

# **DIGITAL MARKETING**

## **CREATE A BRAND PROMO VIDEO USING CANVA**

### **A PROJECT REPORT**

*Submitted by*

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 PROJECT OVERVIEW**

Creating a "Fabric Cosmos" outfit brand promo video using Canva involves a structured approach. It begins with defining objectives that align with the brand's identity and target audience. Storyboarding, scriptwriting, and seamless integration of brand elements, graphics, animations, and text follow, maintaining consistent aesthetics. Music or narration enhances the visual experience. After meticulous review and editing, the video is strategically promoted and its performance analyzed for future insights. This project spans several weeks, combining creative vision, design, and digital marketing to effectively showcase "Fabric Cosmos" and its unique fashion style to a broad audience.

**Project title: Promo Video for Outfits**

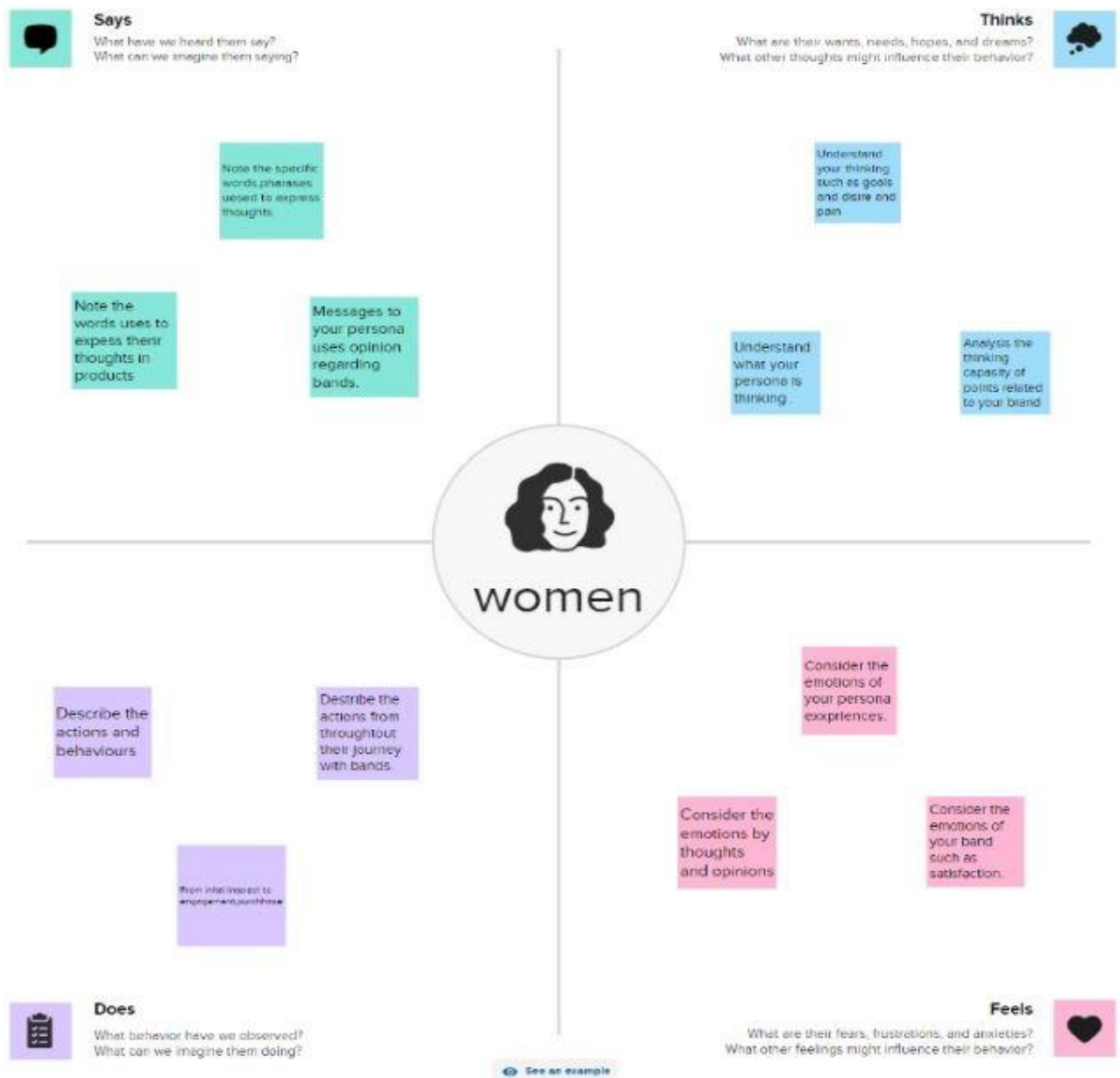
### **1.2 PURPOSE**

The purpose of creating an outfit brand promo video using Canva is to vividly capture the essence and allure of a clothing brand, presenting its garments in a visually stunning and compelling narrative. Through Canva's accessible design tools, this video seeks to evoke the brand's unique style, quality, and identity, resonating with the target audience and driving interest and engagement. It aims to reinforce brand recognition, boost sales, and establish a significant presence in the highly competitive fashion industry by conveying the brand's story, values, and the desirability of its products, ultimately enticing customers and fostering brand loyalty.

## CHAPTER 2

### PROBLEM DEFINITION & DESIGN THINKING


#### 2.1 EMPATHY MAP



## 2.2 IDEATION & BRAINSTORMING

### Step-1: Team Gathering, Collaboration and Selecting the Problem Statement


Template



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.


- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended




#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.


10 minutes

**Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


**Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

**Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →




#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes







PROBLEM

The makeup industry is saturated with numerous brands and products, making it increasingly challenging for a new women's makeup item atop to establish a unique and compelling brand identity.



#### Key rules of brainstorming

To run a smooth and productive session

 Stay in topic.	 Encourage wild ideas.
 Defer judgment.	 Listen to others.
 Go for volume.	 If possible, be visual.

## Step-2: Brainstorming, Idea Listing and Grouping

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

#### Person 1

collect data on current makeup trends.

share insights into the demographics and psychographics

propose strategies for using social media to reach customers

Determine the types of products to be offered.

Research and propose high quality that set apart from competitors

Create compelling and concise brand slogans with audience

#### Person 3

Share insights from customer inquiries

Contribute to refining the customer and inquiries

suggest content topics and concerns.

Create visually logos and resonate with audience

Suggest content for posts ,website.

Recommend color schemes and brand styles.

#### Person 2

#### Person 4

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 20 minutes

**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

create detailed customer personas by collectively identifying the demographics of the audience.

Encourage team members to share personal stories related to makeup and beauty.

Encourage team members to sketch out design concepts for logos and packaging.

Plan the brand's online presence and social media strategy.

