

# **HOW TO CREATE BRAND PROMO VIDEO USING CANVA**

## **PROJECT REPORT**

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|-------------|--|
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# **1.Introduction**

## **1.1Overview**

The "Create Brand Promo Video Using Canva" project is a dynamic and user-centric initiative designed to simplify the process of crafting compelling brand promo videos. Leveraging the versatile capabilities of Canva, a widely recognized online design platform, this project empowers users to seamlessly create brand promo videos that captivate their target audience.

## **1.2Purpose**

The purpose of the "Create Brand Promo Video Using Canva" project is to provide a user-friendly and efficient platform for individuals and businesses to craft captivating brand promo videos. These videos serve as powerful marketing tools to enhance brand visibility, engage audiences, and drive conversions. The project addresses the following key purposes:

### **Simplified Video Creation:**

- To simplify the complex process of brand promo video production, enabling users to create high-quality videos without extensive design or technical expertise

### **Enhanced Brand Promotion:**

- To empower businesses and individuals to effectively promote their products, services, events, or content through visually compelling brand promo videos.

### **User-Friendly Experience:**

- To ensure that users, regardless of their design proficiency, can comfortably navigate the platform and create videos with ease.

### **Customization and Brand Alignment:**

- To allow users to tailor videos to their brand's identity by seamlessly incorporating logos, slogans, colors, and other brand-specific elements.

### **Rich Media Resources:**

- To provide users with access to a diverse media library, including stock media and user-uploaded assets, facilitating the creation of engaging videos.

### **Collaboration and Sharing:**

- To support real-time collaboration among team members and the easy sharing of video projects, streamlining teamwork and project review processes.

## Flexible Export Options:

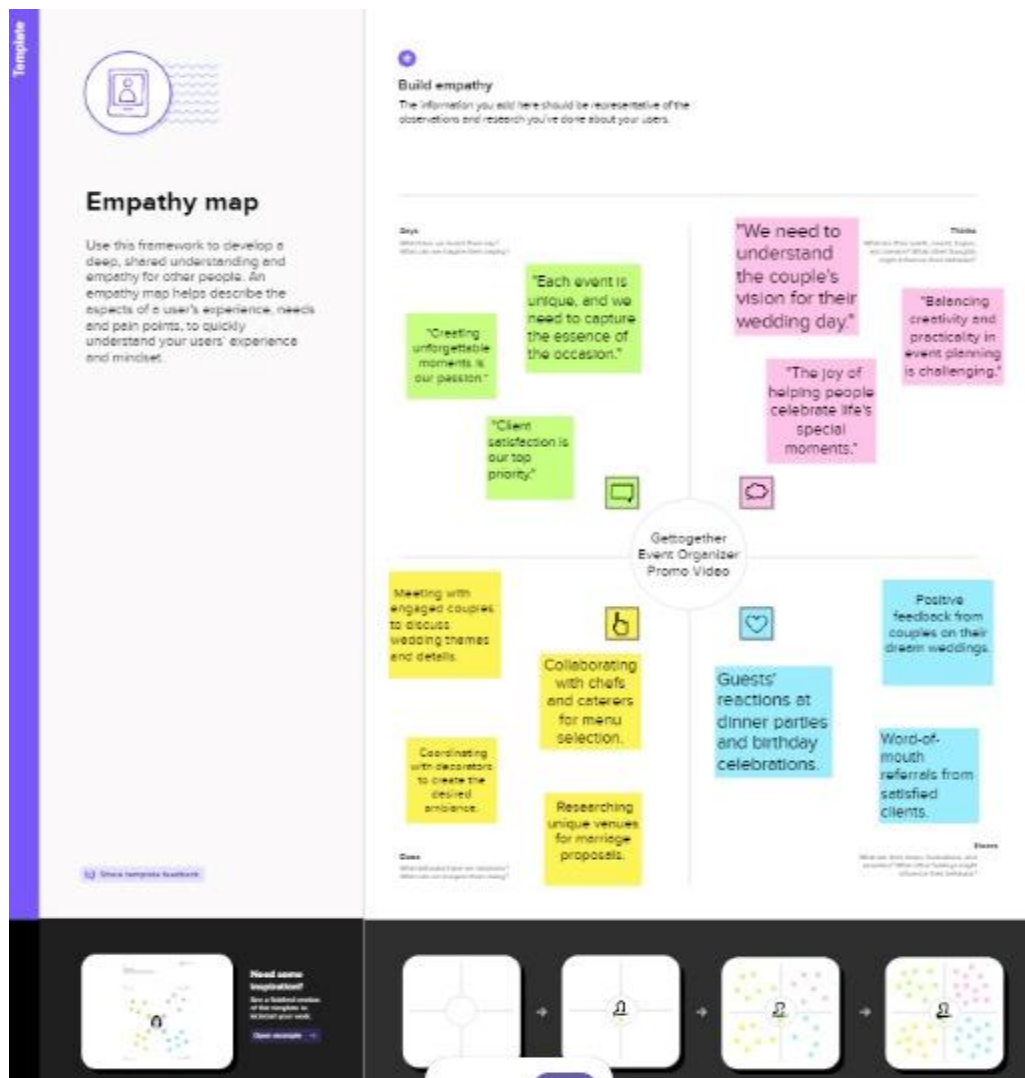
- To enable users to export their videos in various formats and resolutions, ensuring compatibility with multiple online platforms and devices.

## User Support and Sustainability:

- To offer user support, including user guides, tutorials, and a feedback mechanism, and to establish a revenue model to sustain and further develop the project.

## 2.Problem Definition & Design Thinking

### 2.1 Empathy Map



The collage features a variety of project management and business planning templates. At the top left, there's a 'Brainstorm & idea prioritization' template with a circular diagram for brainstorming and a list of ideas. Next to it is a 'Gantt chart' template showing a timeline with tasks and dependencies. Below that is a 'PERT chart' template with a network diagram and a list of activities. To the right of the Gantt chart is a 'SWOT analysis' template with a 2x2 matrix. Below the PERT chart is a 'Organizational chart' template showing a hierarchy of roles and responsibilities. At the bottom left, there's a 'Mobile app interface' template showing a list of items with checkboxes. To its right is a 'Mobile app interface' template showing a list of items with checkboxes. At the bottom right, there's a 'Mobile app interface' template showing a list of items with checkboxes. The templates are presented in a grid-like fashion, with some showing mobile app interfaces at the bottom.

