



ALAGAPPA COLLEGE OF TECHNOLOGY ANNA UNIVERSITY-600025



Project type: Brand Promo video : To create a promo video for the brand.

Project name: Wedlock Dream Style

Department: B.Tech-Pharmaceutical technology

Team Details:

| Name | Registration number | Naanmudhalvan Id |
|-------------|---------------------|--|
| Jesolin D | 2020308018 | 660C044CA6371098EA744F9D2E8E5E9B |
| Indumughi D | 2020308015 | E749CC7F18C840C98054FF26DC3C6DA7 |
| Harini B C | 2020308013 | B6B8DE1B5329EAB92334FB4DC2918628 |
| Kaviya P | 2020308019 | A8513A0289BE36897F64655932B14543 |
| Sangeetha S | 2020308029 | 5FB4E17BB0E9C86A60343A5FDF0147252020308029 |

Brand Name: Wedlock Dream Style

Github : <https://github.com/Jesolind/Naan-Mudhalvan-Digital-Marketing-Brand-promo>

Category: Boutique

Target Audience: All (Men, Women, Kids)

Email: wedlockdreamstyle@gmail.com

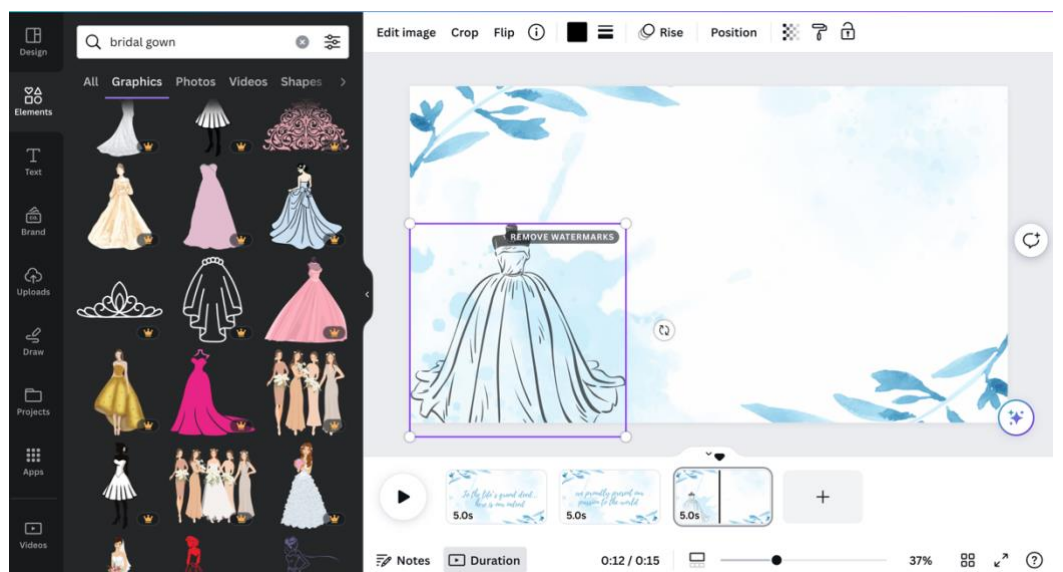
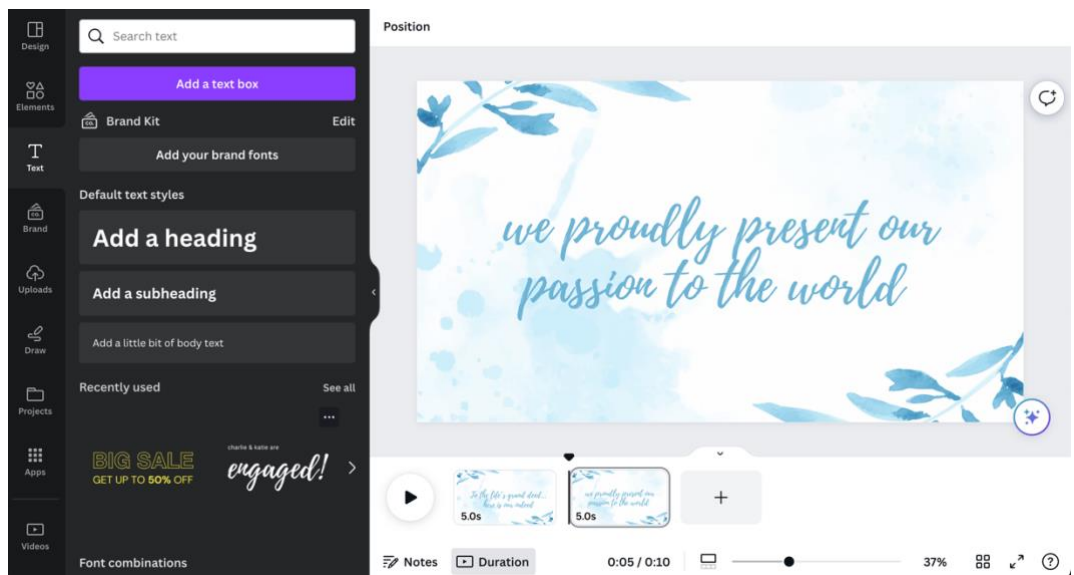
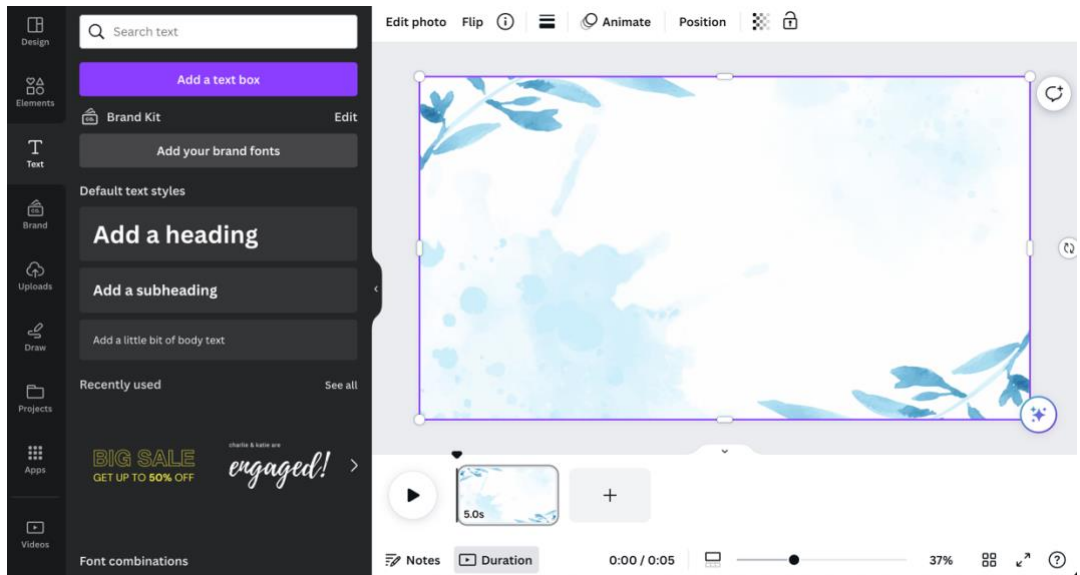
Social media link:

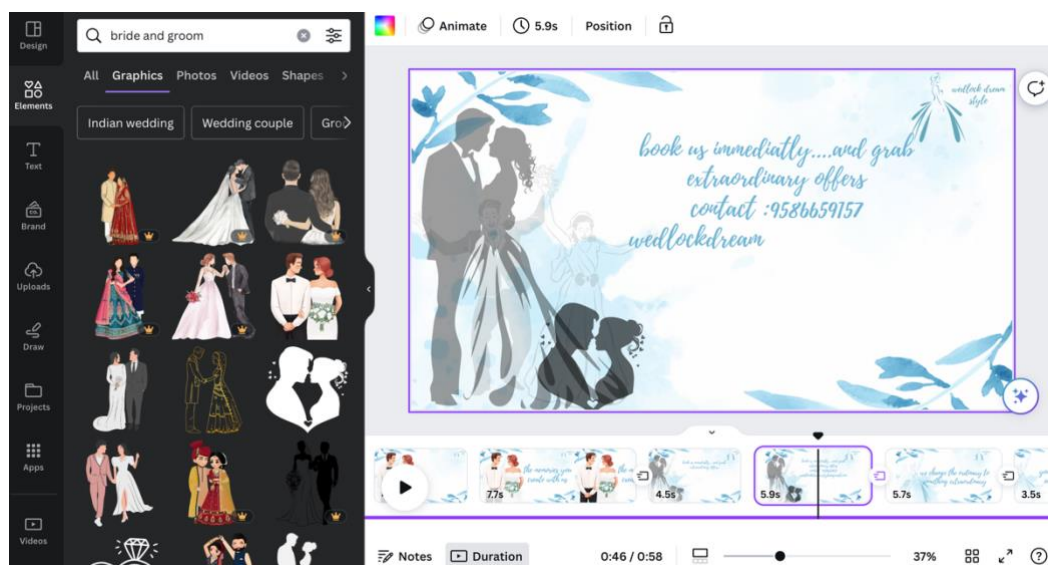
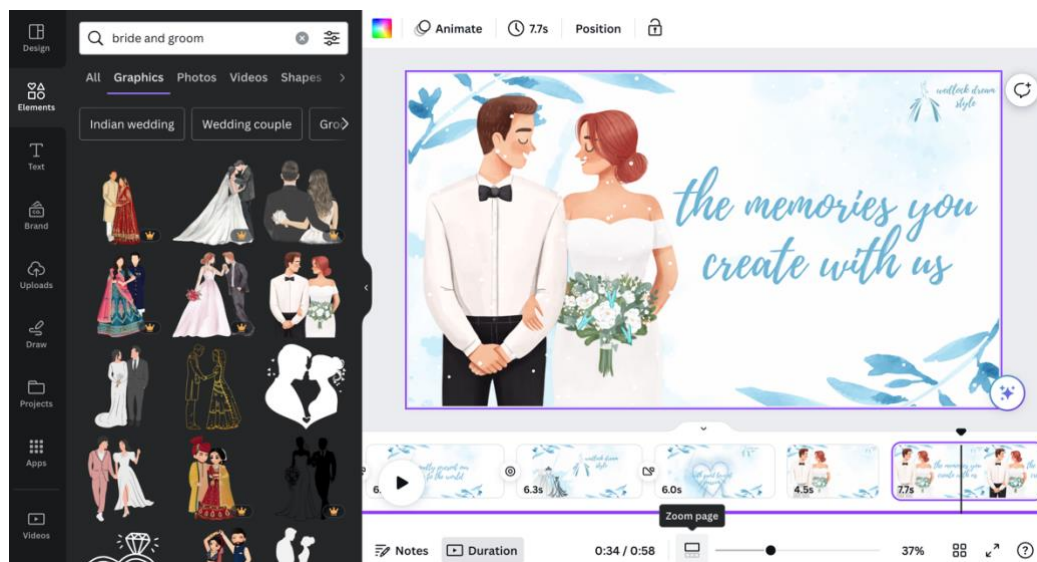
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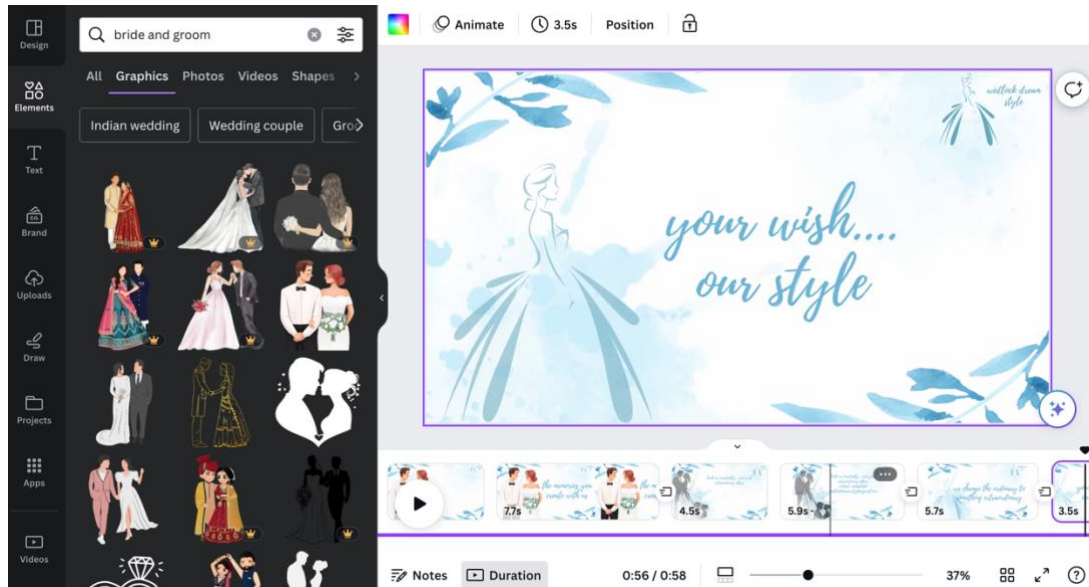
Instagram (<https://www.instagram.com/reel/Cy28sTKppzZ/?igshid=MzRIODBiNWFIZA==>)

File Uploaded:

- Document - with Attached Screenshots with Steps
- Video – Brand promo
- Report
- Logo







Advantages:

- Increased online visibility.
- 24/7 accessibility for customers.
- Showcasing products and services.
- Building credibility and trust.
- Expanding market reach.
- Easy customer communication.

Disadvantages:

- Initial time and effort required.
- Maintenance and updates.
- Competition in the online space.
- Technical issues and security concerns.