## Step-3: Idea Prioritization

4

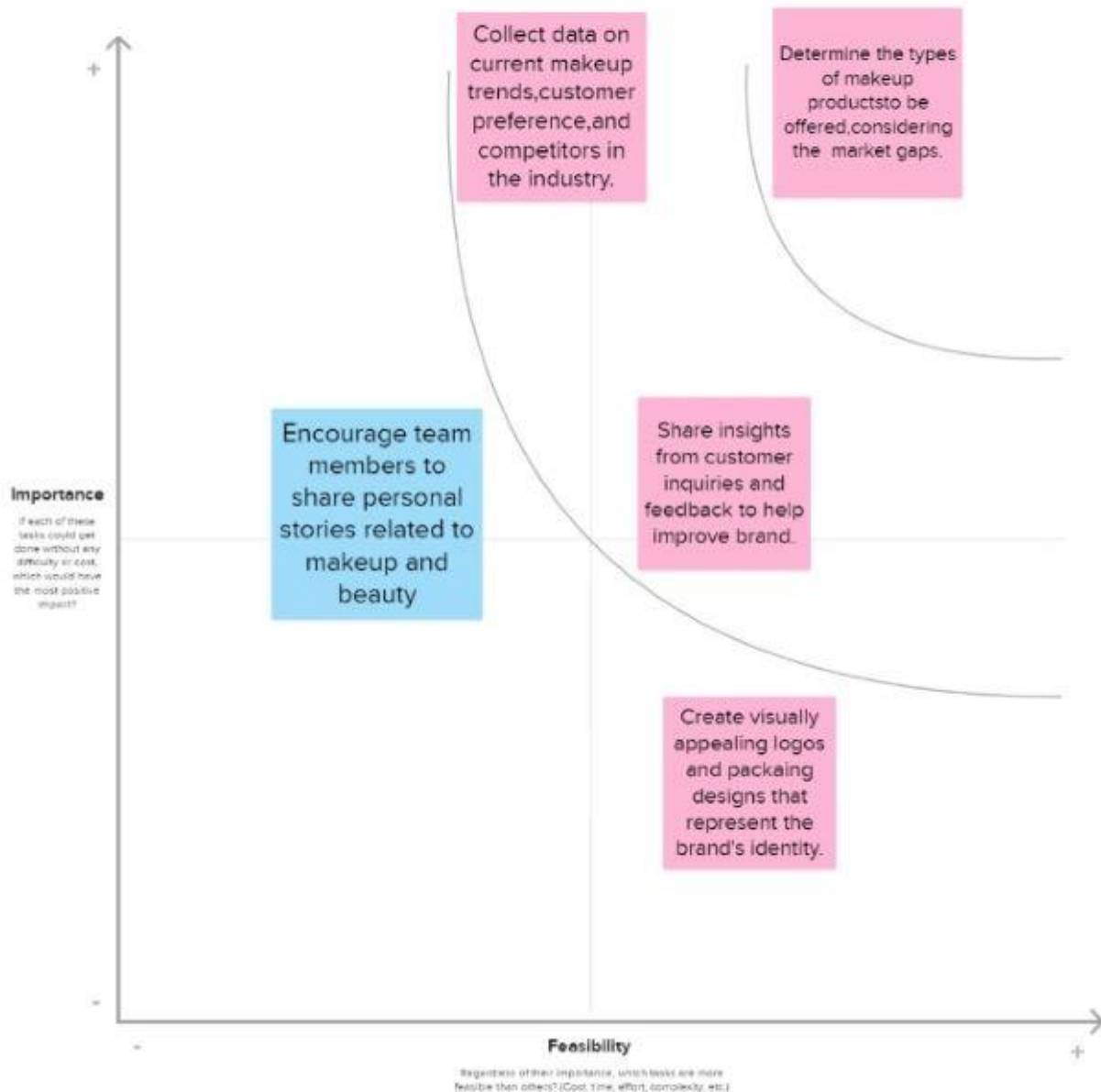
### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



## CHAPTER 3

### RESULT

**Brand Name:** Fabric Cosmos

**Category:** Outfits (Clothing)

**Target Audience:** All (Men, Women and Kids)

**Email:** [fabriccosmos63@gmail.com](mailto:fabriccosmos63@gmail.com)

**Password:** Cosmos@63

**Canva URL for my Fabric Cosmos Brand:**

[https://www.canva.com/design/DAFybT9pLQk/pK0amb9ore\\_OvGZHpoX5Rw/edit?utm\\_content=DAFybT9pLQk&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFybT9pLQk/pK0amb9ore_OvGZHpoX5Rw/edit?utm_content=DAFybT9pLQk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### VIDEO SCRIPT:

**ABOUT:** Welcome to Fabric Cosmos – Your Destination for Stylish Outfits for All Ages. "At Fabric Cosmos, we believe that fashion knows no age. We are dedicated to dressing you and your loved ones in the latest trends, ensuring that everyone can enjoy the art of self-expression through clothing."

**PRODUCT FEATURE:** Discover the Highlights of Fabric Cosmos:

- Trendy Collections for All Ages.
- Quality Materials and Craftsmanship.
- Wide Range of Colors and Styles.
- Comfortable and Stylish



**TEAMS:** Meet the Creative Minds behind Fabric Cosmos. Our passionate team works tirelessly to bring you the best in fashion, ensuring each piece is designed and created with love.

**CONTACT:** Ready to elevate your style? Contact us today!

- Visit us @fabriccosmos.com & @fabriccosmosweb.com.
- Email us at [fabriccosmos63@gmail.com](mailto:fabriccosmos63@gmail.com).
- Connect with us on social media: @Fabriccosmos.
- Mobile: +91 6380223312 & +91 8798756465

## **CANVA PROMO VIDEO:**

**Drive Link:**

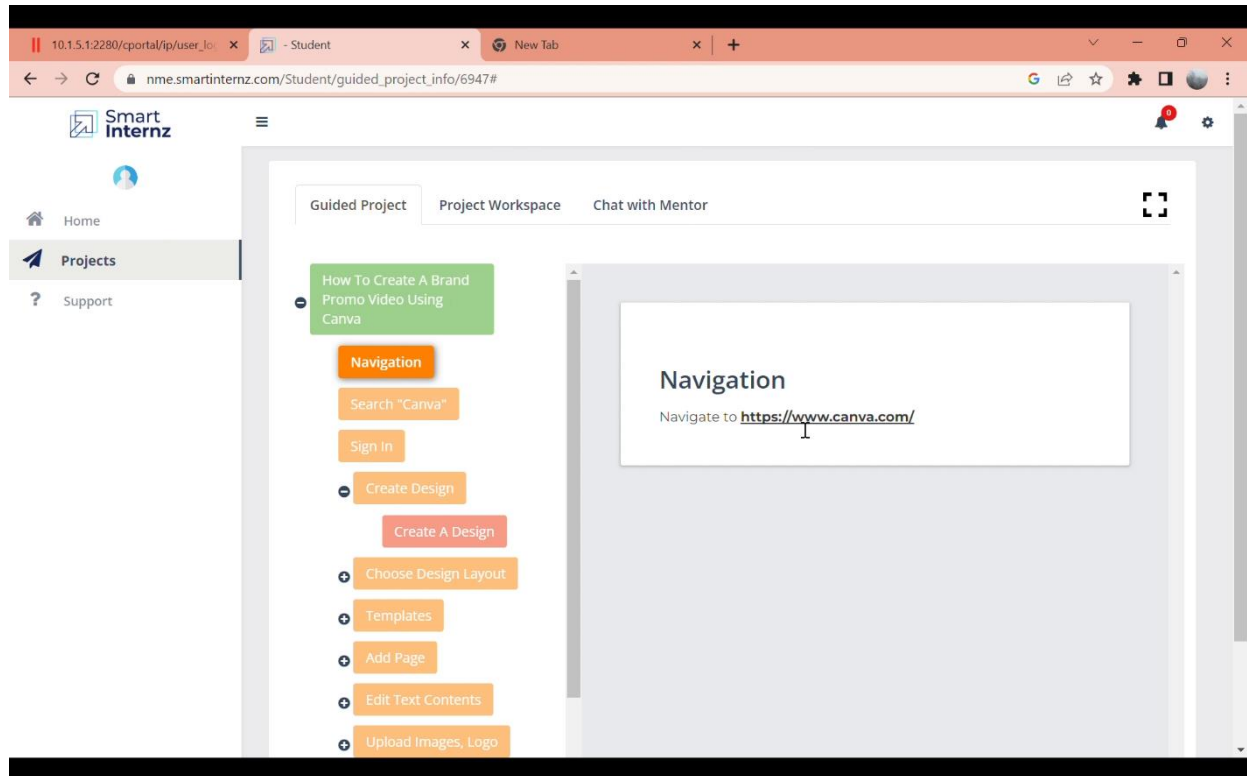
[https://drive.google.com/file/d/1Cdj\\_C60xIzyH0MCoTT-gTcVBrI2SqiNj/view?usp=sharing](https://drive.google.com/file/d/1Cdj_C60xIzyH0MCoTT-gTcVBrI2SqiNj/view?usp=sharing)