### 3.RESULT

#### HOW TO CREATE BRAND PROMO VIDEO USING CANVA

**Brand Name: Get-Together**

**Category: Event Organizer**

**Target Audience: All (Men, Women and Kids)**

**Email : [gettogther0707@gmail.com](mailto:gettogther0707@gmail.com)**



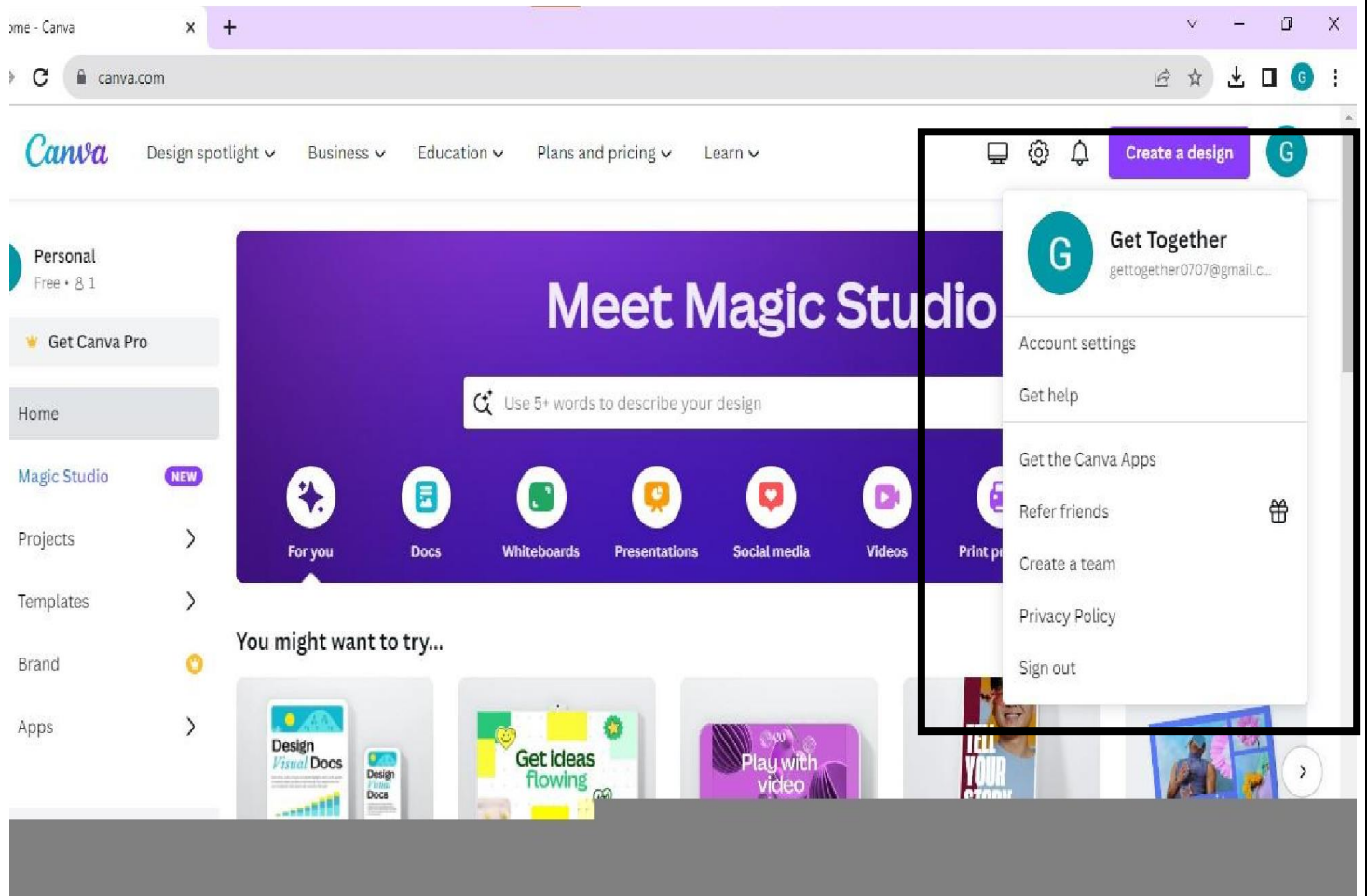
# Documentation - With Attached Screenshots for Video Creation

## Introduction

Welcome to the documentation for creating a brand promo video for Get-Together, your event organising brand, using Canva. In this guide, we will walk you through the steps to design an engaging and impactful promotional video. This document will include a step-by-step walkthrough, screenshots, and tips to help you get started.

