



PLANET PULSE DRINK IN THE CHANGE

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College Code: 4116

Team Name: PE 0767

Project Title – Planet Pulse: Drink in the change

Executive Summary:

Our eco-friendly water bottle is a revolutionary product designed to address the growing concern over plastic waste and environmental sustainability. This water bottle is both reusable and contains biodegradable qualities, making it a perfect choice for environmentally conscious consumers. Crafted from sustainable materials, it provides a durable and long-lasting alternative to single-use plastic bottles. The biodegradable feature ensures that, even at the end of its lifecycle, the bottle will break down naturally, reducing its environmental footprint.

Key Features:

- Reusable Design
- Biodegradable Materials
- Stylish and Functional
- Safe and Non-toxic.

To effectively market this innovative product, we utilized several AI tools for creating promotional materials, including posters and advertisement videos with the help of “invideo.io” and “visme”.

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Project objective:

The project objective is to design a catchy advertisement for a new eco-friendly water bottle. But we want to avoid tired cliches and spark genuine interest. Time to craft a compelling prompt.

Context of the project:

- **Environmental Sustainability:** The advertisement would emphasize the bottle's eco-friendly materials and production processes. This might include using recyclable materials, reducing carbon footprint during manufacturing, or promoting reusability to cut down on single-use plastics.
- **Health Benefits:** The advertisement could highlight how the eco-friendly water bottle is free from harmful chemicals often found in plastic bottles, promoting it as a safer and healthier option for consumers.

- **Innovative Design:** If the bottle has unique design features or functionalities, such as a sleek design, convenient carrying options, or insulation for temperature control, these would be showcased to attract consumers looking for both style and functionality.
- **Social Responsibility:** The advertisement might also touch on the importance of responsible consumer choices in preserving the environment for future generations, tapping into the growing consumer trend of supporting brands with strong social and environmental values.
- **Call to Action:** Finally, the advertisement would likely include a call to action encouraging viewers to purchase the eco-friendly water bottle, perhaps with incentives like discounts for early adopters or limited-time offers to create a sense of urgency.

Background:

- **Problem Identification:** The project likely began with identifying the pressing issue of plastic pollution and its detrimental effects on the environment. With millions of plastic bottles ending up in landfills and oceans each year, there was a clear need for a sustainable alternative.
- **Market Research:** Extensive market research would have been conducted to understand consumer preferences and behaviors regarding water bottle usage. This would include insights into the growing demand for eco-friendly products and the willingness of consumers to pay a premium for sustainable options.
- **Product Development:** Based on the insights gained from market research, the team would have developed the eco-friendly water bottle.

This involved sourcing environmentally sustainable materials, designing an attractive and functional bottle, and ensuring that it met health and safety standards.

- **Innovation and Differentiation:** To stand out in a competitive market, the team likely focused on innovative features that set their water bottle apart from traditional plastic bottles. This could include advanced filtration systems, leak-proof designs, or customizable options.
- **Marketing Strategy:** The marketing team then devised a strategy to effectively communicate the benefits of the eco-friendly water bottle to consumers. This involved crafting compelling messaging that resonated with environmentally conscious individuals and leveraging various channels such as social media, digital advertising, and influencer partnerships.
- **Launch and Promotion:** The eco-friendly water bottle was launched with a coordinated marketing campaign aimed at generating buzz and driving sales. This could have included product giveaways, promotional events, and collaborations with environmental organizations to raise awareness about plastic pollution.

Problem statement:

Imagine you are a creative director at a dynamic marketing agency given the opportunity to launch a campaign for an innovative eco-friendly water bottle. This water bottle isn't just another reusable product, it integrates unique features like biodegradable materials that far surpass the usual durability standards and a design created in collaboration with renowned environmental

activists and designers. Your challenge is to convey these distinctive attributes in an advertisement that captures the essence of innovation and sustainability without falling into the trap of predictable environmental messaging

Scope:

Project Scope: Eco-Friendly Water Bottle

Objectives:

Develop and launch the eco-friendly water bottle that minimizes the environmental impact, promote sustainability and meets consumer needs.

1. Design and Production:

- Develop a sustainable water bottle made from eco-friendly materials.
- Ensure the bottle is reusable, recyclable, and biodegradable.

2. Market Research and Analysis:

- Identify target market demographics and preferences.

Analyse competitors and current market trends in eco-friendly products.

3. Branding and Marketing:

- Create a compelling brand story focused on sustainability.
- Develop marketing strategies and campaigns to promote the product.

4. Distribution and Sales:

- Establish partnerships with retailers and online marketplaces.
- Develop an e-commerce platform for direct-to-consumer sales.

5. Sustainability and Compliance:

- Ensure all processes comply with environmental regulations and standards.
- Achieve relevant eco-certifications for materials and manufacturing processes.

Assumptions:

1. Market Demand:

- There is a growing consumer demand for eco-friendly products.
- Consumers are willing to pay a premium for sustainable and innovative water bottles.

2. Technological Feasibility:

- Existing technology can support the development of a durable, eco-friendly water bottle.
- Sourcing of sustainable materials is feasible within the project timeline.

3. Financial Viability:

- The project has access to sufficient funding for research, development, production, and marketing.
- The cost of production will allow for a competitive yet profitable pricing strategy.

Boundaries:

1. Material Selection:

- Only materials that are certified as eco-friendly will be considered.
- Excludes materials that are not widely recyclable or compostable.

2. Product Features:

- Focus will be on core features like reusability, recyclability, and biodegradability.
- Advanced features (e.g., smart technology) will be considered if they align with sustainability goals.

3. Timeline:

- The project timeline from design to market launch is set for 18 months.
- Regular milestones will be established to monitor progress.

4. Budget:

- A defined budget will be adhered to, with provisions for unforeseen expenses.
- Cost-effective solutions will be prioritized without compromising quality and sustainability.