**GitHub Link:**

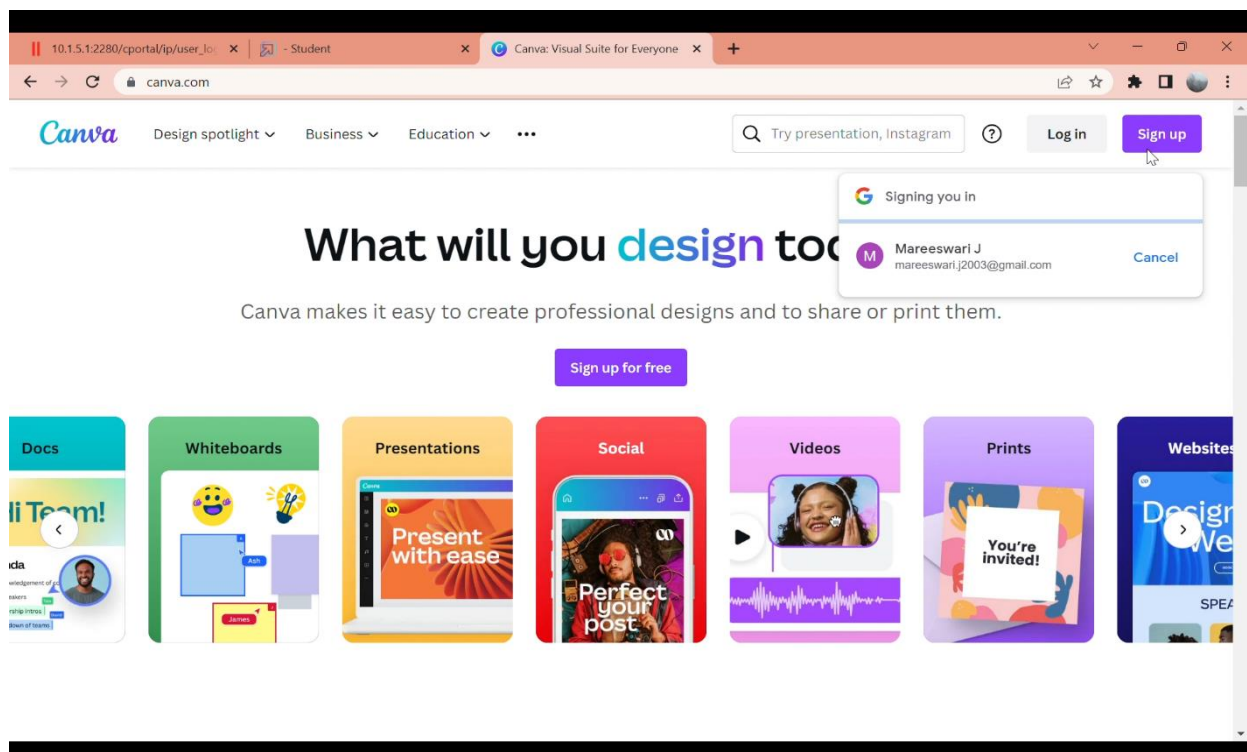
[https://github.com/Mareeswari-1326/Brand\\_PromoVideo/tree/main](https://github.com/Mareeswari-1326/Brand_PromoVideo/tree/main)

## SCREENSHOTS WITH STEPS:

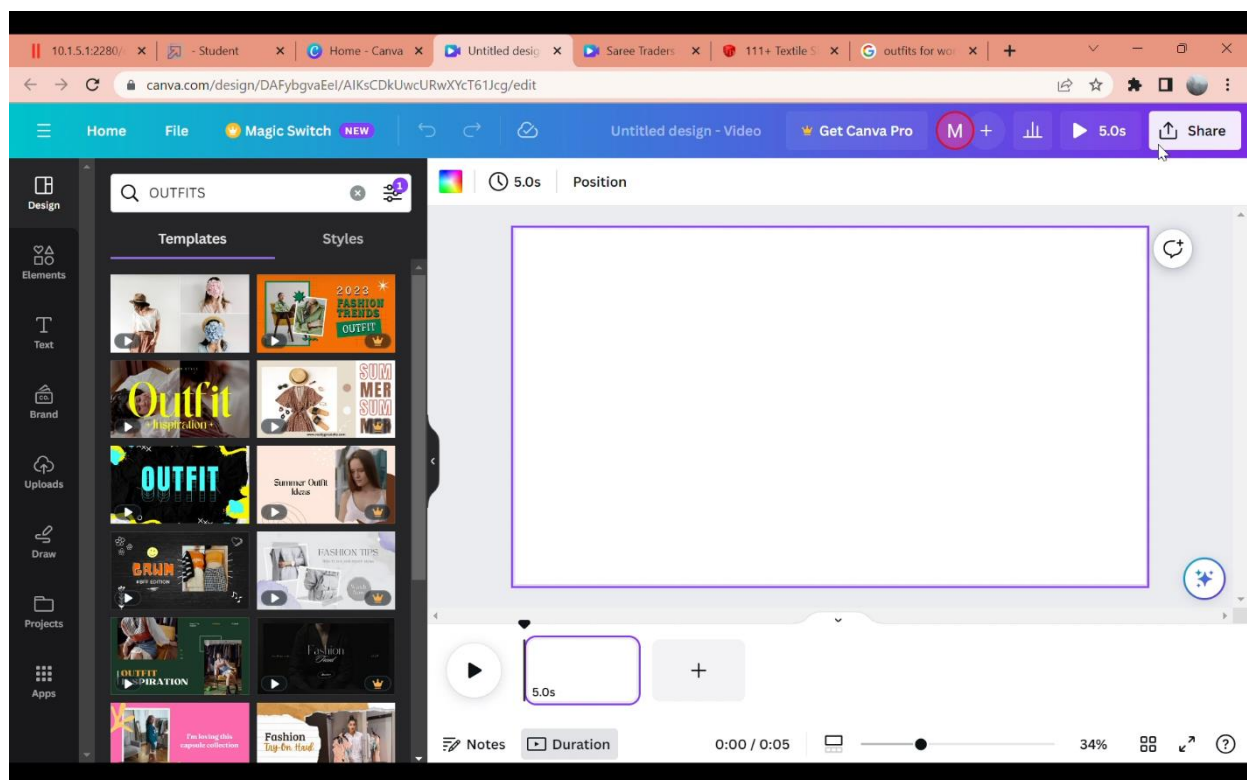
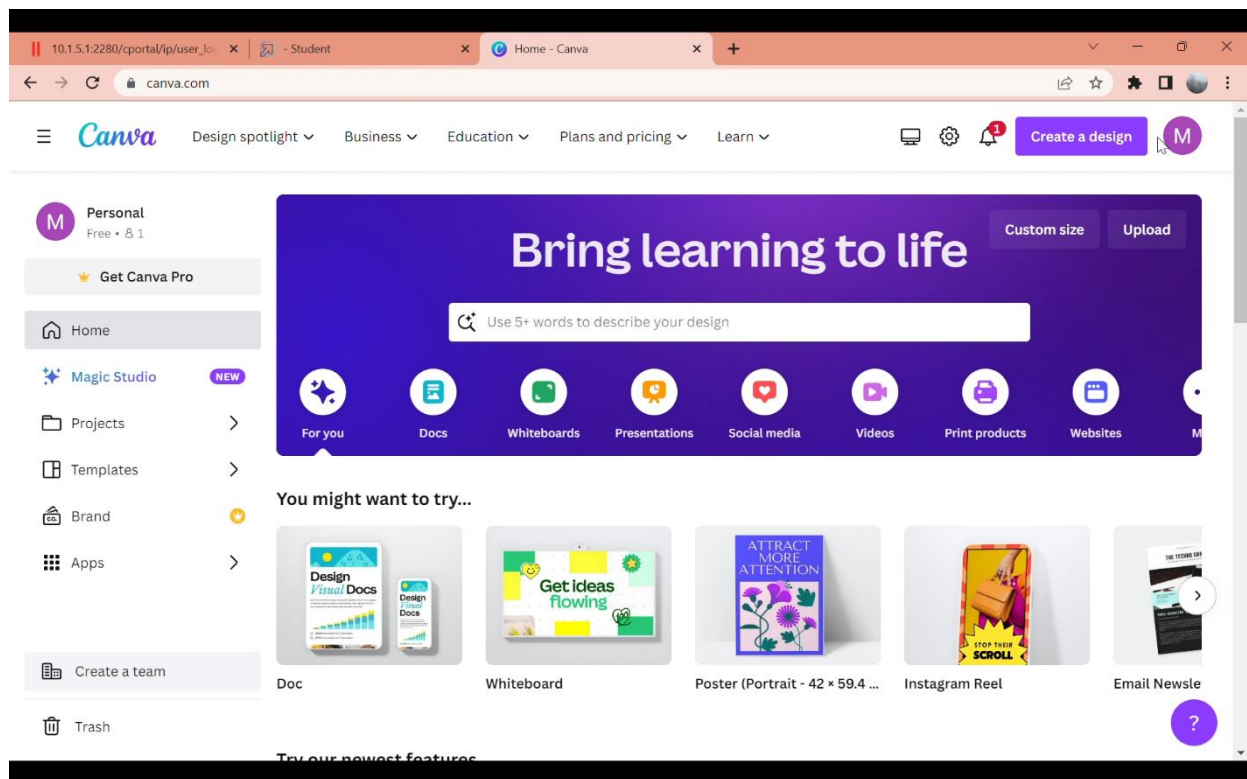
**Step1:** Navigate to the given Canva website link



