



WHAT THEY SAY

I'm interested in showcasing our brand collections effectively.

I'm interested in making a video that showcases our new arrivals

I wonder how to make my brand promo video stand out



WHAT THEY THINK

I wonder how to make my brand promo video stand out

I'm thinking about how to effectively incorporate our brand logo and collections into the video

I'm curious about the metrics and analytics to measure the video's success



Evaluates the potential reach and impact of a brand promo video

Assesses the availability of multimedia assets for use in the video

Attempts to design a storyboard or plan for the brand promo video

They could be curious about the exclusive offer for the Regal Elixir collections and may want to know more

There might be a level of anxiety about the competition and the need to create a video that stands out in a crowded digital landscape

The opportunity to promote their brand through video could leave them feeling optimistic about their brand's future



WHAT THEY DO



WHAT THEY FEEL