By adhering to this scope, the project aims to successfully develop, market, and distribute an eco-friendly water bottle that meets consumer needs and environmental standards.

Methodology:

The main methodology is that we used AI tools in this project. The following two tools are used in this project to create advertisement and poster.

- 1) invideo.io
- 2) visme poster maker

1) invideo.io:

Invideo.io is an advanced AI-powered video creation platform that simplifies and accelerates the video production process. It is particularly useful for content creators, marketers, and businesses looking to generate high-quality videos quickly and affordably.

Justification:

InVideo.io offers several compelling benefits that make it a valuable tool for video content creation, especially for marketers, content creators, and businesses.

- 1) Efficiency and Time-Saving

- 2) Quality and Customization
- 3) Collaboration and Accessibility
- 4) Cost-Effectiveness

Efficiency and Time-Saving:

InVideo.io leverages artificial intelligence to automatically generate scripts and videos based on user prompts. The platform's AI-generated voiceovers eliminate the need for hiring professional voice artists. It can produce high-quality, human-sounding speech in multiple languages and accents, streamlining the process of adding narration to videos.

Quality and Customization:

InVideo.io provides access to over 16 million stock photos and videos. This extensive library ensures that users can find appropriate and high-quality media to enhance their videos without needing to source content from multiple providers

Collaboration and Accessibility:

InVideo.io supports real-time collaboration, which is ideal for teams working on video projects. This feature allows multiple users to edit and refine videos simultaneously, enhancing productivity and ensuring consistency in content creation

Cost-Effectiveness:

InVideo.io offers competitive pricing plans that cater to different needs and budgets. The free plan provides essential features for casual users, while the paid plans offer extensive capabilities at reasonable prices, making it a cost-effective solution for creating high-quality videos. Unlike many free video editing tools, InVideo.io allows users to remove watermarks from their videos,

which is crucial for maintaining a professional appearance in marketing and business videos.

2) visme poster maker:

Visme is a powerful and versatile online design tool that offers a comprehensive set of features for creating professional posters and other visual content.

- Extensive Template Library
- Customization Options
- Versatile Download and Sharing options

Extensive Template Library:

Visme provides hundreds of professionally designed poster templates across various categories, making it easy to find a starting point that fits your needs. You can fully customize these templates to match your brand or event requirements.

Customization Options:

Visme allows extensive customization, including the ability to upload your own images, adjust colours, apply filters, and use custom fonts. This ensures that your poster can be tailored precisely to your specifications.

Versatile Download and Sharing options:

Once your design is complete, Visme offers multiple formats for download, including JPG, PNG, PDF, MP4, and GIF. Additionally, you can share your posters directly online or embed them into websites.

Artifacts used:

Detailed explanation about tools used in this project:

- 1) Invideo.io
- 2) Visme poster maker

1)invideo.io:

Invideo.io is a cutting-edge platform designed to revolutionize the video creation process by leveraging advanced artificial intelligence (AI) and machine learning (ML) technologies. It offers an array of features aimed at simplifying the production of high-quality videos, making it accessible to both novice users and professional creators. Here is a detailed description of Invideo.io's capabilities, features, and impact on various industries

2)visme poster maker:

Visme is a versatile design platform that enables users to create visually appealing content, including presentations, infographics, and various types of marketing materials. One of its standout features is the Poster Maker, which allows users to design professional-quality posters with ease. Here is a detailed description of Visme's Poster Maker, covering its features, benefits, and potential application.

Technical coverage:

1.Prototypes:

Developing prototypes for eco-friendly water bottles involves creating designs that focus on sustainability, user convenience, and aesthetic appeal.

Below are four prototype ideas, each highlighting different materials and unique features.

➤ **Stainless Steel Bottle with Bamboo Lid:**

▪ **Design Features:**

Material: Stainless steel body with a natural bamboo lid.

Capacity: 750 ml.

Insulation: Double-walled vacuum insulation to keep beverages hot or cold.

▪ **Additional Features:**

Non-slip silicone base.

Wide mouth for easy cleaning and adding ice cubes.

BPA-free plastic components for the seal.

▪ **Sustainability:**

Stainless steel is highly durable and recyclable.

Bamboo is a renewable resource.

➤ **Glass Bottle with Silicone Sleeve:**

▪ **Design Features:**

Material: Borosilicate glass with a protective silicone sleeve.

Capacity: 500 ml.

Shape: Sleek, cylindrical shape with ergonomic grip.

▪ **Additional Features:**

Leak-proof stainless-steel cap with a carrying loop.

Measurement markings on the glass for tracking water intake.

- **Sustainability:**

Glass is fully recyclable and does not retain Flavours.

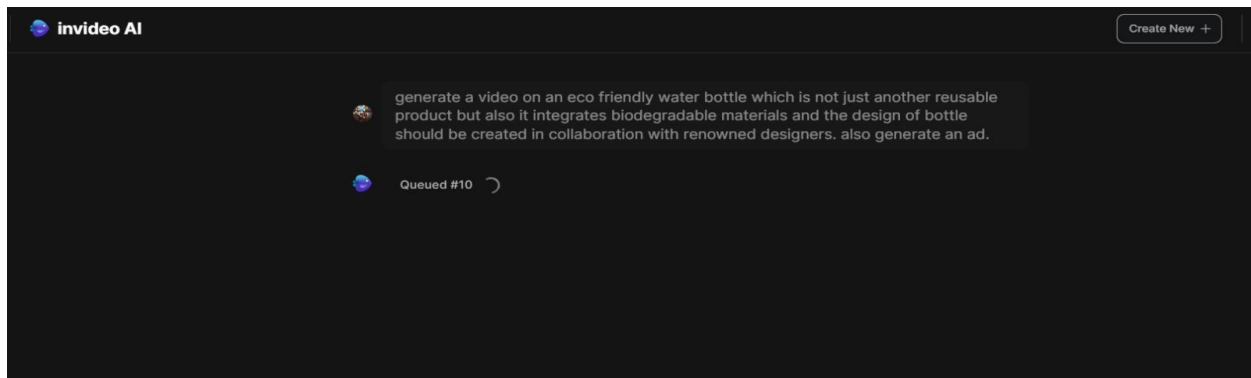
Silicone sleeve provides protection and is also recyclable.