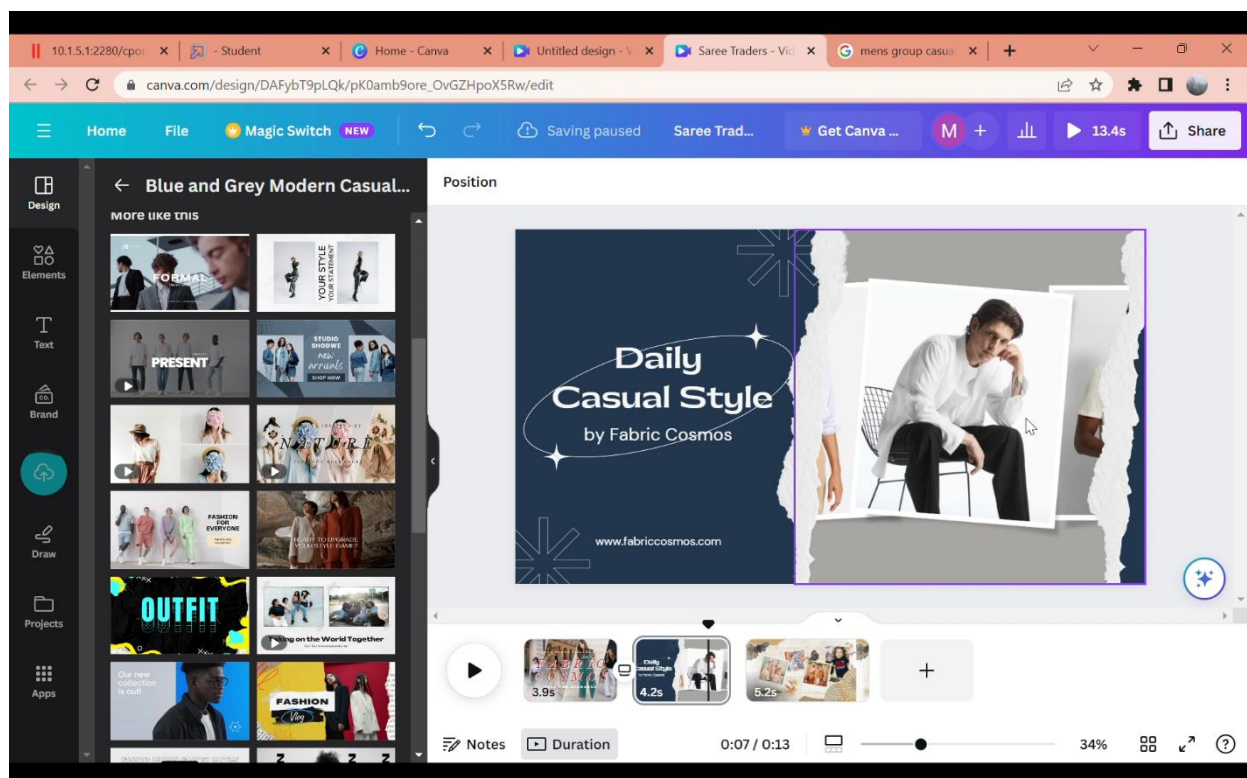
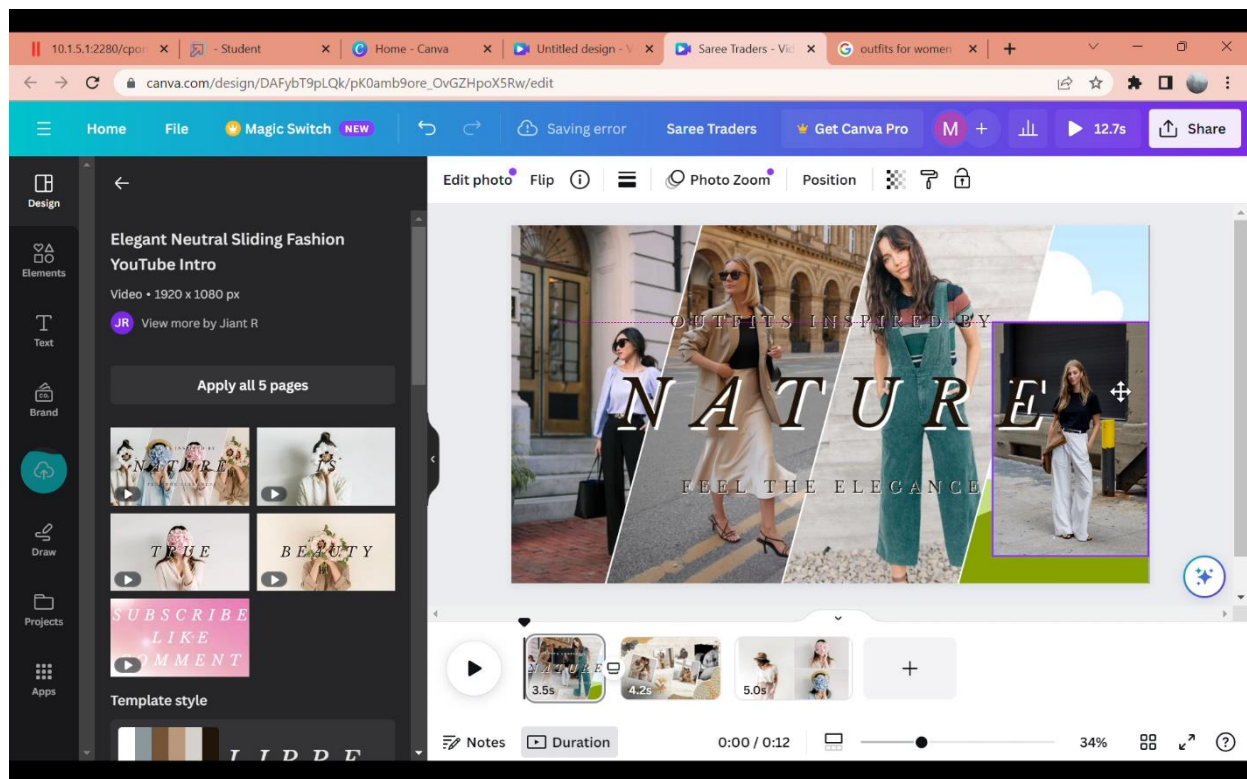
**Step2:** Sign up with Canva using the account to unlock the features.



