

# INTRODUCTION

## HOW TO CREATE A BRAND PROMA VIDEO USING CANVA

### 1.1 OVERVIEW

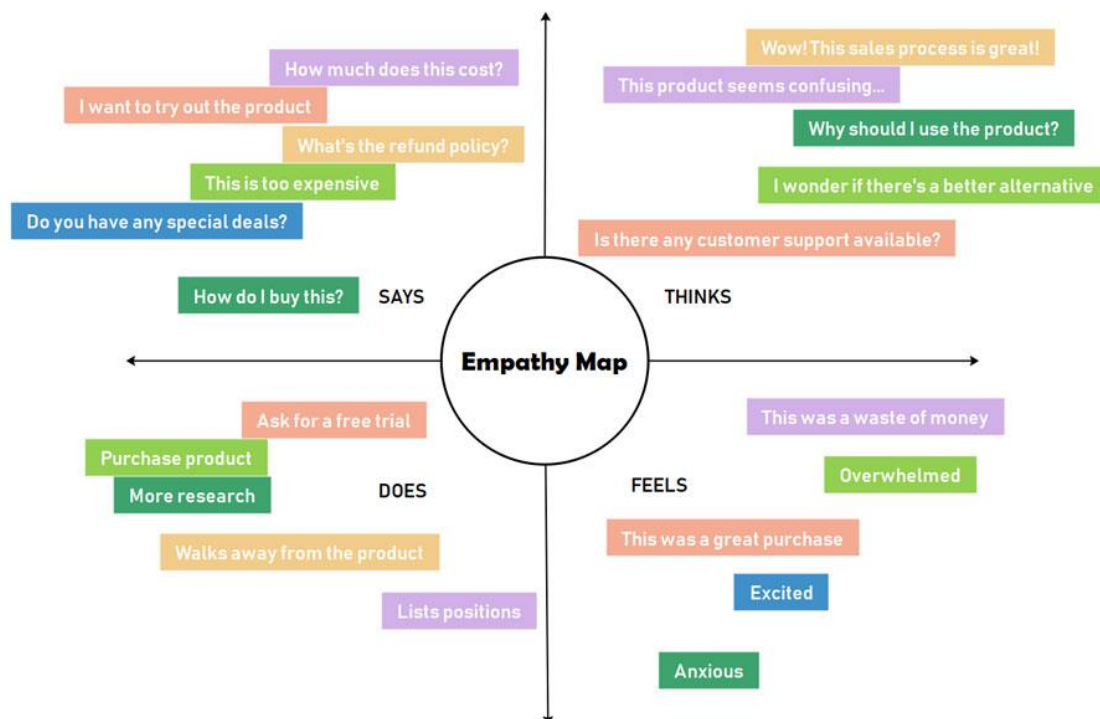
A promotional video or promo video is a video used for the express purpose of promoting a specific marketing initiative, sale or event. Promos are often similar in style and tone to a teaser video, where you grab your audience's attention and draw them in to learn more.

### 1.2 PURPOSE

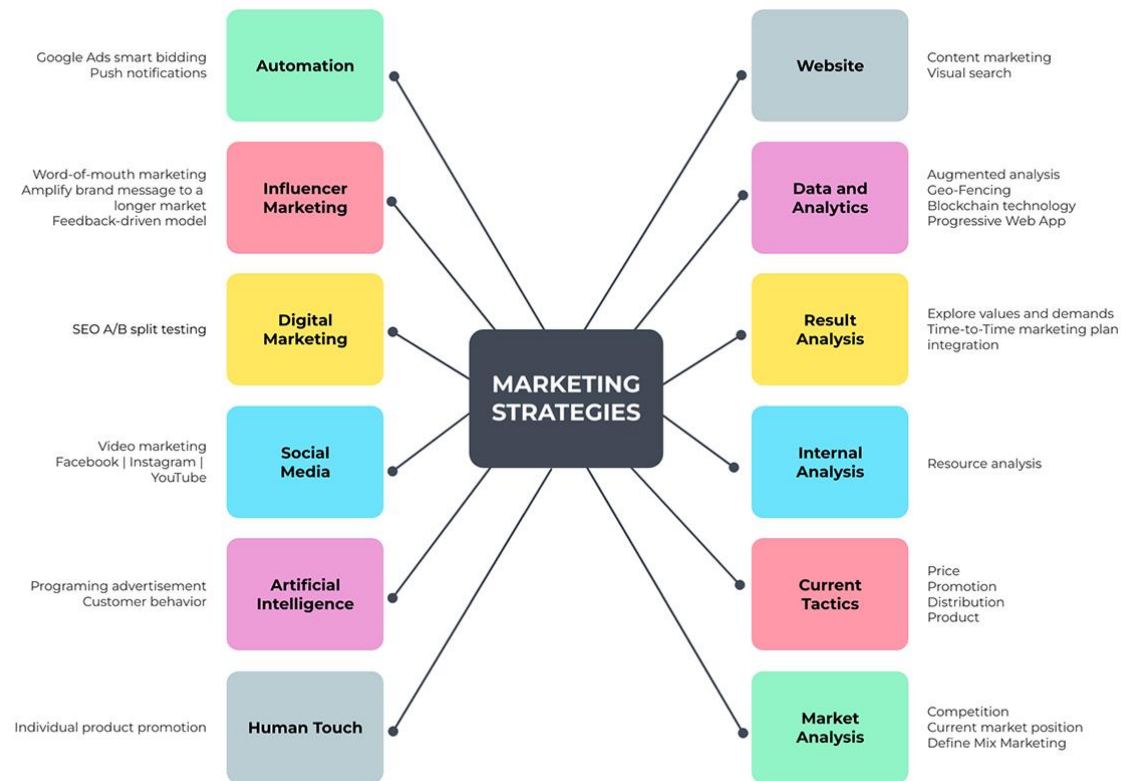
The first few seconds of your marketing video are the most important—that's when viewers decide if they'll keep watching. So using Canva's marketing video maker app, open the video with a question or powerful statement (called a "hook"). Create impressive typography for your marketing videos. Make compelling font combinations from hundreds of free fonts. Keep the message short and sweet; focus on two or three key points. Add live-action stock footage or animated scenes that align with your video marketing campaign.

## 2. PROBLEM THINKING AND DESIGN MAKING

### 2.1 EMPATHY MAP SCREEN SHOOT



## 2.1 BRAIN STROMING SCREEN SHOOT



RESULT

# MOODBOARD



# FASHION

# RAJKUMAR STYLE



## FASHION



## ADVANTAGES:

- Video grabs attention
- Video maximizes the potential for multimedia
- Video has high engagement and ROI/conversion rates
- Video is a social media power house
- Video is highly compatible with smartphones and other portable devices
- Video overhead can be costly
- Video production may be time-consuming.

## DISADVANTAGES:

- It can be a costly affair
- It can be a time-consuming task
- They are more likely to be skipped than watched till the very end
- Technical limitations can kill the vibe
- It may be difficult to update video adverts

## CONCLUSION

**Brand-Focused:** This is a video where you introduce yourself, your brand, and explain your mission and core values. It could be in the form of a behind-the-scenes look at your premises, a launch announcement showing your new store, or a face-to-face interview where you talk through your brand story.