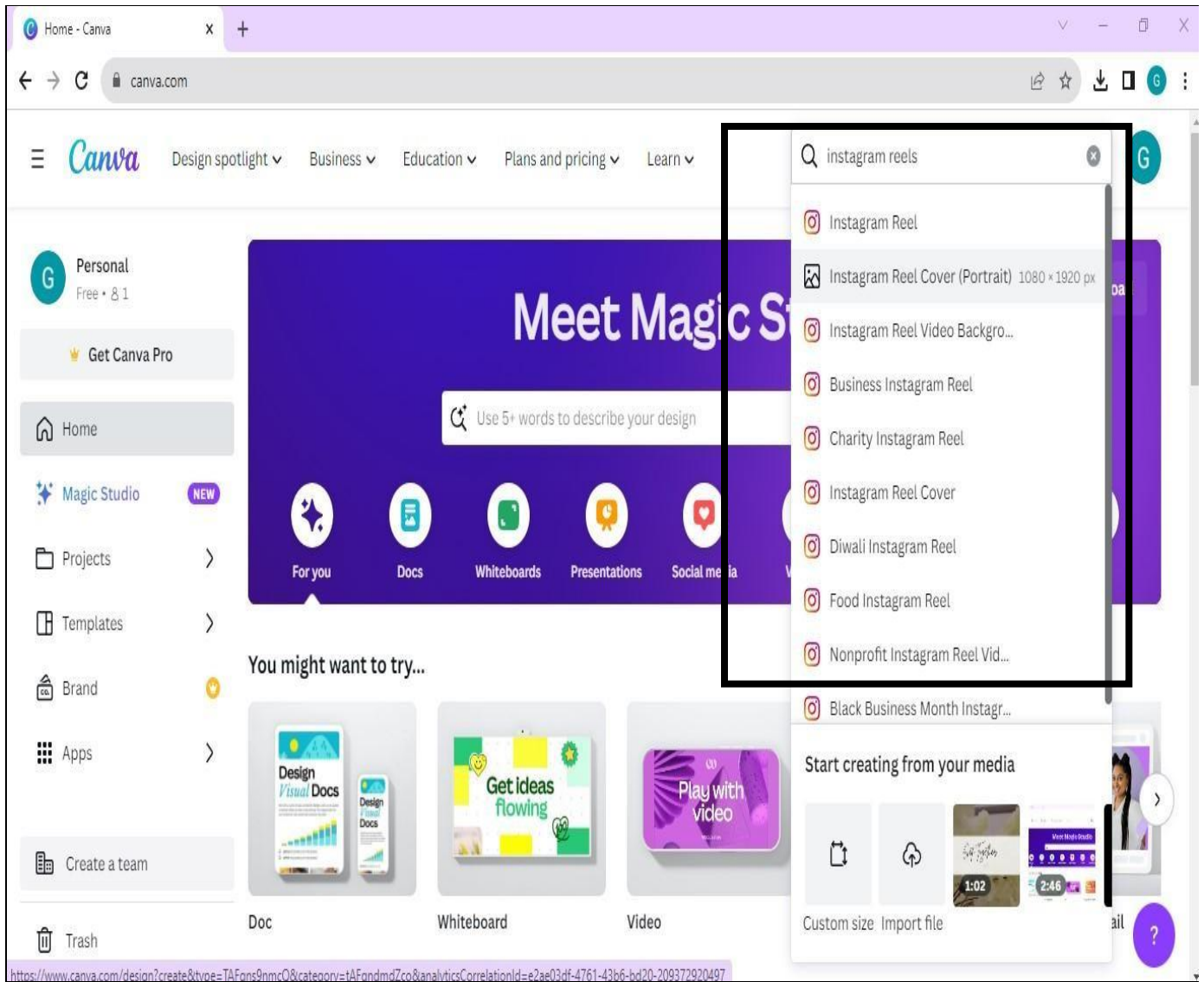
## Step 1: Sign up for Canva

- Go to the Canva website (<https://www.canva.com>).
- Sign up for a Canva account using your email address.



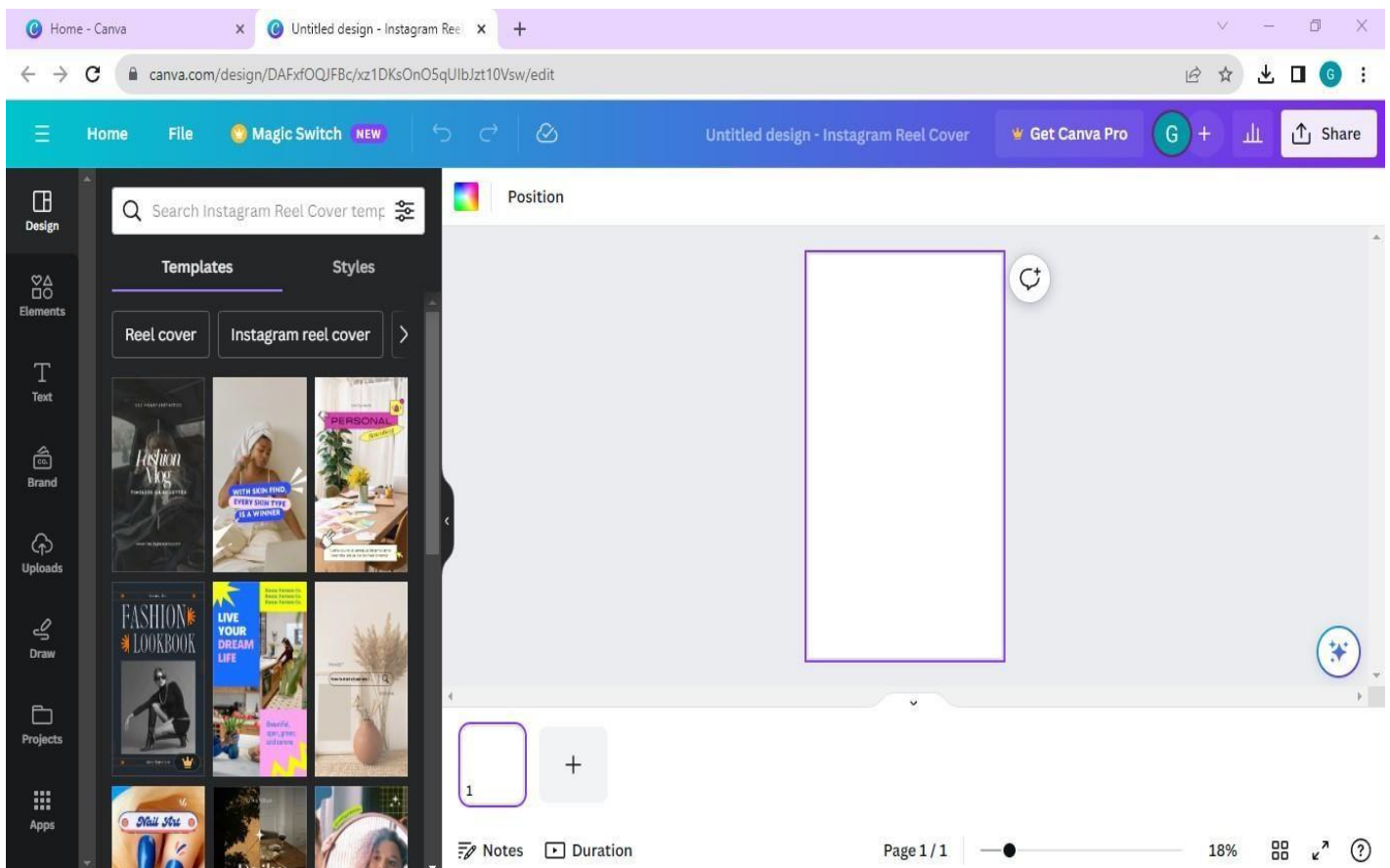
## Step 2: Access Canva's Video Maker

- Once you're logged in, click on "Create a design" and select "Video"