**Step3:** After signing up, click on crate a design button, and then choose the template for the promo video.

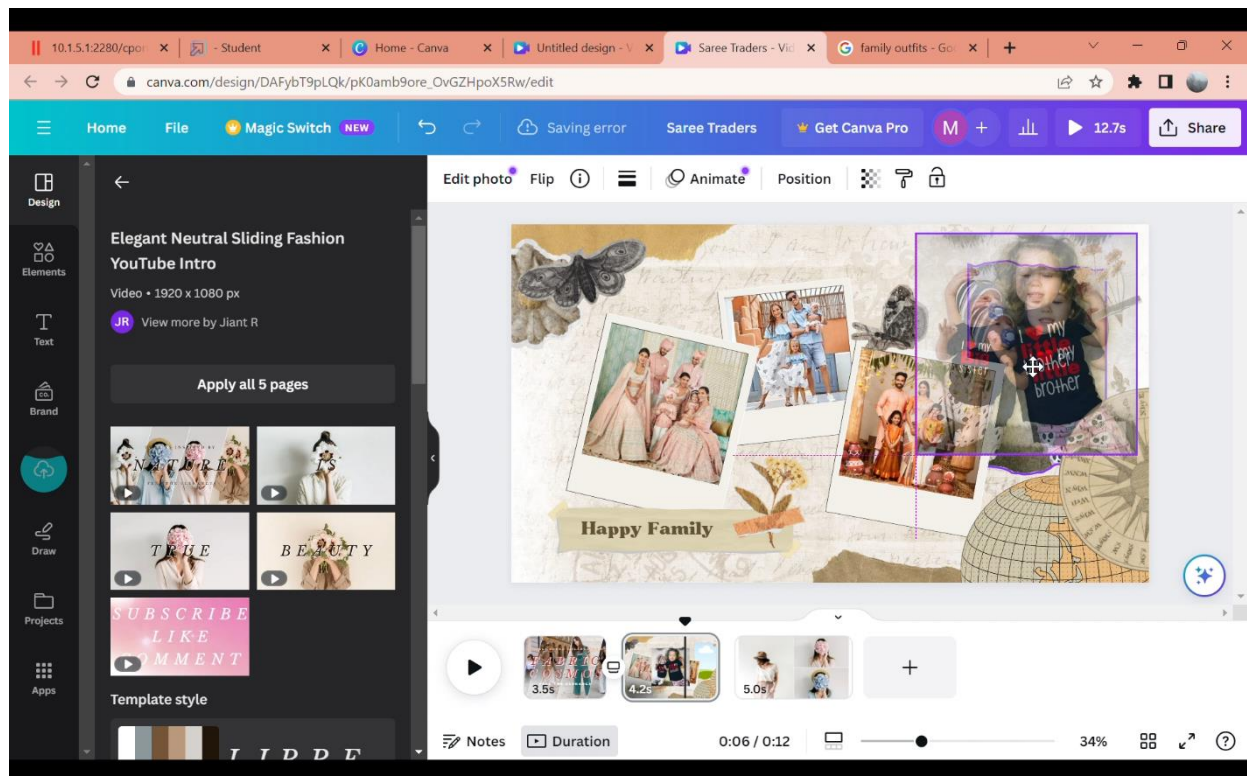


**Step4:** After choosing the template, start the creation. First, create the promo video for the casual women's outfits and men's outfits' collection in fabric Cosmos.