These prototypes showcase a variety of materials and innovative features, catering to different user needs while maintaining a strong emphasis on sustainability.

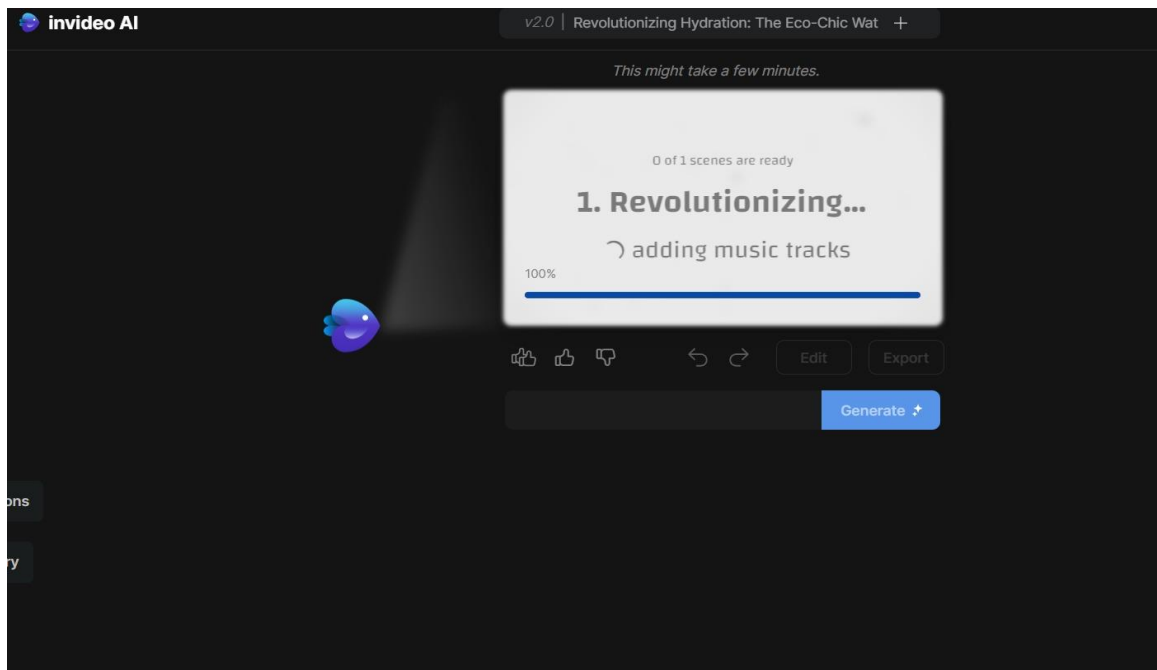
2.Output (Actual/Expected):

Advertisement (generated using invideo.io ai tool):

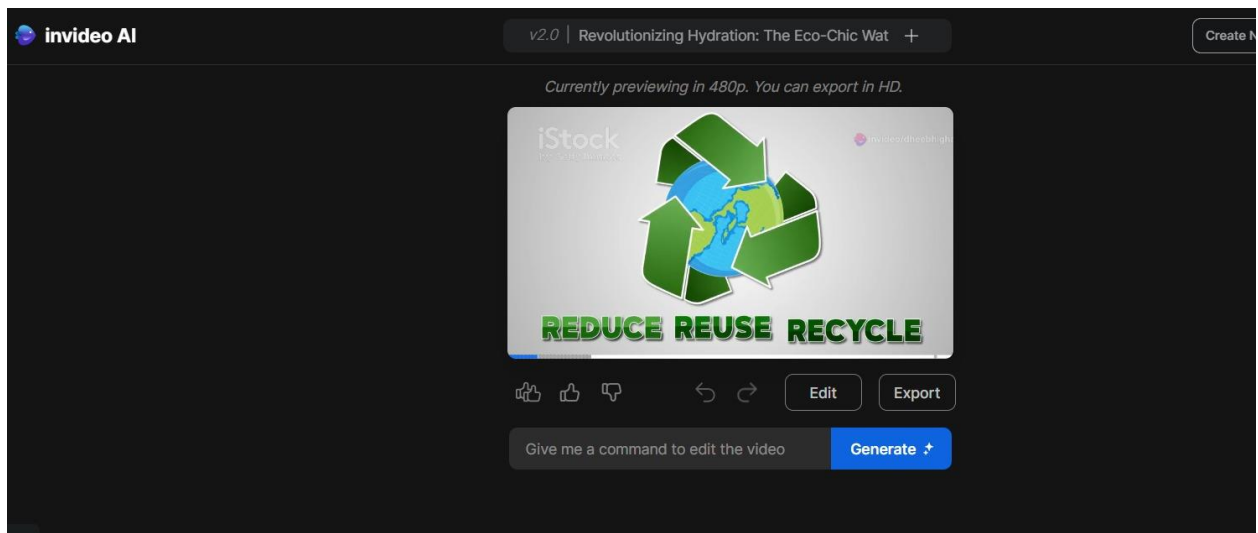
STEP 1:



