



Motion Designer Assignment

Assignment : Social Media Campaign

Client Name : Yumleys

Instagram link : <https://www.instagram.com/yumleysofficial/>

Objective:

Create a 10–15 second motion graphic video for an FMCG product – Yumleys Dry Fruits. This assignment is designed to evaluate your creative skills, technical proficiency, and understanding of brand positioning for a consumer product.

Creative Direction

- Product: Dry Fruits (e.g., almonds, cashews, pistachios, or a mixed pack).
- Brand Name: Yumleys.
- Target Audience: Health-conscious individuals, young professionals, and families.
- Tone & Style:
 - Fresh, energetic, and vibrant.
 - Premium and aspirational.
 - Family-friendly with a modern aesthetic.

Video Requirements

- Length: 10–15 seconds.
- Content Ideas (Optional):
 - Introduce the product packaging (with Yumleys branding).
 - Highlight the benefits of dry fruits: health, energy, and natural goodness.
 - Include a tagline or slogan like: “Yumleys – Naturally Delicious, Always Nutritious.”
 - Add motion graphics for text and transitions to make the visuals dynamic.
 - End with the Yumleys logo and a call-to-action: “Choose Yumleys for a healthier you!”
- Format: 1080x1920 for social media platforms.

Technical Guidelines

1. Software to Use: Any of your choice (Adobe After Effects, Premiere Pro, etc.).
2. Export Format: MP4 (H.264 codec).
3. Graphics and Assets:
 - You can create your own or use royalty-free stock images/videos (ensure copyright compliance).
 - Use placeholders if necessary for Yumleys branding.

Deadline: 24 hours of the text received

Good Luck!

Regards,

Team Digilligent