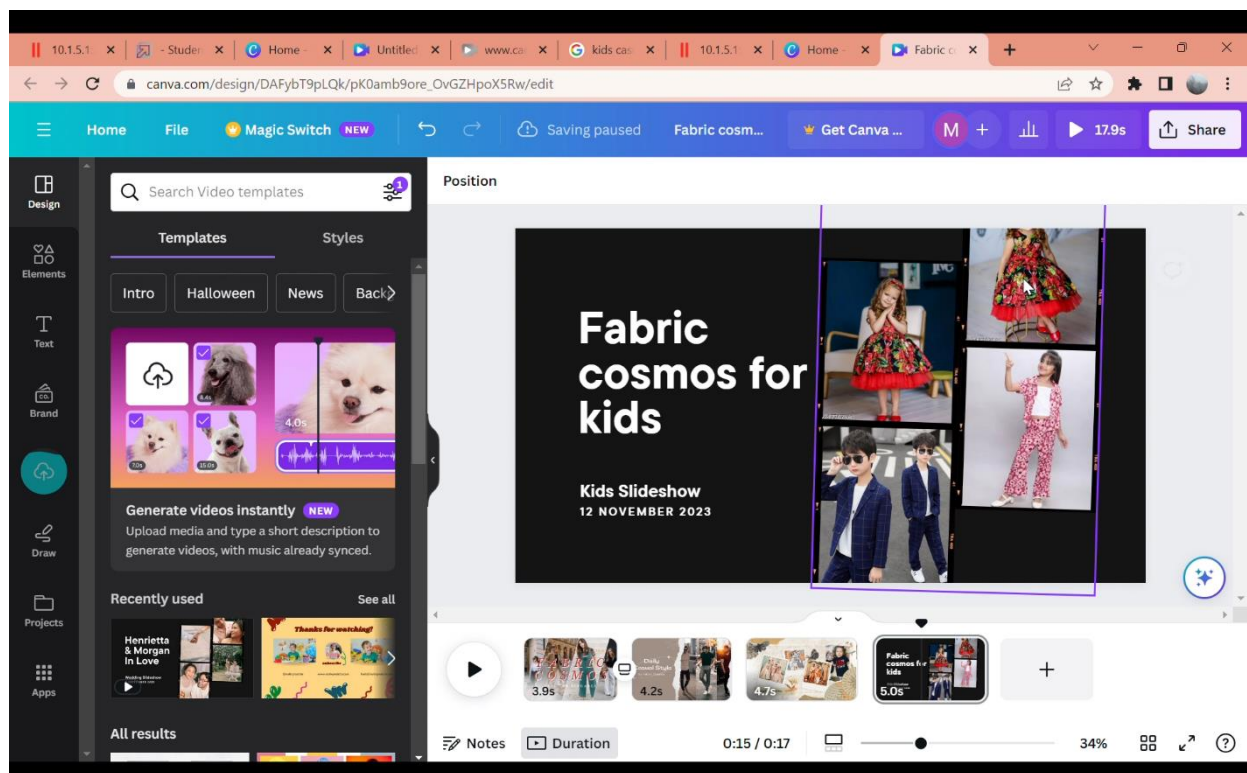


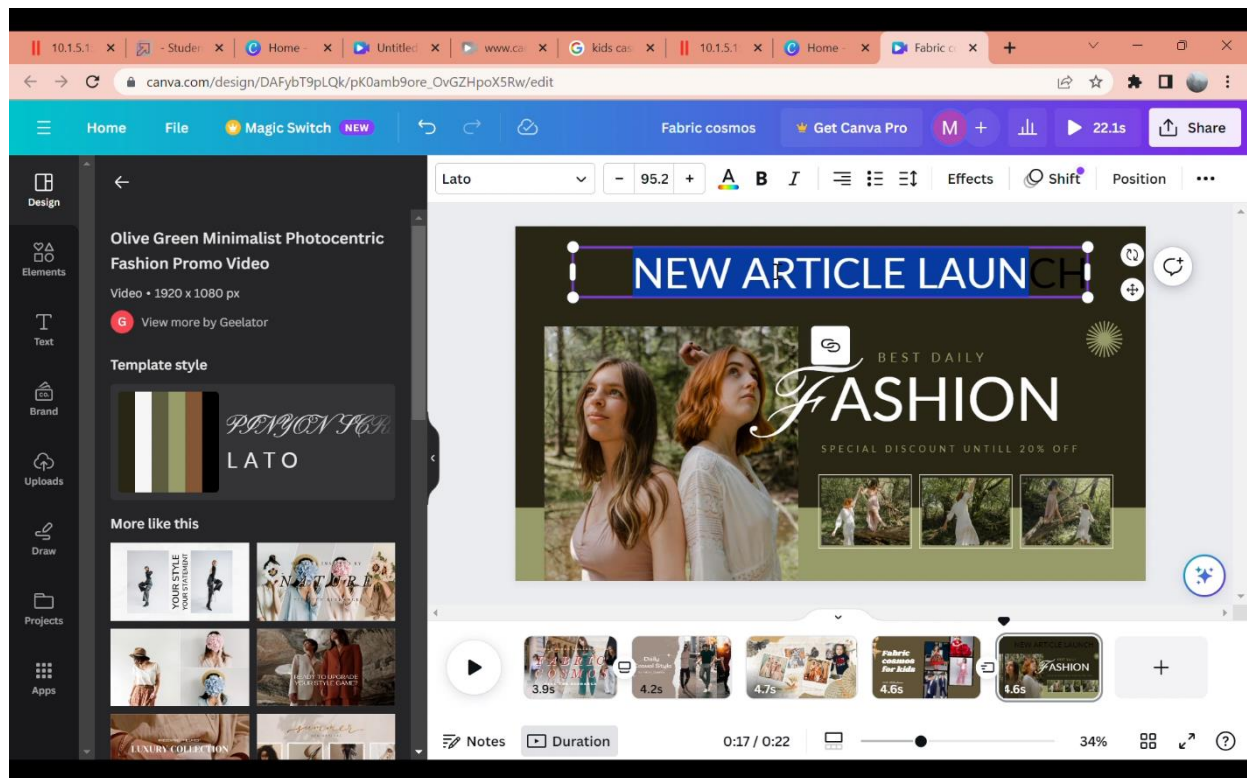


**Step5:** Then creation of a promo for a family outfit collection in fabric Cosmos.

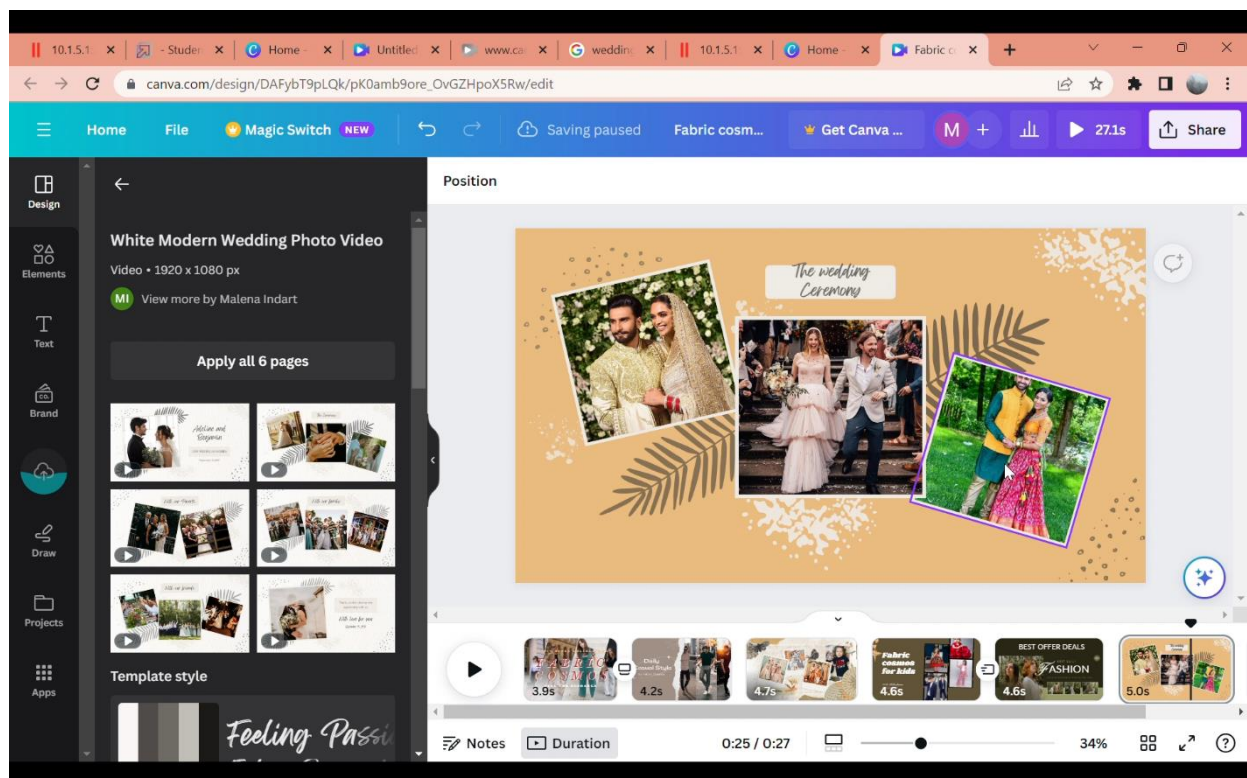


**Step6:** Now, create the promo video for kid's outfits and fashion collections in fabric Cosmos.



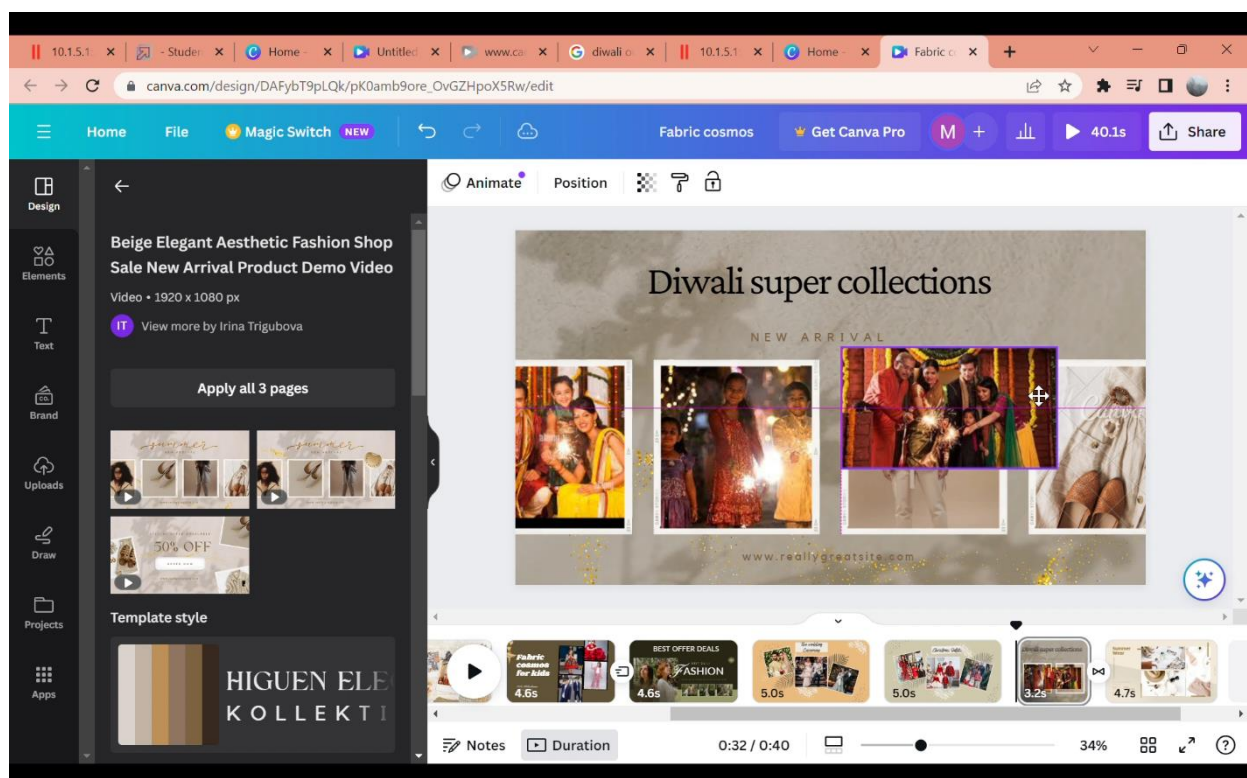
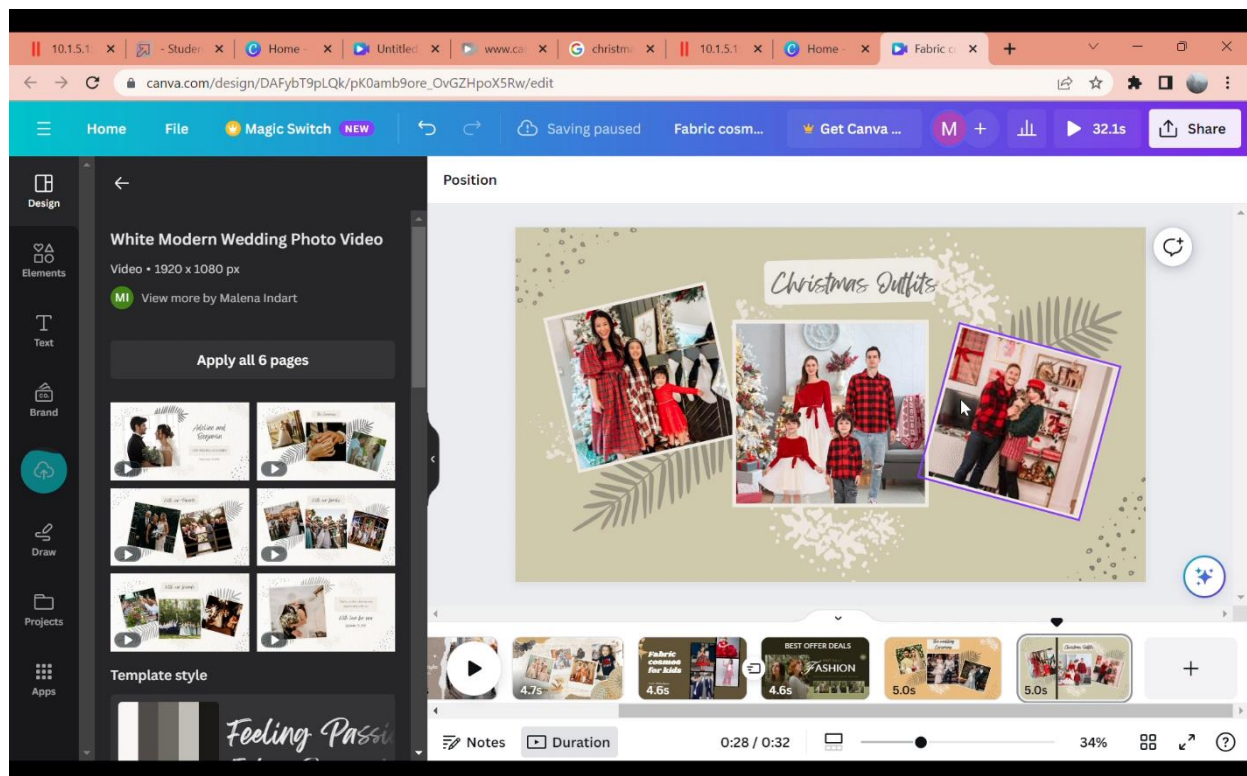


