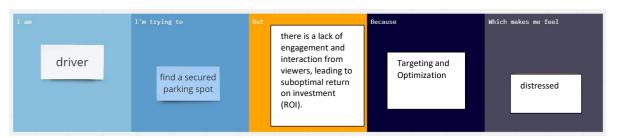
Ideation Phase 1

Define the Problem Statements

Date	03.11.2023		
Team ID	NM2023TMID01211		
Project name	To Create YouTube Ad Campaign		
Maximum marks	2 marks		





Problem statement (PS)	I am (customer)	I'm trying to	But	Because	Which makes me feel
PS-1	photographer	brand	is not reaching its intended audience	Competition	Annoyed
PS-2	photographer	target and reach the intended audience segments,		Targeting and Optimization	Distressed