

Project Design Phase-I
Proposed Solution

Team ID	NM2023TMID04581
Project Name	How to Create Brand Name, Brand Mail and Brand Logo using Logo

Proposed Solution Template:

S.No	Parameter	Description
1	Problem Statement (Problem to be solved)	Our company is facing a challenge in maximizing our brand's visibility and engagement on Facebook. Despite having a significant presence on the platform, our current social media ad campaigns are not delivering the desired results.
2	Idea / Solution description	Our idea for a social media ad campaign on Facebook is to create an engaging and inspiring campaign centered around empowering individuals to kickstart or revitalize their fitness journey with the help of our brand's products or services
3	Novelty / Uniqueness	<ul style="list-style-type: none">• Augmented Reality (AR) Filters: Create interactive AR filters or effects that allow users to virtually experience your products or services.• User-Generated Content Contests: Run a unique contest where users submit creative content (videos, images, stories, etc.)
4	Social Impact / Customer Satisfaction	Highlight Your Social Responsibility: Communicate your brand's commitment to social responsibility. Showcase initiatives, partnerships, or donations that demonstrate your dedication to making a positive impact on society.

5	Business Model (Revenue Model)	<ul style="list-style-type: none"> • Advertising Budget: Allocate a budget for ad spend on Facebook to reach a wider audience. • Creative Content: Invest in content creation, including images, videos, and copy for ad campaigns. • Staff and Resources: Employ staff for campaign management, data analysis, and customer support. • Data Analytics Tools: Invest in analytics tools to track campaign performance.
6	Scalability of the Solution	<ul style="list-style-type: none"> • Ad Budget Flexibility: Ensure that your campaign can scale with different ad budgets. Small businesses may have limited budgets, while larger corporations may allocate significant resources. Your solution should be adaptable to both. • Ad Creative Templates: Create scalable ad creative templates that can be easily customized for various campaigns. This saves time and effort in producing new creative content for each campaign. • Automated Campaign Management: Utilize automation tools and software to manage and optimize ad campaigns. Automated bidding, scheduling, and targeting can help handle larger workloads efficiently.