**Step7:** Now, create the promo video for the wedding outfit collection in fabric Cosmos.

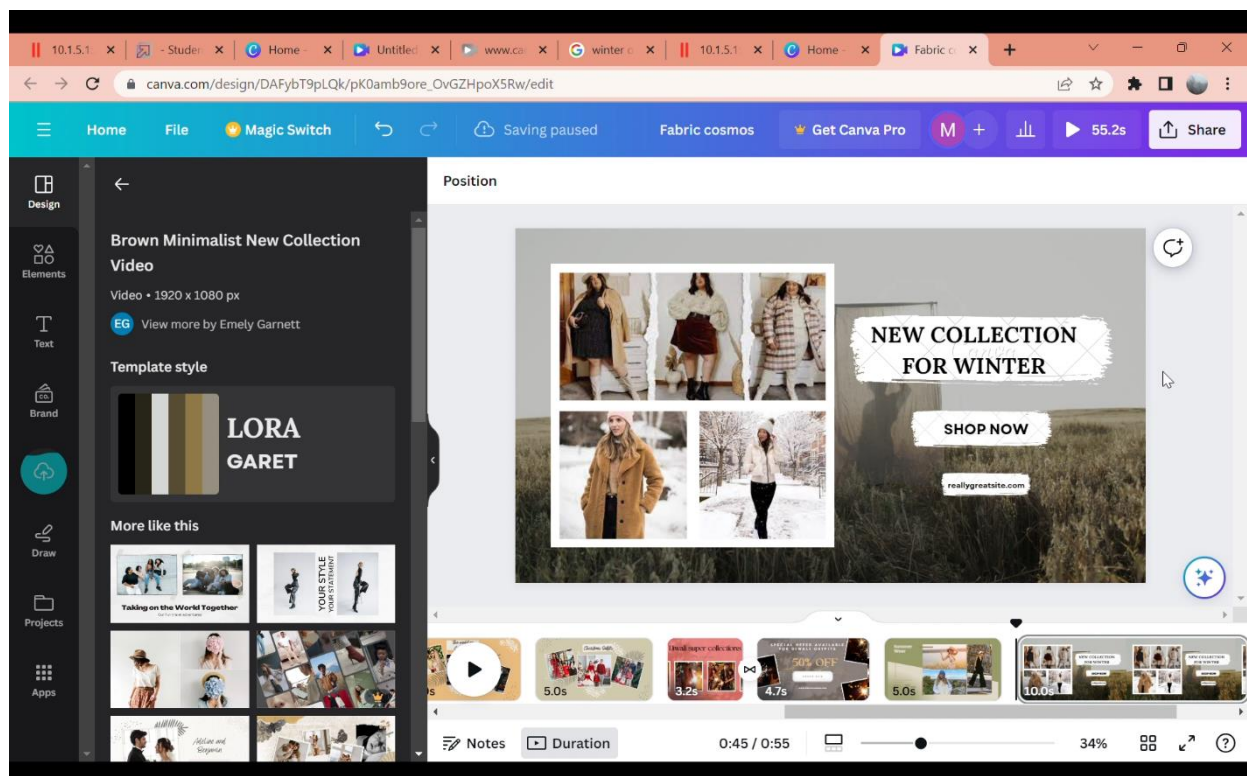
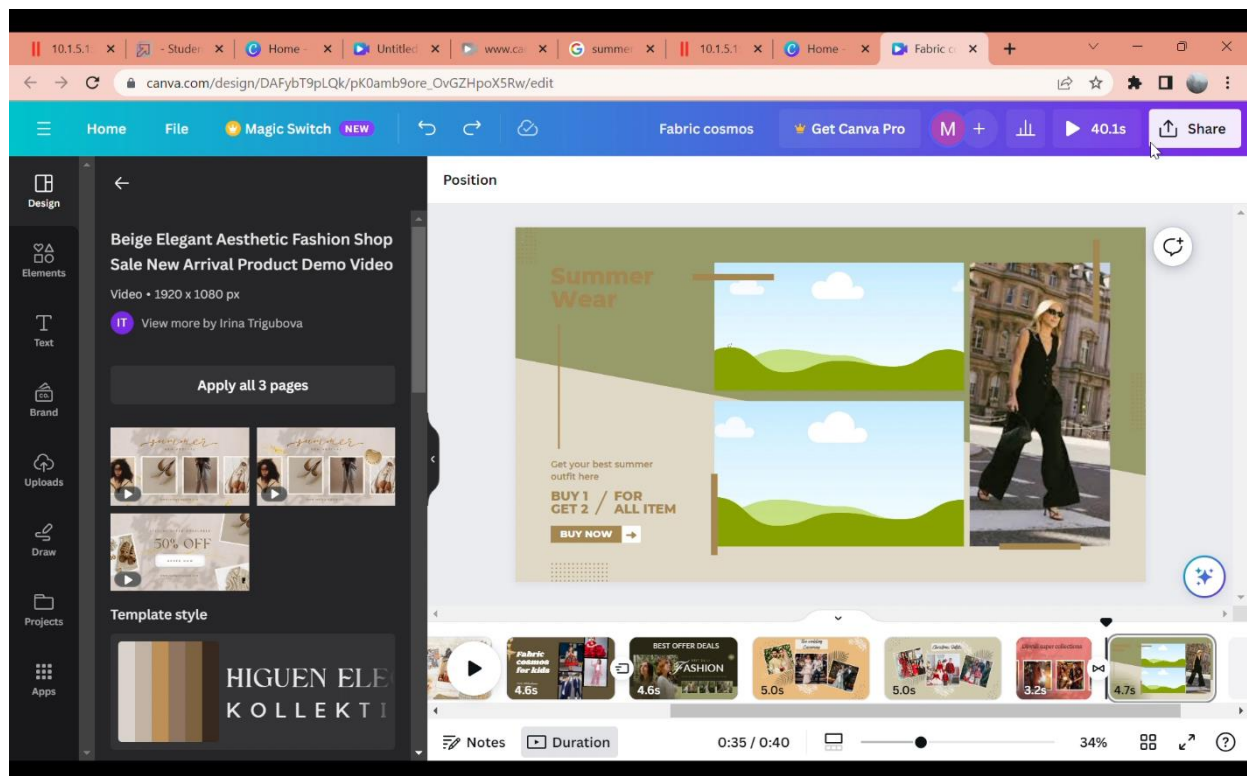




