

IDEATION PHASE

Define the Problem Statements

Date	4 November 2023
Team ID	NM2023TMID10148
Project Name	How to create a Brand Promo Video using Canva.

Problem Statement:

The task at hand is to produce an engaging and visually appealing promotional video for a specific brand or business using Canva, a popular online design and video editing platform. This video should effectively convey the brand's message, values, products, or services, and captivate the target audience. The main key objectives are

Define the Brand Identity: Clearly understand the brand's identity, including its mission, vision, values, and unique selling points.

Target Audience Analysis: Identify and understand the target audience for the brand, considering demographics, interests, and preferences.

Content Planning: Develop a content plan that outlines the key messages, visuals, and calls to action that need to be included in the promo video.

Storyboard Creation: Create a storyboard or outline of the video's sequence, including the scenes, transitions, and any text or graphics to be incorporated.

Visual Design: Utilize Canva's design features to create or source high-quality visuals, such as images, videos, and graphics, that align with the brand's style and messaging.

Text and Copywriting: Craft compelling and concise copy for any text elements in the video, such as titles, captions, and on-screen messages.

Video Editing: Assemble and edit the video content using Canva's video editing tools, ensuring smooth transitions, music, and any necessary effects.

Branding Elements: Incorporate the brand's logo, colors, and other branding elements consistently throughout the video.

Music and Audio: Select suitable background music or sound effects that enhance the video's mood and message.

Review and Revisions: Review the video multiple times, seeking feedback and making necessary revisions to improve its quality and effectiveness.

Export and Distribution: Once the video is finalized, export it in the appropriate format for the intended distribution channels, such as social media, websites, or email marketing.

Measuring Success: Define key performance indicators (KPIs) to measure the video's success, such as views, engagement, and conversions, and implement a plan for monitoring and analyzing these metrics.