### Step 3: Choose a Video Template

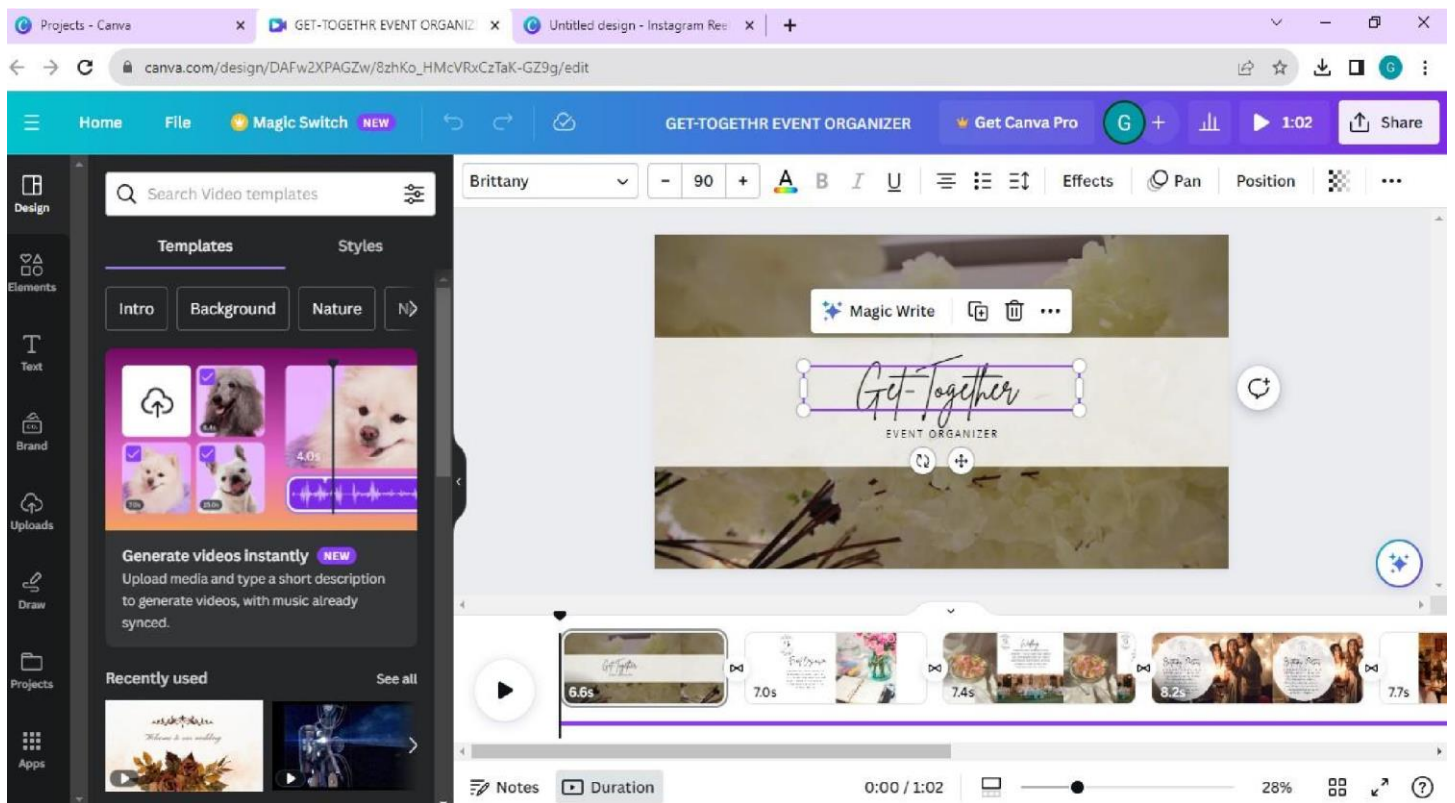
- Browse through Canva's collection of video templates. You can search for templates related to event organizing and branding.
- Select a template that suits your promotional message.





