

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

I am	I'm trying to	But	Because	Which makes me feel
photographer	increase brand awareness	is not reaching its intended audience	Competition	annoyed

I am	I'm trying to	But	Because	Which makes me feel
driver	find a secured parking spot	there is a lack of engagement and interaction from viewers, leading to suboptimal return on investment (ROI).	Targeting and Optimization	distressed

Problem statement (PS)	I am (customer)	I'm trying to	But	Because	Which makes me feel
PS-1	photographer	Increase brand awareness	is not reaching its intended audience	Competition	Annoyed
PS-2	photographer	effectively target and reach the intended audience segments,	there is a lack of engagement and interaction from viewers, leading to suboptimal return on investment (ROI).	Targeting and Optimization	Distressed