

Four Minds. Together we create magic.

Get spotted with us.

Your dream advertising.

Stand out from the crowd.

Video advertisement is important. It enlightens the audience, increases engagement on digital and social channels, and gives a new way to connect with them. In this video script, I'll walk you through the part of the engaging video that we just created.

In the first 5 seconds of the video, the title **FOUR MINDS** has shown. FOUR symbolizes the group (with four members), while the MINDS signifies what we can offer to the client. It is an agency that provides various services in the marketing world. We also use the title as the transitioning background to give more entertainment while watching. After the title, we decided to show a glimpse of videos on how we started the work, some pictures of us with serious faces, and with determination to provide reasonable satisfaction to the client. We also use some overlay colours to give some spice and transitions to the video. In this scene, we also showed the transition of our agency logo.

After ten seconds of the video, we use very catchy phrases that can attract clients for them to decide to ask for our services. In this scene, we use the title as the transition background and palettes to keep it consistent, along with other transitions. We want to show the client that the team is able to produce professional services and quality work.

And the last scene shows the agency logo together with the tagline and call-to-action buttons/link. It attracts interest, creates a lasting impression, forms the basis of agency identity, is memorable, distinguishes you from rivals, encourages loyalty, and is expected by the target audience.