

Ideation Phase
Define the Problem Statements

Team ID	NM2023TMID04585
Project Name	<u>Create a social media Ad campaign in facebook</u>

CUSTOMER PROBLEM STATEMENT:

"Our business needs to increase brand visibility and generate more leads, but we struggle to effectively reach and engage our target audience on Facebook. We are uncertain about how to create compelling ad content, optimize our budget, and measure campaign success. As a result, we need a solution that can guide us through the entire process, from defining objectives to analyzing results, and help us create a successful Facebook ad campaign that delivers measurable results."

I am	Citizen
I am trying	To create a strong and memorable brand identity that includes a brand name, brand mail (email), and a brand logo
But	I am facing challenges in effectively communicating our business's values and personality to our target audience
Because	We lack the expertise and creative direction to develop these essential components.
Which makes me feel	To establish a brand that resonates with our target customers, distinguishes us from competitors, and helps us build a lasting and meaningful connection with our audience

Example:

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