Ideation Phase
Define the Problem Statements

Date	04 November 2023
Team ID	NM2023TMID10723
Project Name	Digital Marketing
Maximum Marks	2 Marks

The problem statement here is to create a compelling brand name, brand mail (possibly meaning an email address associated with the brand), and a brand logo using Canva. This involves distilling the essence of the project into a concise yet impactful paragraph, brainstorming potential brand names that align with the brand's identity and industry, and crafting a one-paragraph project description that effectively communicates the mission, target audience, and unique value proposition. The challenge is to create these branding elements that capture the essence of the project and immediately engage the audience's attention and interest.