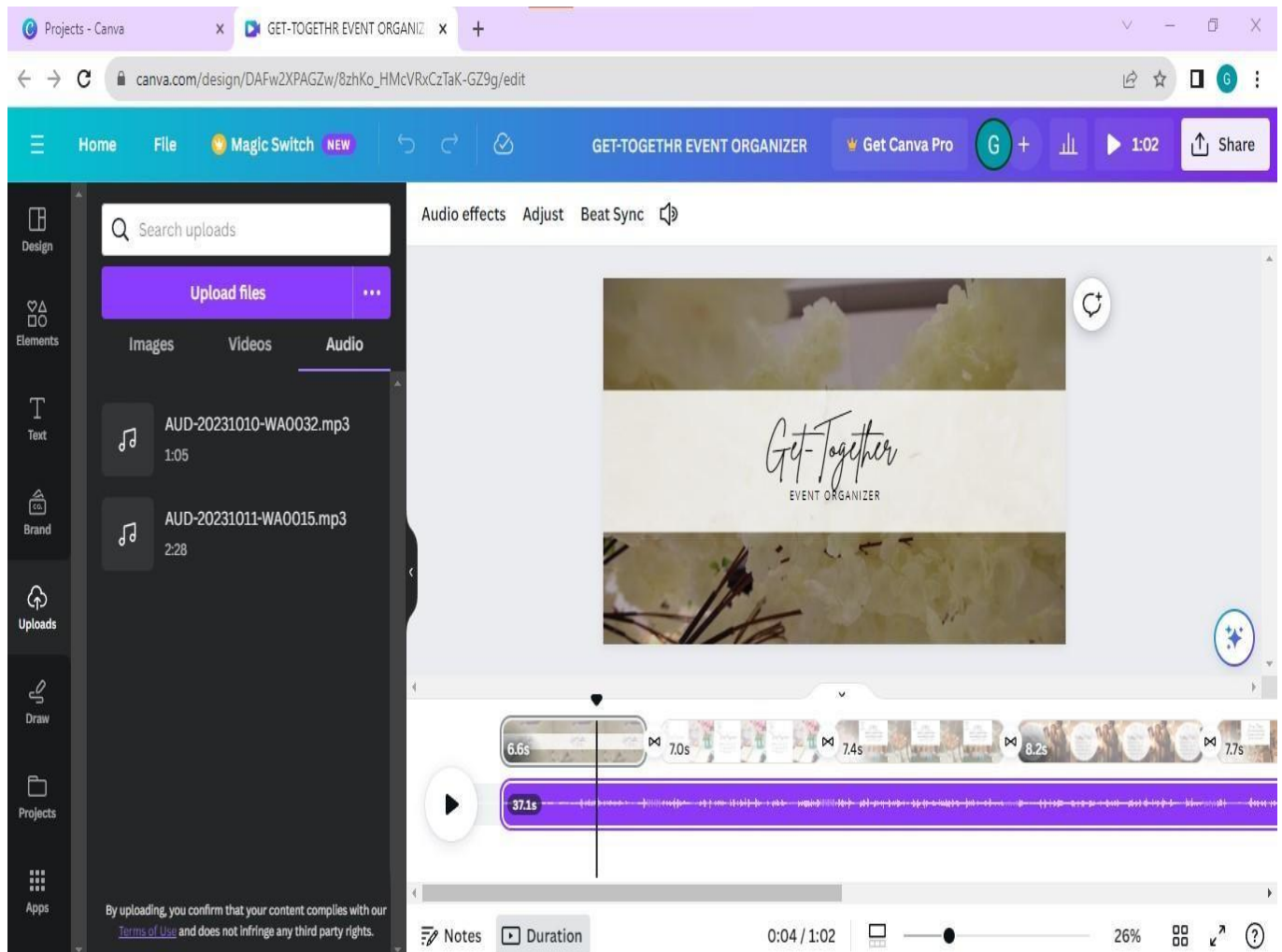
## Step 4: Customize Your Video

- Use Canva's user-friendly video editor to personalize the template.
- Replace sample text with your brand's message and add visuals related to your event organizing services.
- Adjust fonts, colors, and transitions to match your brand's style.



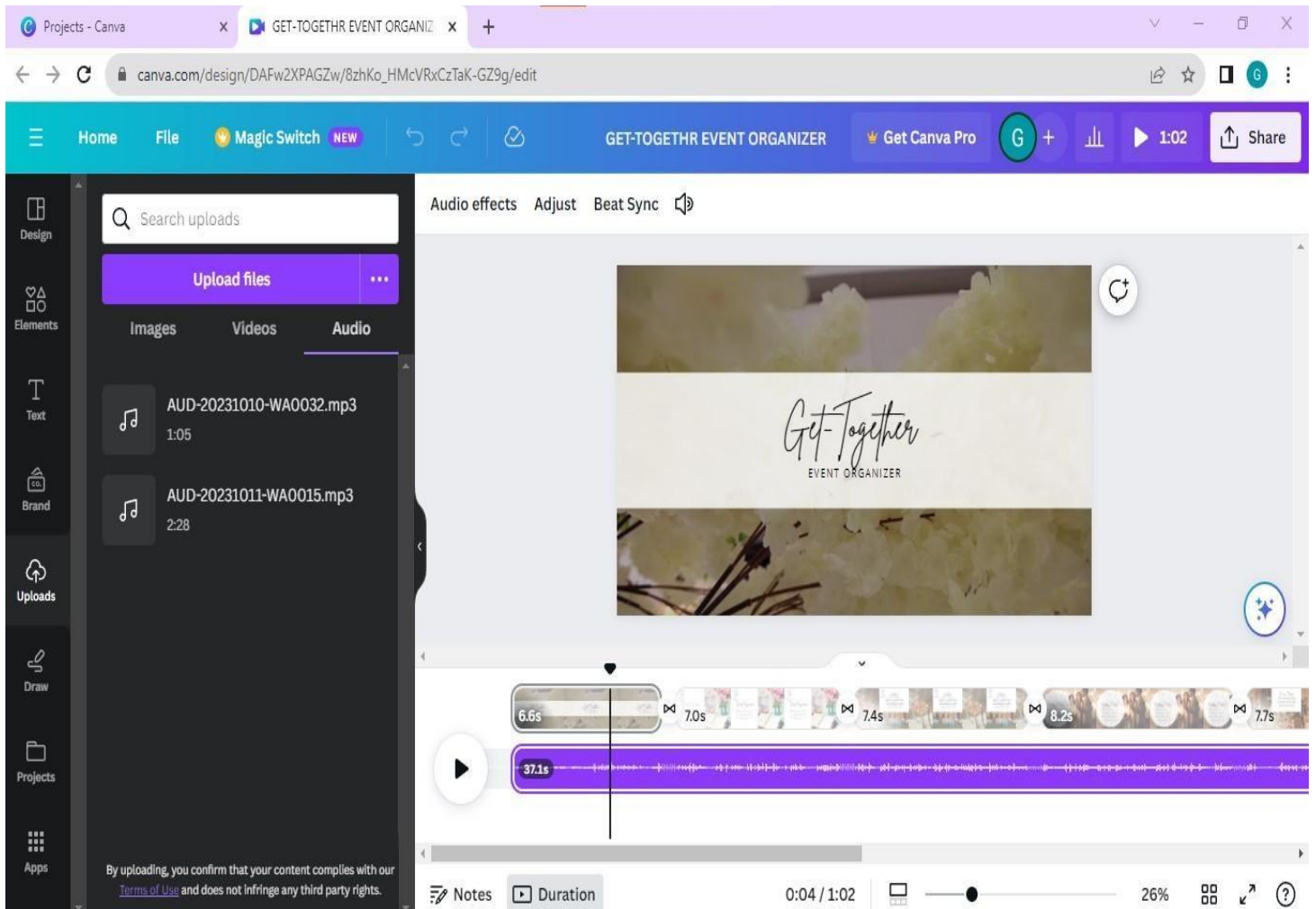
## Step 5: Add Background Music

- Enhance the impact of your promo video by adding background music.
- Canva offers a library of music and sound effects that you can use.



