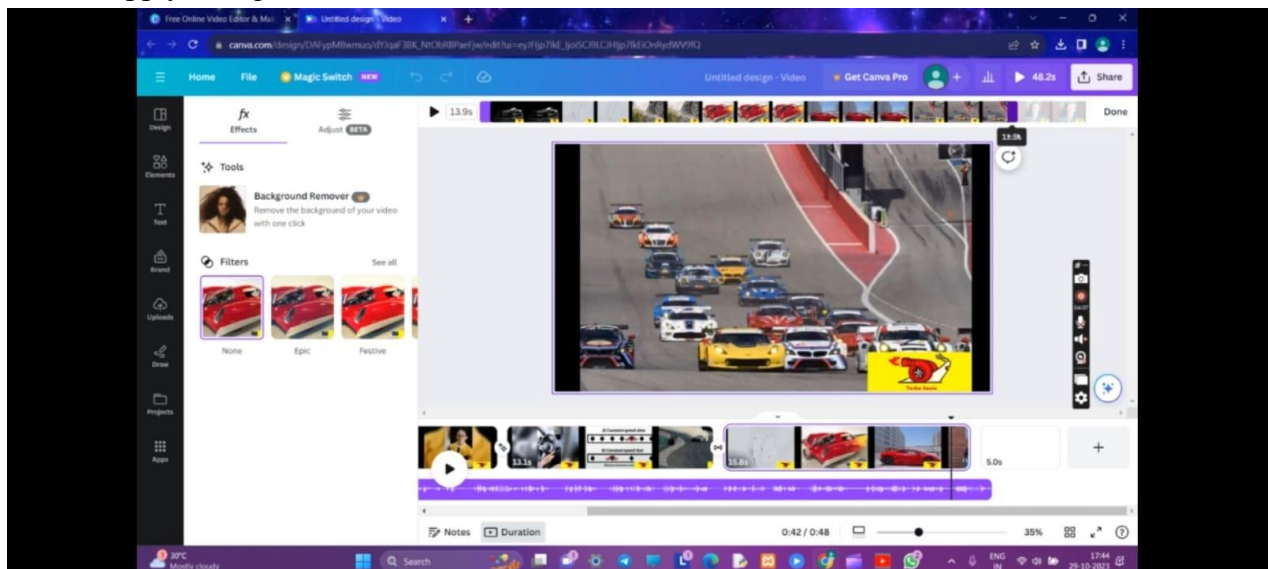
- Upload Stock Videos and Generated audio script



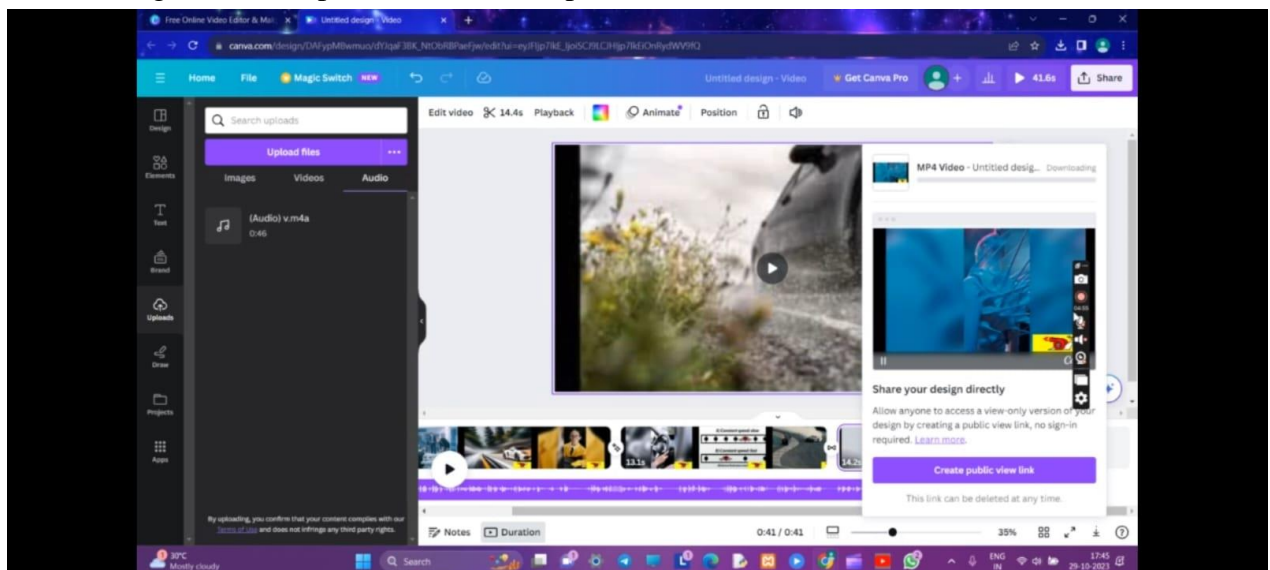
- Edit uploaded clips together into a coherent video