**Step8:** Now, create the promo video for the festival outfit collection, like Christmas and Diwali, in fabric Cosmos.

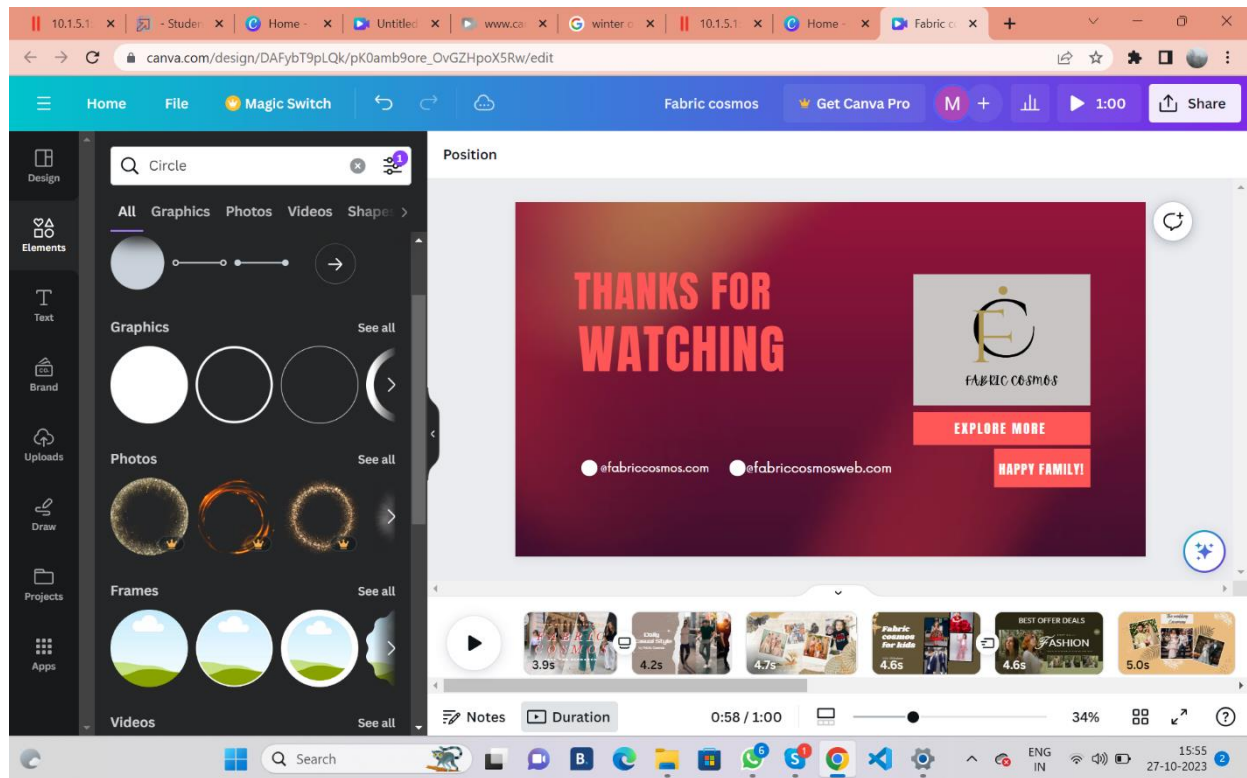


**Step9:** Now, create the promo video for the seasonal outfit collection, like the winter and summer collection in fabric Cosmos.





**Step10:** Finally, create the contact details.



## RECORDED VIDEO DEMONSTRATION:

**Drive Link:**

[https://drive.google.com/file/d/124YT5jjyknV\\_HH9QwLbLwBcPyKzv3A7/view?usp=sharing](https://drive.google.com/file/d/124YT5jjyknV_HH9QwLbLwBcPyKzv3A7/view?usp=sharing)

## CHAPTER 4

### ADVANTAGES AND DISADVANTAGES

#### ADVANTAGES:

**User-Friendly Platform:** Canva provides an intuitive, user-friendly interface that requires no advanced design skills, making it accessible to a wide range of users.

**Cost-Effective:** Canva offers both free and affordable paid options, making it a budget-friendly choice for small businesses and startups.

**Templates and Resources:** Canva offers a vast library of templates, stock images, videos, and design elements, saving time and effort in content creation.

**Consistent Branding:** Canva allows for easy integration of brand elements like logos, colors, and typography to maintain a consistent brand identity.

**Customization:** Users can tailor videos to their specific needs, adjusting everything from text and imagery to animations and transitions.

**Exporting Options:** Canva provides various export options, including different video formats and resolutions for diverse platform requirements.

**Collaboration:** Canva facilitates team collaboration, enabling multiple team members to work on the same project simultaneously.

**File Formats:** Canva allows users to export videos in commonly used file formats, including MP4 and GIF, which are widely supported by various devices and platforms.

## **DISADVANTAGES:**

**Limited Customization:** While Canva is a user-friendly design tool, but it may not offer the same level of customization and flexibility as professional video editing software. You may be limited in terms of transitions, animations, and other advanced video editing features.

**Watermark:** Canva offers a free version with limitations, and videos created in the free version typically include a Canva watermark. To remove the watermark and access additional features, you would need to subscribe to a paid plan, which can be costly.

**Template Limitations:** Canva provides templates for various design elements, but your video may end up looking similar to other Canva-made videos, potentially lacking uniqueness or originality.

**Dependence on an Online Platform:** Canva is a web-based platform, so creating videos relies on your internet connection. If you experience internet disruptions, you may encounter workflow interruptions.

**Collaboration Challenges:** Collaborative video editing may be limited, as Canva's collaboration features are primarily designed for design and graphic work. This could be a disadvantage for teams working on a promo video together.

## CHAPTER 5

### APPLICATIONS

**Email Marketing:** Incorporate brand promo videos into your email marketing campaigns to increase engagement. Videos in emails can help convey your message more effectively and lead to higher click-through rates.

**Social Media Marketing:** Canva's brand promo videos are perfect for creating content to share on social media platforms like Instagram, Facebook, Twitter, and LinkedIn. You can easily create short, attention-grabbing videos to promote your products or services.

**Product Demonstrations:** Create videos showcasing your products or demonstrating how to use them. This can be especially effective for eCommerce businesses or companies with innovative products.

**Event Promotion:** If you're hosting an event or webinar, Canva can be used to create promotional videos to attract attendees and build excitement around the event.

**Announcements and Updates:** Use Canva to create short video updates, announcements, or behind-the-scenes glimpses of your business. This can help keep your audience informed and engaged.

**YouTube and Content Marketing:** Canva can be used to create YouTube channel intros, end screens, and video thumbnails, making your channel more visually appealing and recognizable.

## CHAPTER 6

### CONCLUSION

In summary, the development of an **outfits brand promo video** using Canva has proven to be a game-changing addition to our marketing strategy. This video effectively encapsulates our brand's essence, communicates our fashion narrative, and deeply resonates with our target audience. It not only bolsters our online presence but also reinforces our connection with our valued customers. Canva's versatile video creation tools and templates have empowered us to craft a visually captivating and informative video, serving as the cornerstone of our marketing campaigns. It allows us to authentically tell our brand story, showcase our latest collections, and make a lasting impact in a competitive fashion industry.

In today's dynamic digital landscape, the outfits brand promo video designed through Canva has positioned us for success, differentiating us, strengthening customer engagement, and driving business growth. It stands as a testament to the influence of visual storytelling in constructing a robust and memorable brand identity, and it continues to play a central role in our marketing efforts, contributing significantly to our brand's overall achievements in the fashion sector.