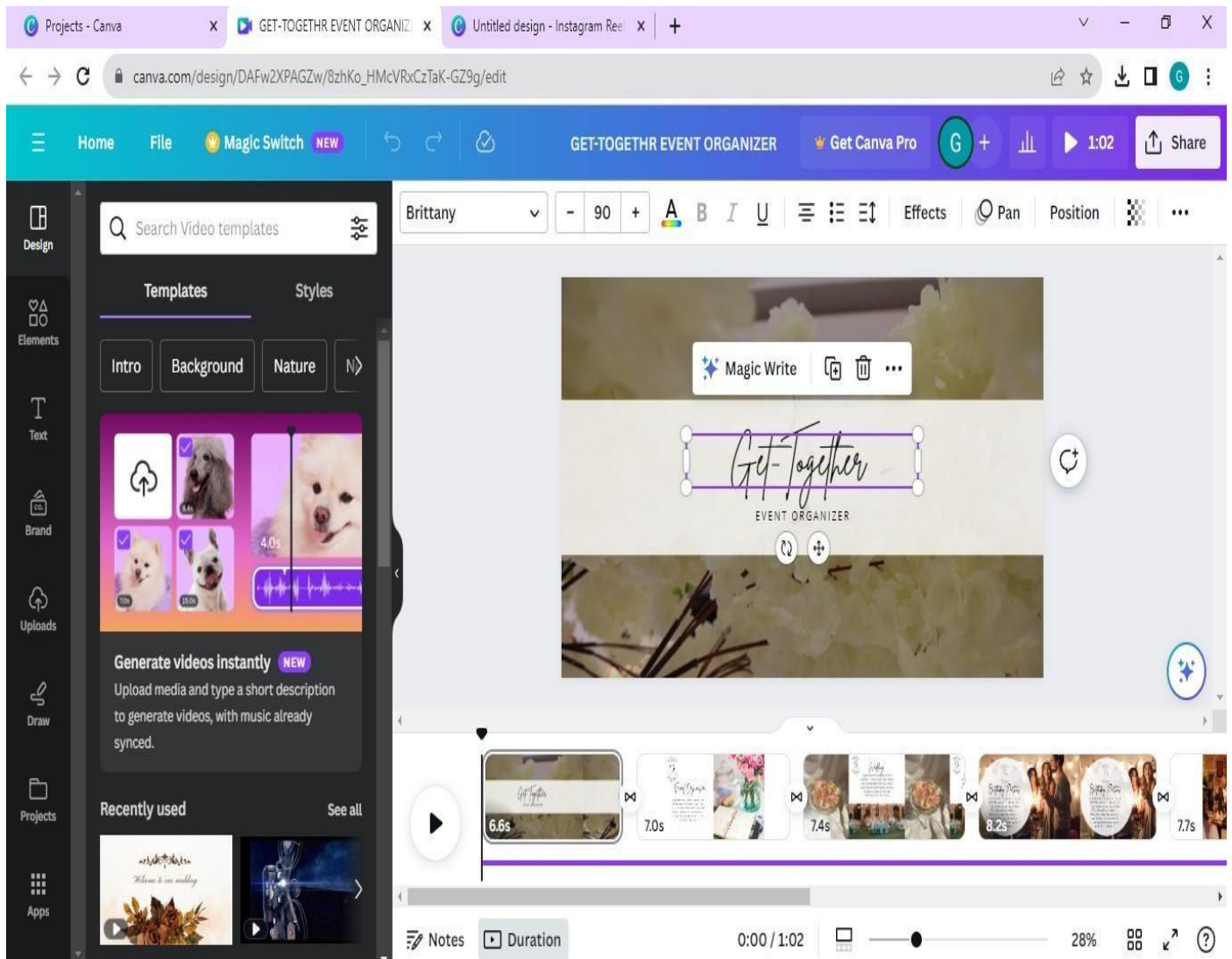
## Step 6: Add Voiceover (Optional)

- If you want to include a voiceover, you can record and add it directly in Canva.
- Ensure the voiceover complements your brand's message.