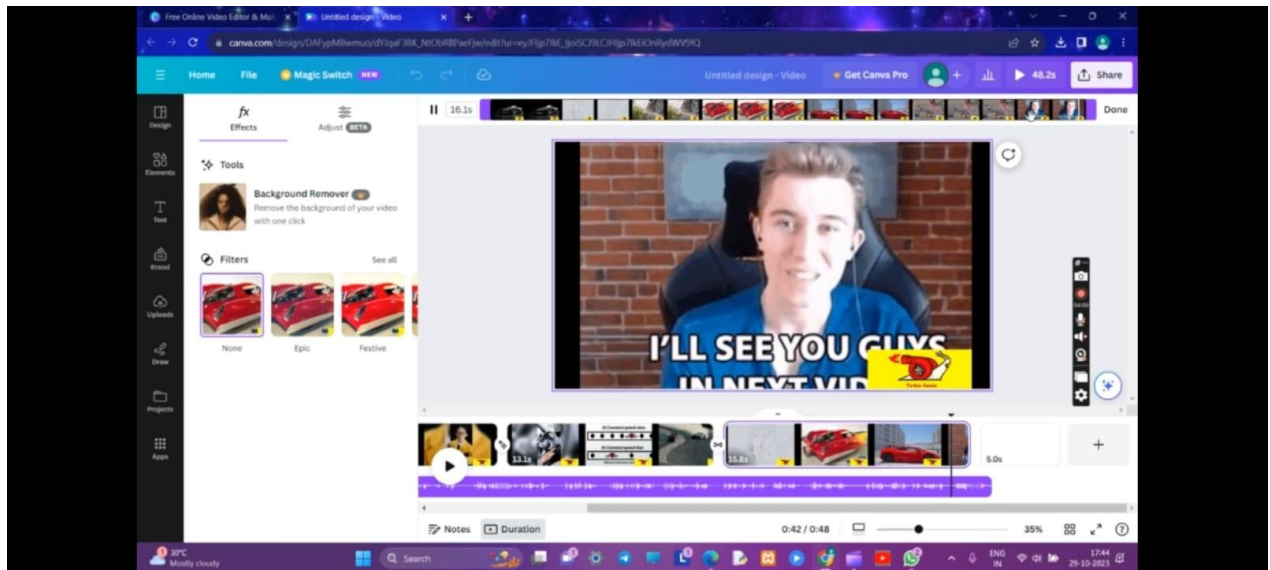
- Apply background transitions to match the brand motives