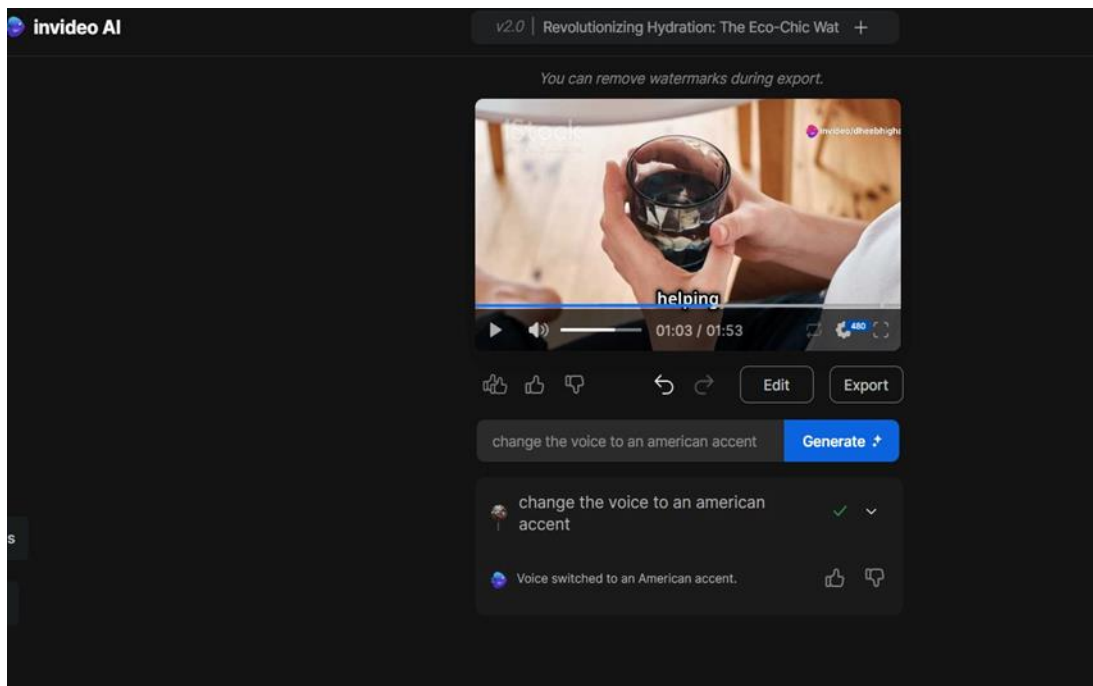
Step 2:



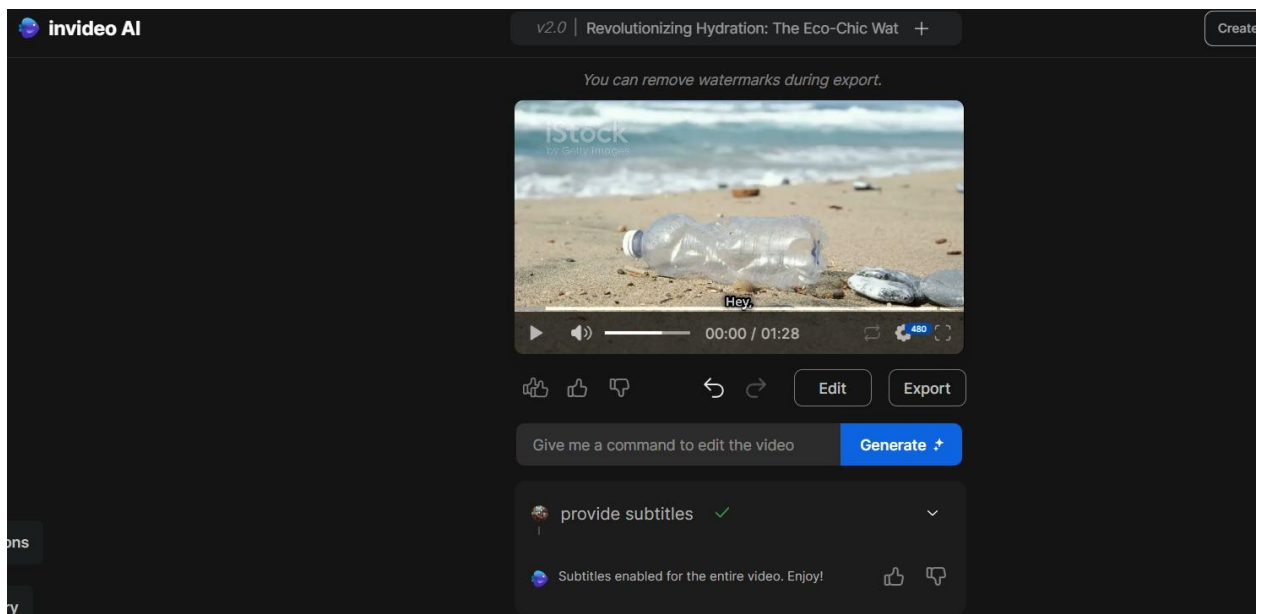
Step 3:



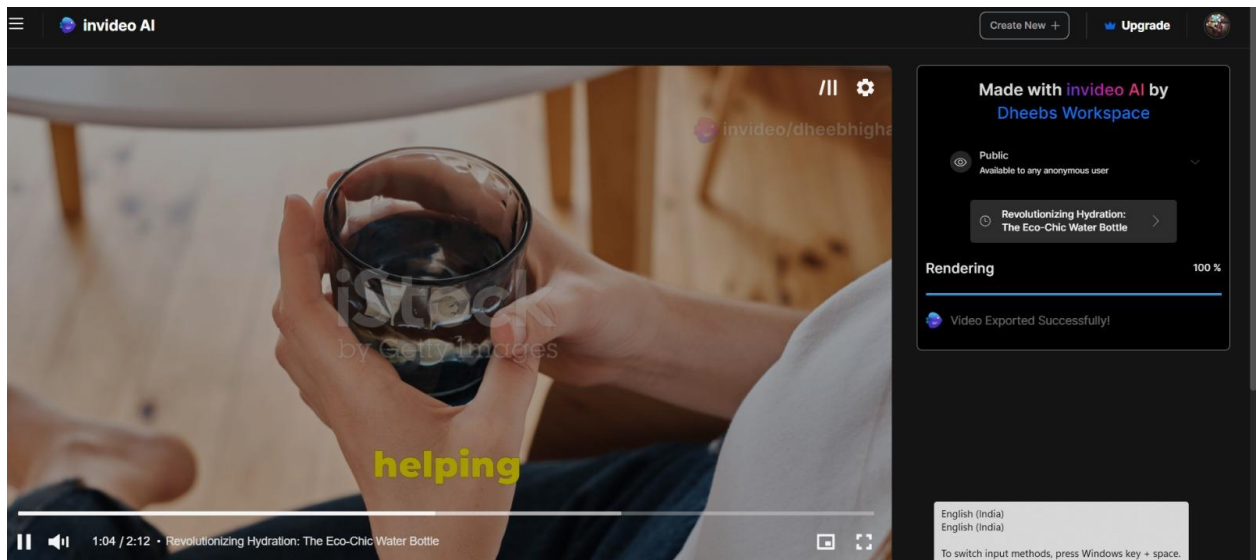
Step 4:



Step 5:

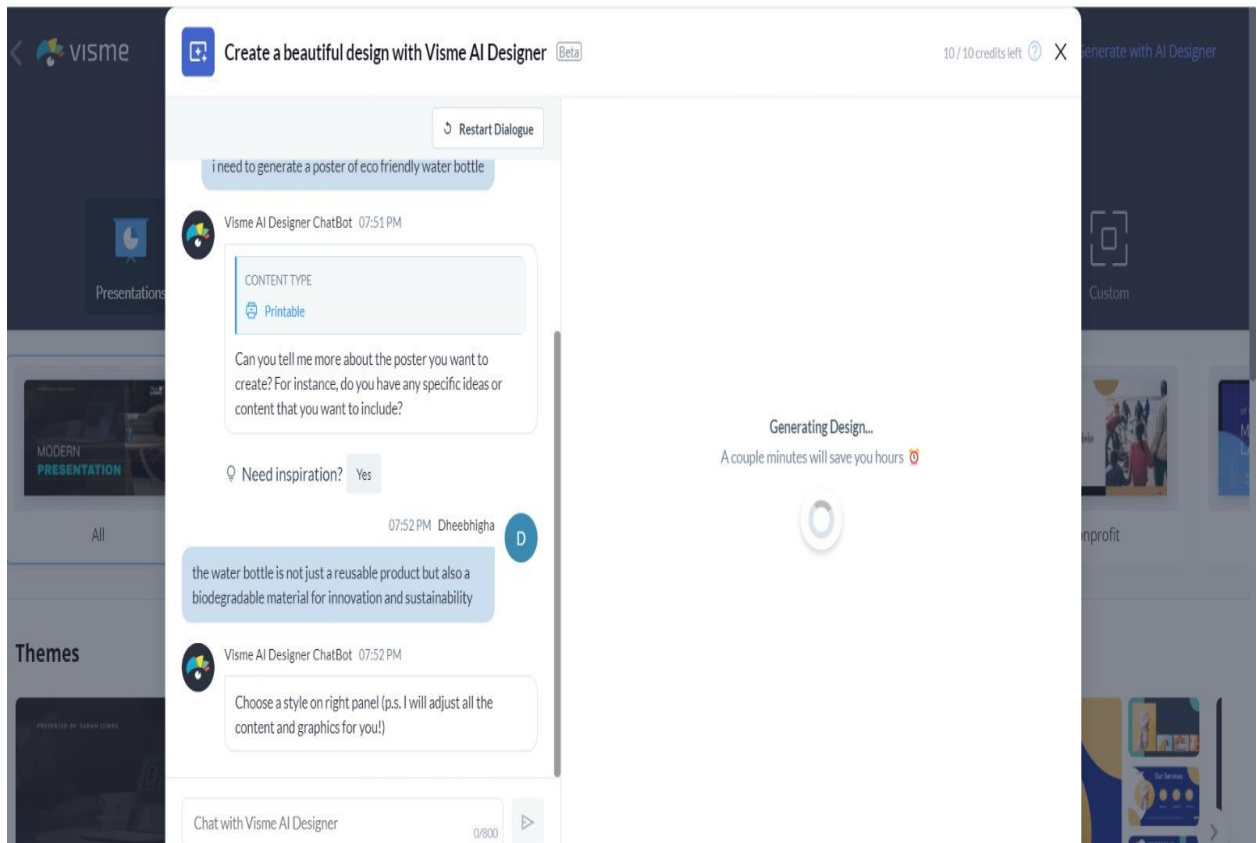


Step 6:

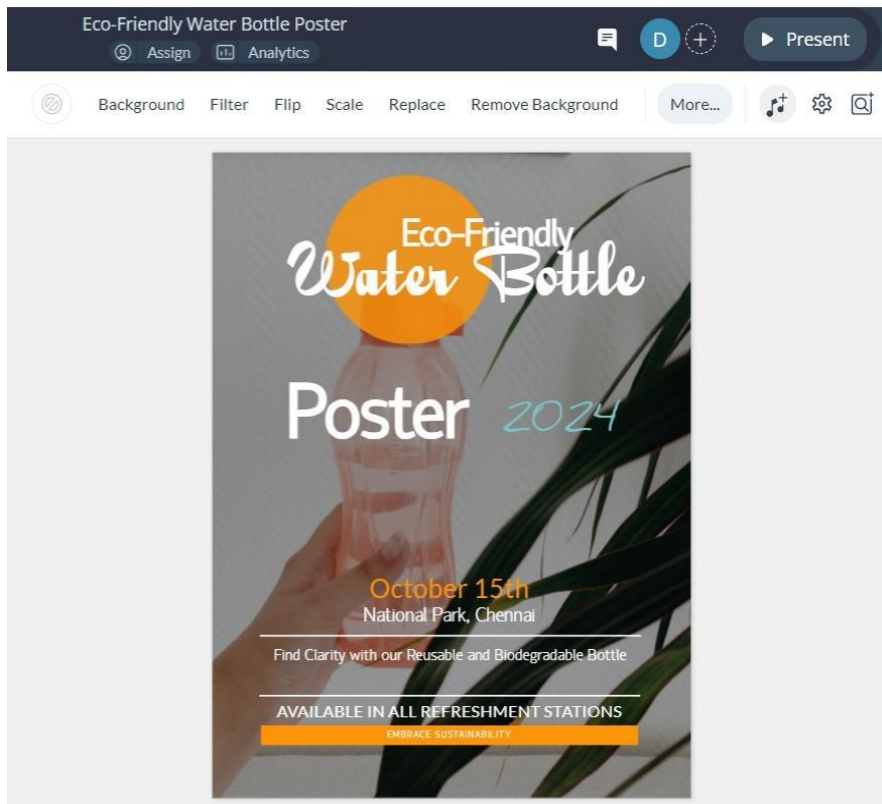


Poster 1:(generated using visme ai tool)

Step 1:



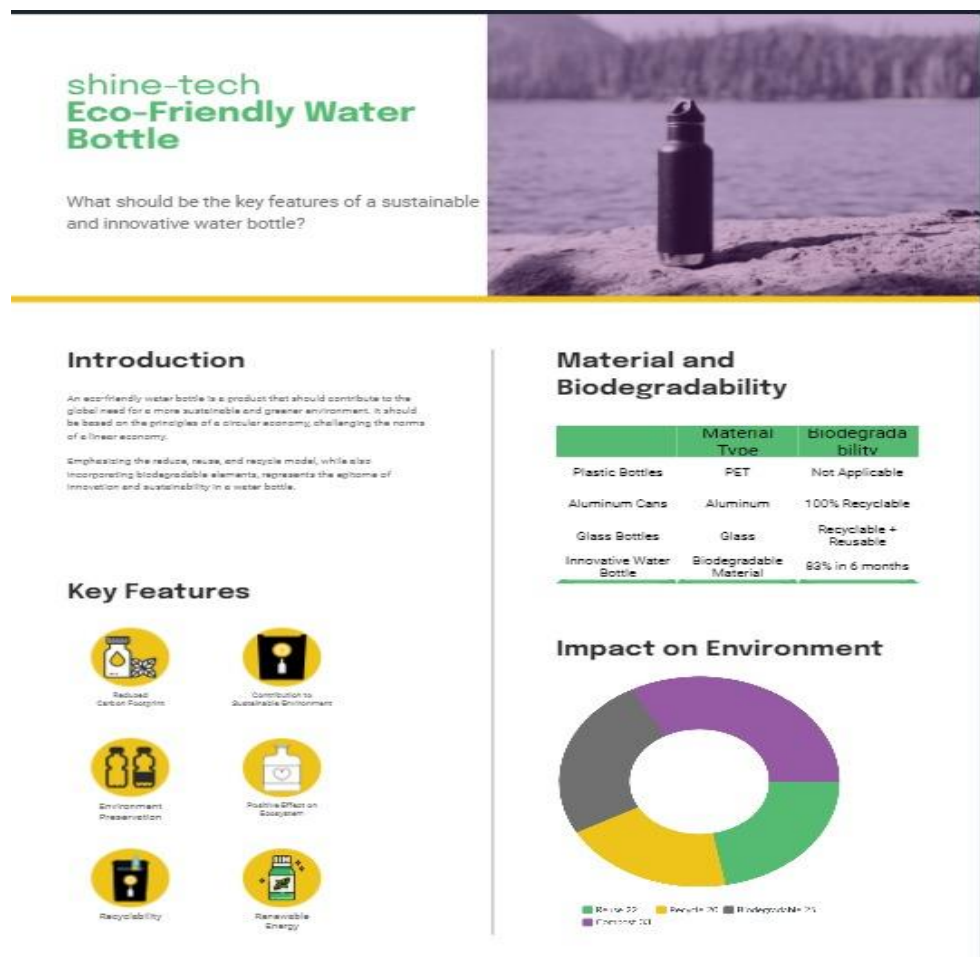
Step 2:



Poster 2:



Poster 3:



3. Trial pics of other ai tools used:

- **Steve.ai (video generator):**

Step-1

Untitled Video

Upgrade to Premium

Script > Theme > Workspace > Publish

Enter script in English, French, German, Italian, Portuguese, Spanish, Telugu, and Hindi to generate videos with voiceover in language of your choice.

AI Script Clear All

Scene 1	Introducing the Eco Chic Bottle - stylish, sustainable, and innovative.
Scene 2	Crafted with biodegradable materials for a greener future.
Scene 3	Collaborated with top designers to blend fashion with eco-consciousness.
Scene 4	Sleek design meets environmental responsibility in every drop.
Scene 5	Join the movement towards a plastic-free world with EcoChic.
Scene 6	Experience luxury redefined through sustainability and design.
Scene 7	Make a statement while making a difference with the EcoChic Bottle.
Scene 8	Say goodbye to single-use plastics and hello to a smarter choice.