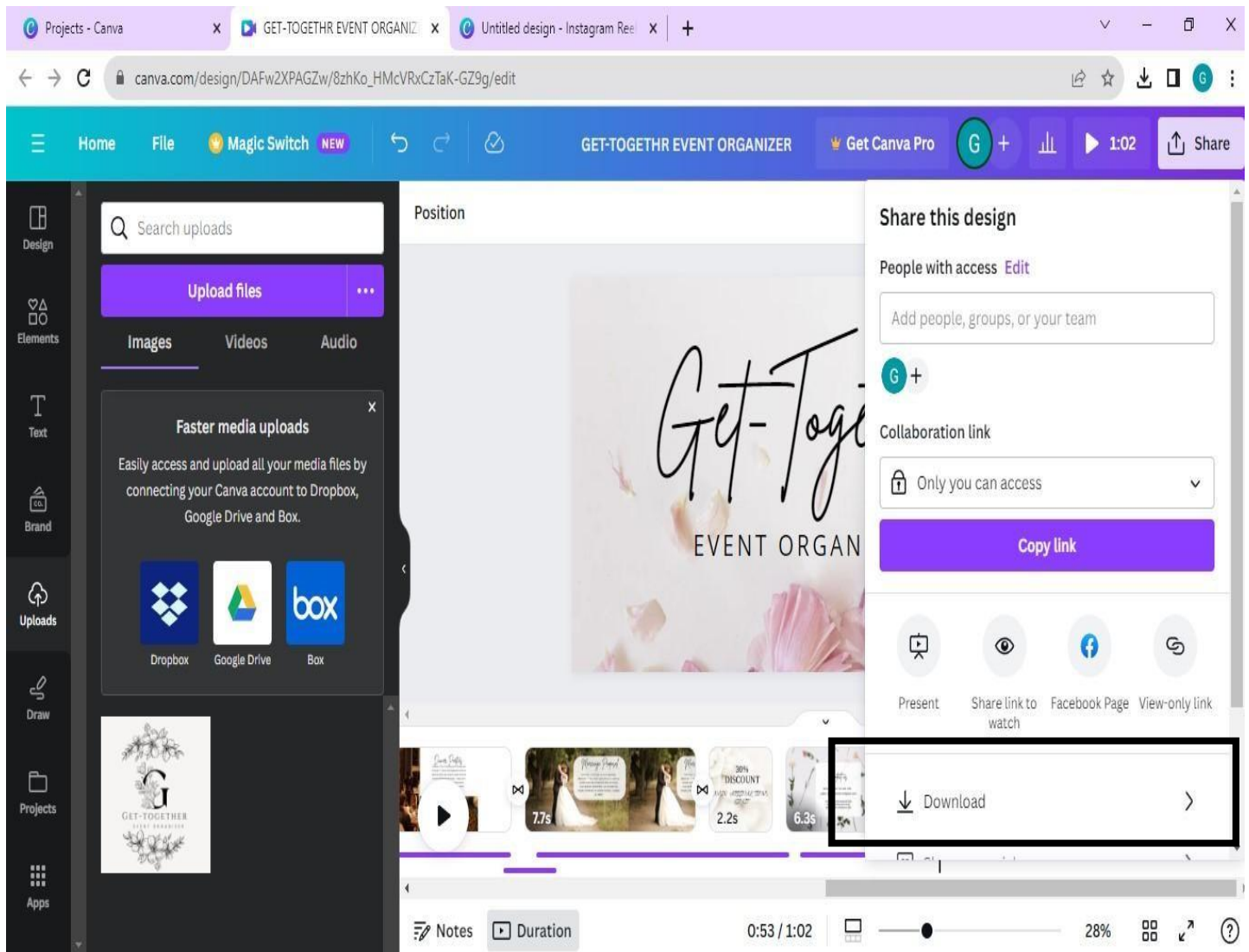
## Step 7: Preview Your Video

- Before finalizing, preview your video to check for any issues or inconsistencies.
- Make sure that the timing, visuals, and audio are all aligned with your brand's message.



## Step 8: Export Your Video

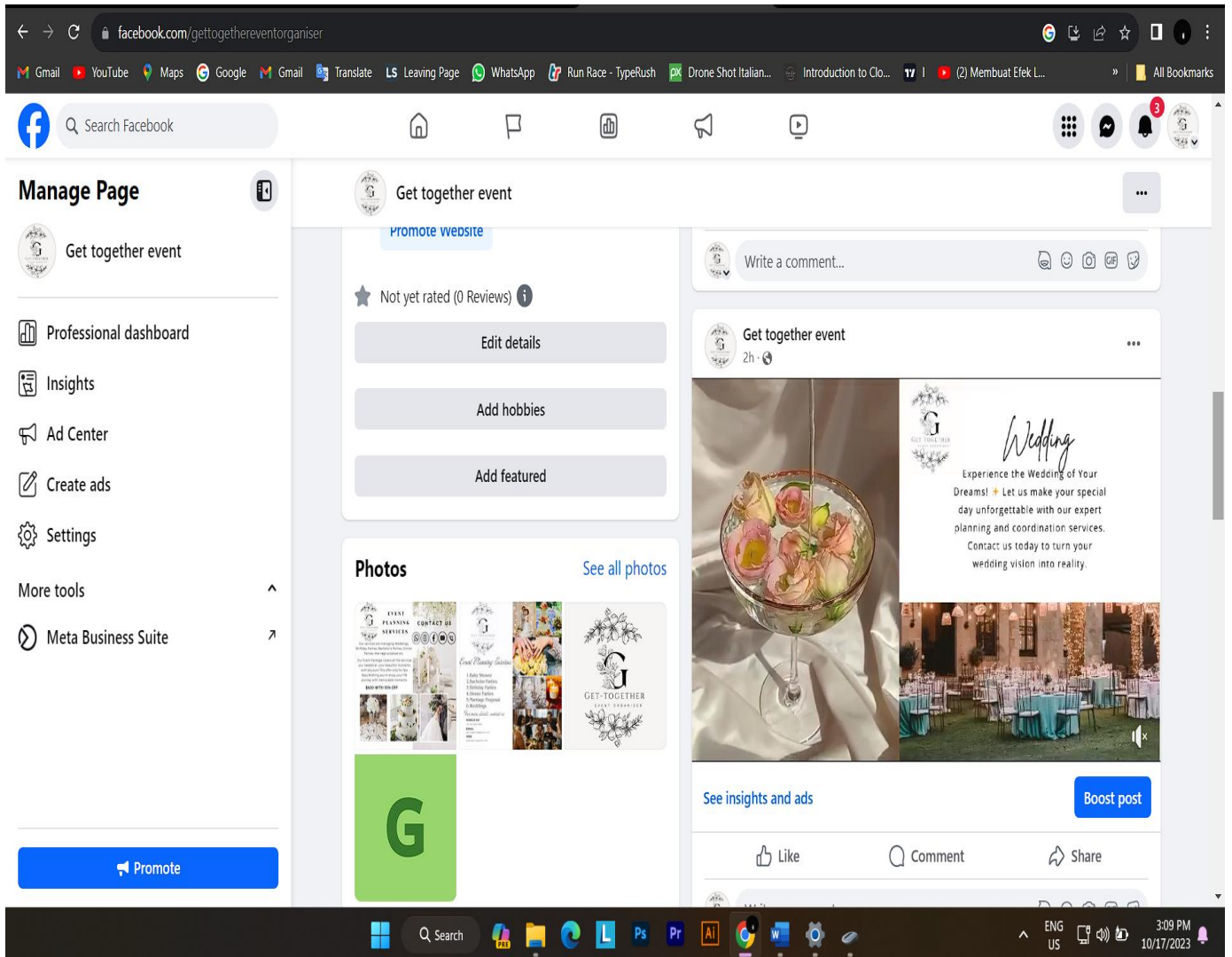
- Once you are satisfied with your promo video, click the "Export" button within Canva.
- Choose the appropriate video quality settings.