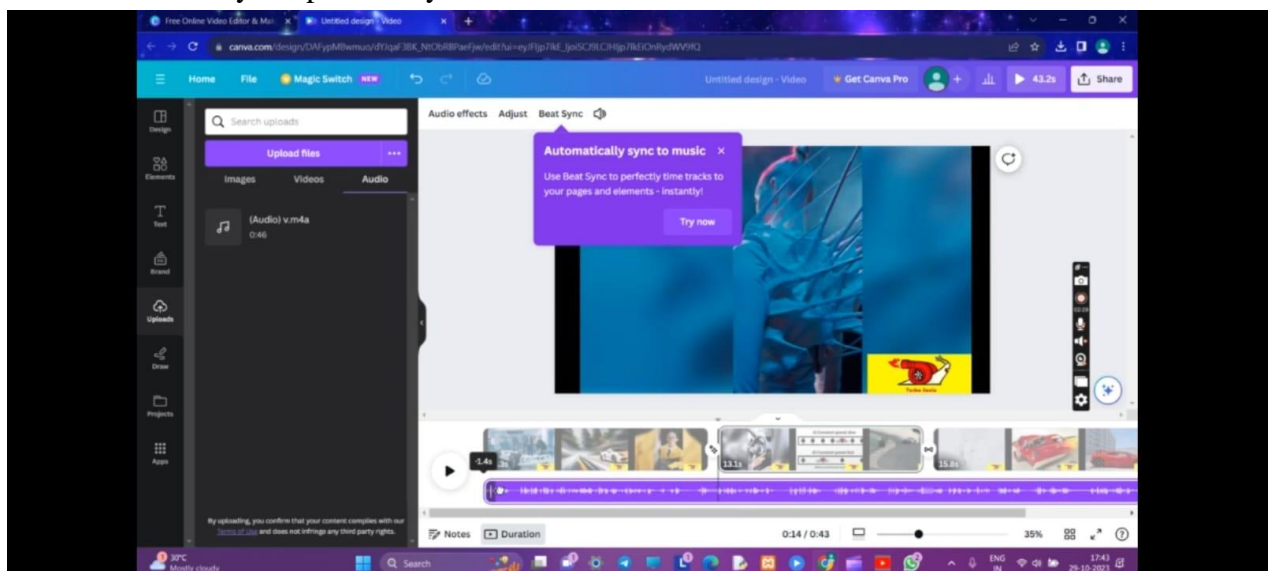
- Integrate the scripted audio into the promo video



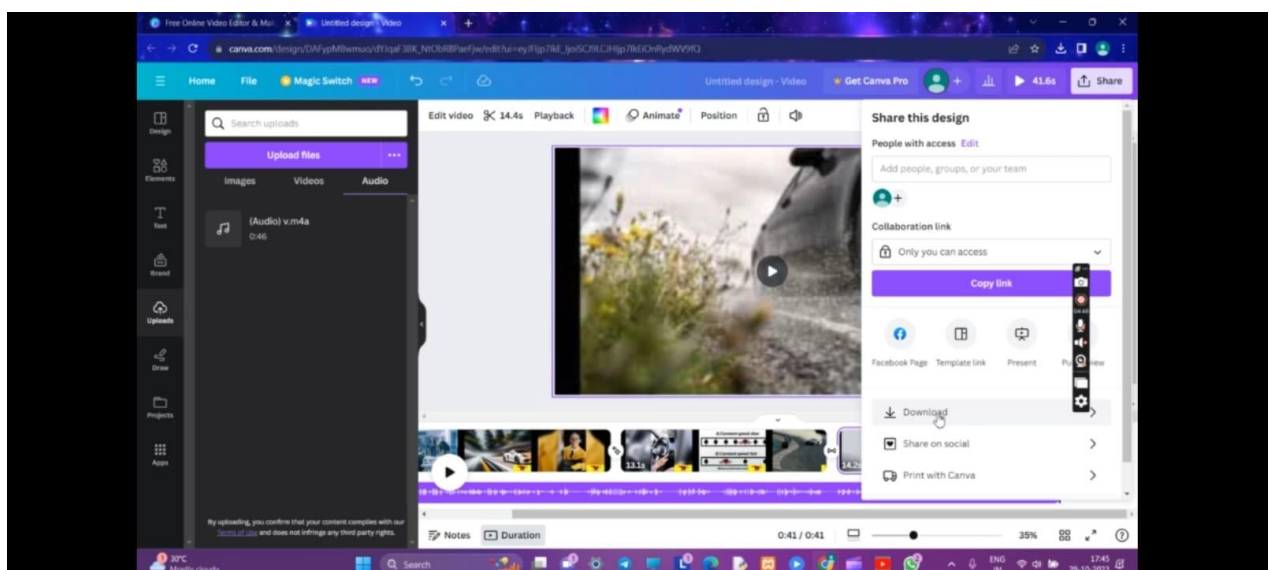
- Remove unwanted portions the video



- Use auto sync option to sync the audio



- Save and Download the video



Result:

- **Industry Name:**
[TurboSonic](#)
- **Industry Type:**
[Automobiles Company](#)
- **Promo video:**
<https://youtu.be/FbVflxAUceE?si=Y6mPIFTQ23az2INo>
- **Promo Video Making:**
<https://youtu.be/fpwKLYj0PI0?si=deiDNAAtPL8DaANe3>