**LO4: PITCH VIDEO RESEARCH METHOD**

Both individually and in teams, you apply a relevant methodological approach used in the professional field to formulate project goals, involve stakeholders, conduct applied research, provide advice, make decisions, and deliver reports. In doing so, you keep in view the relevant ethical, intercultural, and sustainable aspects.

Apply a relevant methodological:  
We had to make a video about our brand for Stan and Dirk’s class. Not close after that we had to apply for two clients. We wanted to kill two birds with one stone with this and decided to use the video as a pitching video to show our clients. Normally a pitch is a short presentation where we sell ourselves or a product, but we used it as a video variant.

Reflection: We could’ve added a bit more of our brand story into our video. Probably if we started a bit earlier we could’ve asked feedback on it and possibly improve it. I made sure to use the same feedback that me and Minh got for the brand guide, which was making it fun and eye-catching just like what our brand stands for. At the end everyone in the group approved the pitching video and it was send to our possible clients.

A cartoon of a person holding a sign

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