Estimated Video Duration 0 min 48 sec

Enter the topic of your video

bottle

Type of Video

Animation Video

Source (Images & Videos)

Free

Auto Highlight

Add Voice-over

Add music

Next

Step-2:

Untitled Video

Upgrade to Premium

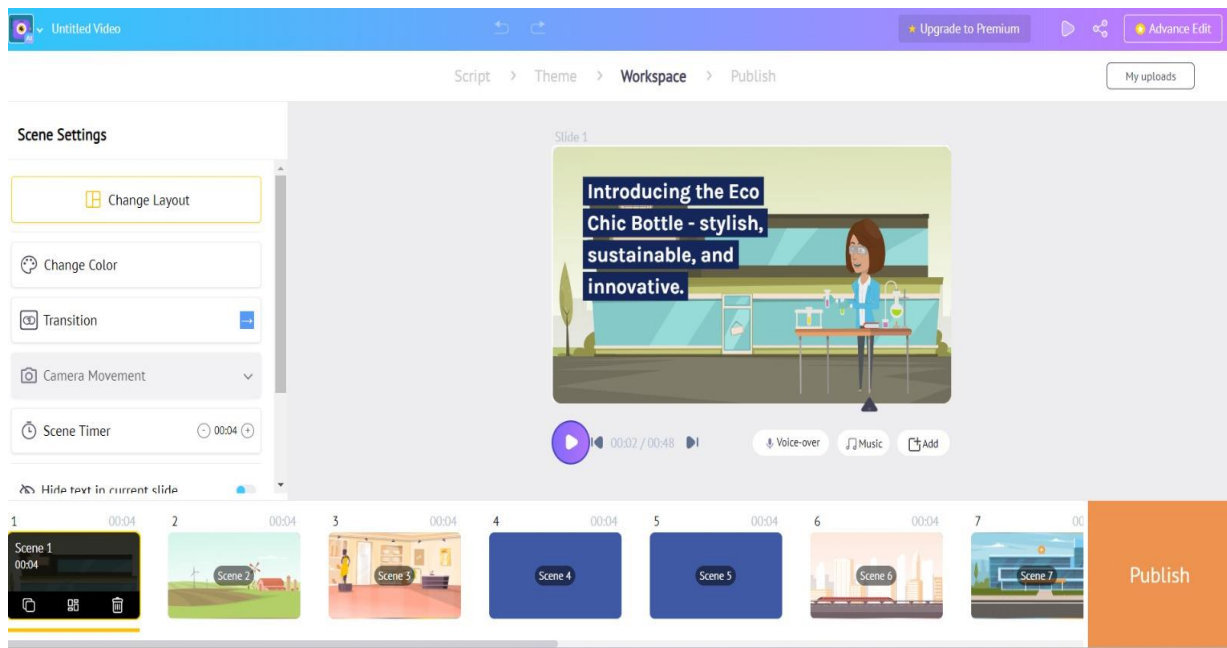
Script > Theme > Workspace > Publish

AI

Scene Loading...

Tip: Need some changes in your video? Re-generate the video with a different context. It just takes a few seconds to convert!

Step-3:



Drawbacks of steve.ai:

The Steve.ai video ad generator, while offering convenience and speed in creating advertisements, may also have some drawbacks:

- 1.Limited Customization:** While Steve.ai can generate ads quickly, the level of customization may be limited compared to what a human designer could achieve. Users may find it challenging to create truly unique and tailored advertisements.
- 2.Generic Templates:** The generated ads may appear generic or similar to others created using the same tool. This lack of uniqueness could result in ads that fail to stand out or capture the audience's attention effectively.
- 3.Quality Control:** While Steve.ai can automate the ad creation process, it may not always produce high-quality results. Users may need to spend time refining and tweaking the generated ads to ensure they meet their standards and objectives.

4.Creativity Constraints: AI-generated ads may lack the creativity and innovation that human creativity brings. They often rely on predefined templates and algorithms, which may limit the range of ideas and concepts explored in the advertisements.

5.Inflexibility: The templates and features offered by Steve.ai may not always accommodate specific branding guidelines or design requirements. Users may find it challenging to achieve the desired look and feel for their ads within the constraints of the tool.

6.Learning Curve: Some users may find it challenging to navigate and utilize the features of Steve.ai effectively, especially if they are not familiar with advertising principles or the tool's interface. This could result in frustration and suboptimal ad results.

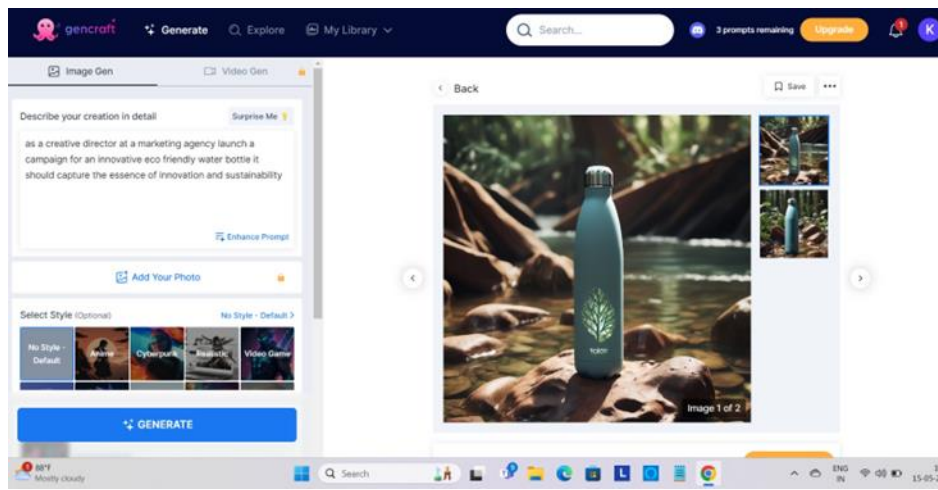
7.Dependency on Technology: Relying solely on Steve.ai for ad creation can make users dependent on technology and may discourage them from developing their advertising skills or seeking human expertise when needed.

8.Privacy Concerns: Depending on the platform, there may be privacy concerns associated with uploading content or data to Steve.ai for ad generation, especially if sensitive information is involved.