## Step 9: Share Your Video

- You can share your video directly from Canva to social media, email, or other platforms.
- Promote your brand effectively by reaching your target audience through various channels.



## **OUR PROJECT LINKS**

FACEBOOK LINK: <https://www.facebook.com/gettogethereventorganiser>

BLOGGER.COM LINK: <https://eventorganising-gettogether.blogspot.com>

GITHUB LINK: <https://github.com/DRishika07/Digital-marketing>

PROMO VIDEO LINK:

[https://drive.google.com/file/d/13rLHPFd3JvLfOWhoZsK-OLPmITXy89Bh/view?usp=drive\\_link](https://drive.google.com/file/d/13rLHPFd3JvLfOWhoZsK-OLPmITXy89Bh/view?usp=drive_link)

DEMO LINK:

[https://drive.google.com/file/d/12vggXOVunw39ne-V5PJ2\\_1f8lsAed4-f/view?usp=drive\\_link](https://drive.google.com/file/d/12vggXOVunw39ne-V5PJ2_1f8lsAed4-f/view?usp=drive_link)

## **4.ADVANTAGES & DISADVANTAGES**

### **Advantages:**

#### **User-Friendly Interface:**

Canva is known for its intuitive and user-friendly interface, which makes it accessible to individuals with limited video editing experience.

#### **Templates and Design Elements:**

Canva offers a variety of customizable templates and design elements that can help you create visually appealing promo videos. This can save time and effort in designing from scratch.

#### **No Software Installation:**

Canva is a web-based platform, so you don't need to install any software on your computer. It works on both Mac and Windows operating systems.

#### **Cost-Effective:**

Canva offers a free version with many useful features, and a paid version with more advanced capabilities. This can be cost-effective for small businesses and startups.

#### **Stock Media:**

Canva provides access to a library of stock images, videos, music, and other assets, which can be convenient for enhancing your brand promo video.

#### **Collaboration:**

Canva allows multiple team members to collaborate on a project, making it suitable for businesses with a team working on promotional content.

### **Disadvantages:**

#### **Limited Advanced Features:**

Canva's video editing capabilities are not as advanced as professional video editing software like Adobe Premiere Pro or Final Cut Pro. This means you may be limited in terms of complex transitions, effects, and fine-tuned control.

#### **Watermarks and Branding:**

The free version of Canva may add watermarks to your videos, which can detract from the professional look of your brand promo video. To remove these watermarks, you'll need a paid subscription.



### **Export Quality:**

The quality of video exports from Canva may not match the highest standards required for professional branding. You may face limitations in terms of resolution and format options.

### **Limited Customization:**

While Canva is user-friendly, it might not offer the same level of customization as dedicated video editing software. This could be a disadvantage if you have specific, unique requirements for your brand promo video.

### **Online Dependence:**

Using Canva requires an internet connection. If you're in an area with unreliable internet access, this could be a problem.

### **Limited Audio Editing:**

Canva's audio editing options are basic, so if your brand promo video relies heavily on sound and music, you might find the options lacking.

In summary, Canva is a valuable tool for creating brand promo videos, especially for those with limited video editing experience and tight budgets. However, it may not be suitable for those with very specific and complex video editing requirements or for projects that require the highest level of professional quality. It's important to weigh the advantages and disadvantages against your specific needs and resources before deciding to use Canva for your brand promo video.

## **5.APPLICATIONS**

Brand promo videos can be applied in various areas and industries to achieve specific objectives. Here are some common applications of brand promo videos:

### **Marketing and Advertising:**

Brand promo videos are widely used in marketing and advertising campaigns to promote products, services, and businesses. They can effectively communicate brand messages and engage target audiences.

### **Social Media:**

Platforms like Facebook, Instagram, and YouTube are popular for sharing brand promo videos. These videos can help increase brand awareness, reach a wider audience, and generate user engagement.

### **E-commerce:**

E-commerce websites often use brand promo videos to showcase their products, demonstrate their features, and provide a more immersive shopping experience for online customers.

### **Product Launches:**

Companies use brand promo videos to create anticipation and excitement for new product launches. These videos can highlight the product's unique selling points and benefits.

### **Corporate Communications:**

In the corporate world, brand promo videos are used for internal and external communications. They can convey company values, mission statements, and corporate social responsibility initiatives to employees and stakeholders.

### **Events and Trade Shows:**

Brand promo videos are essential for promoting events, conferences, and trade shows. They can attract attendees, sponsors, and exhibitors by showcasing the event's value and opportunities.

### **Nonprofits and Fundraising:**

Nonprofit organizations leverage brand promo videos to raise awareness about their causes and engage potential donors. These videos can be emotionally compelling and encourage support.

### **Educational and Training:**

Brand promo videos can be used in the education and training sector to explain complex concepts, introduce courses, and provide instructional content. They are engaging and can improve learning outcomes.

### **Real Estate:**

In the real estate industry, brand promo videos can showcase properties, provide virtual tours, and convey the unique selling points of a property or real estate agency.

### **Entertainment and Creative Arts:**

Artists, musicians, and entertainers use brand promo videos to promote their work, such as music videos, art exhibitions, or performances.

## **6.CONCLUSION**

In conclusion, brand promo videos are a versatile and effective tool for marketing and communication across various industries. They have the potential to engage, inform, and persuade audiences, leading to increased brand visibility and business success. The application of brand promo videos is extensive, covering areas from marketing and advertising to education and entertainment.

When creating brand promo videos, it's essential to consider the target audience, the message to be conveyed, and the appropriate platforms for distribution. Additionally, while tools like Canva offer accessible video editing options, the choice of tools and techniques should align with the specific goals and production standards required for each application.

As digital marketing and online engagement continue to grow, brand promo videos will remain a critical component of effective branding and communication strategies for businesses, organizations, and individuals in today's multimedia-driven world.