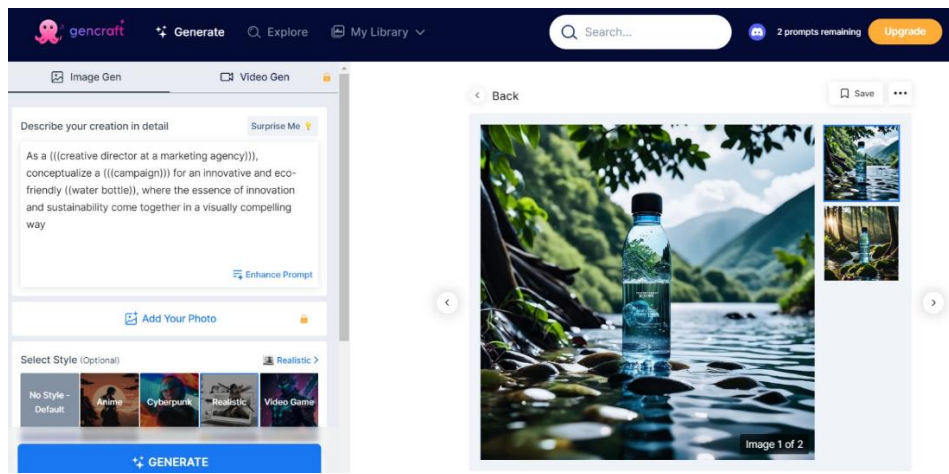
9.Cost: While Steve.ai may offer free versions or trials, accessing advanced features or removing watermarks may require a paid subscription, which could be costly for some users.

➤ **Gencraft ai (poster generator):**

poster-1:



poster-2:



Drawbacks of gencraft ai:

While AI-powered poster makers like Gencraft can be incredibly useful and efficient, they may also have some drawbacks:

1.Limited Creativity: AI-generated designs may lack the creativity and uniqueness that human designers bring. They often rely on existing templates and trends, resulting in less originality.

2.Generic Designs: Since AI poster makers are often used by many users, there's a risk that the generated posters may look generic or similar to others created using the same tool.

3.Inflexibility: While AI can automate the design process, it may lack the flexibility to accommodate specific design requirements or unusual requests.

4.Quality Control: While AI can assist in design, it may not always produce high-quality results. Users may need to spend time refining and tweaking the generated designs to achieve the desired outcome.

5.Limited Customization: While AI poster makers offer customization options, they may not always provide the level of control that professional designers have. Users may feel constrained by the available options.

6.Learning Curve: Some users may find it challenging to navigate and utilize the features of AI poster makers effectively, especially if they are not familiar with design principles or the tool's interface.

7.Dependency on Technology: Relying solely on AI poster makers can make users dependent on technology and may discourage them from developing their design skills or seeking human expertise when needed.

8.Privacy Concerns: Depending on the platform, there may be privacy concerns associated with uploading content or data to AI poster maker tools, especially if sensitive information is involved.

9.Cost: While some AI poster maker tools offer free versions or trials, accessing advanced features or removing watermarks may require a paid subscription, which could be costly for some users.

10.Over-reliance on Templates: Users may become over-reliant on the templates provided by AI poster makers, which could limit their ability to think creatively and develop unique design solutions.

Results:

Key Findings:

1. **Material Preferences:** Stainless steel is the most preferred material due to its durability and safety, despite the higher production cost and carbon footprint.

2. **Environmental Impact:** Glass bottles have the lowest overall environmental impact when considering both production and recycling, but their fragility and weight are significant drawbacks.

3. **Consumer Priorities:** The majority of consumers prioritize reusability and material safety when selecting eco-friendly water bottles.

4. **Market Trends:** The eco-friendly water bottle market is growing, with stainless steel and glass bottles leading in market share due to their balance of durability, safety, and environmental benefits.

Task Description	AI Tools used
To generate an advertisement video for an eco-friendly water bottle using ai tools	Invideo.io
To generate poster for an eco-friendly water bottle using ai tools	visme

Challenges and Resolution:

Challenges Faced:

1. **Design Consistency:** Ensuring a consistent brand look and feel across different promotional materials was challenging. The AI tools helped maintain design consistency but required manual adjustments for perfection.
2. **Image Quality:** Sourcing high-quality images that accurately represented the biodegradable and reusable aspects of the product was difficult. AI-enhanced image editing helped improve quality but required careful selection and curation.
3. **Video Creation:** Creating a compelling story within a short video format was challenging. The AI video editing tools provided templates and suggestions, but crafting a unique narrative still required significant manual input.
4. **Balancing Information and Engagement:** Striking the right balance between informative content and engaging visuals was crucial. The AI tools assisted in generating ideas and automating parts of the process, but achieving the optimal balance needed creative oversight.
5. **Technical Integration:** Integrating different AI tools seamlessly to ensure smooth workflow and high-quality output was a challenge, requiring an understanding of each tool's capabilities and limitations.

Resolution:

To overcome these challenges, we have used the most effective ai tools like "invideo.io" and "visme" for making video advertisement and posters respectively.

Conclusion:

In this project we were tasked to design a catchy advertisement for a new eco-friendly water bottle. Our eco-friendly water bottle isn't just a vessel for hydration; it's a statement of our commitment to a sustainable future. By choosing our product, you're not only choosing quality and convenience but also actively contributing to the reduction of plastic waste and the preservation of our planet's precious resources. Join us in making a difference, one refill at a time. Choose sustainability. Choose our eco-friendly water bottle."

References:

List of all References used:

- Invideo.io
- Visme
- ChatGPT

List of all trial references used:

- Steve.ai
- Gencraft ai

Link (for ai tools used):

- 1) <https://invideo.io>
- 2) <https://www.visme.co/ai-poster-generator/>