

Date	03 Nov 2023
Team ID	NM2023TMID01282
Project Name	How To Create A Reel Design Using Canva
Maximum Marks	4 Marks

1

 5 minutes

How can we effectively utilize Canva to create engaging Instagram Reels for Triple T Emporium, ensuring high-quality visual content that resonates with our audience, promotes our products, and increases brand visibility?

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

2

 10 minutes

Highlight your top selling or newly launched products through short, snappy reels with catchy captions and engaging visuals.

Offer a sneak peek into the daily operations or the making of your products. Showcasing the process can add real value to your content.

- **Example:** Brief video testimonials from satisfied customers or references using your product, emphasizing their positive experiences
- **Example:** Showcase the transformation or benefits of using your products in before-and-after comparisons
- **Example:** Interviewees share their challenges in creating a website, encourage guests to learn more about your products and share it as part of a campaign

- Craft reels around special events, presents, or holidays to promote a limited-time offer or exclusive deals at your T-Point location
- Introduce your team to highlight specific employees, sharing their roles or stories to add a personal touch to your brand
- Share interesting facts or useful tips related to your products or industry to show educational results

- Put together a list of what local organizations exist.
- Create a travel guide of the local community.

- Use humor or storytelling to create entertaining, shareable content that captivates.
- Partner with influencers or other brands for cross-promotional posts to maximize reach.
- Feature experts or professionals in your industry providing insights or recommendations.

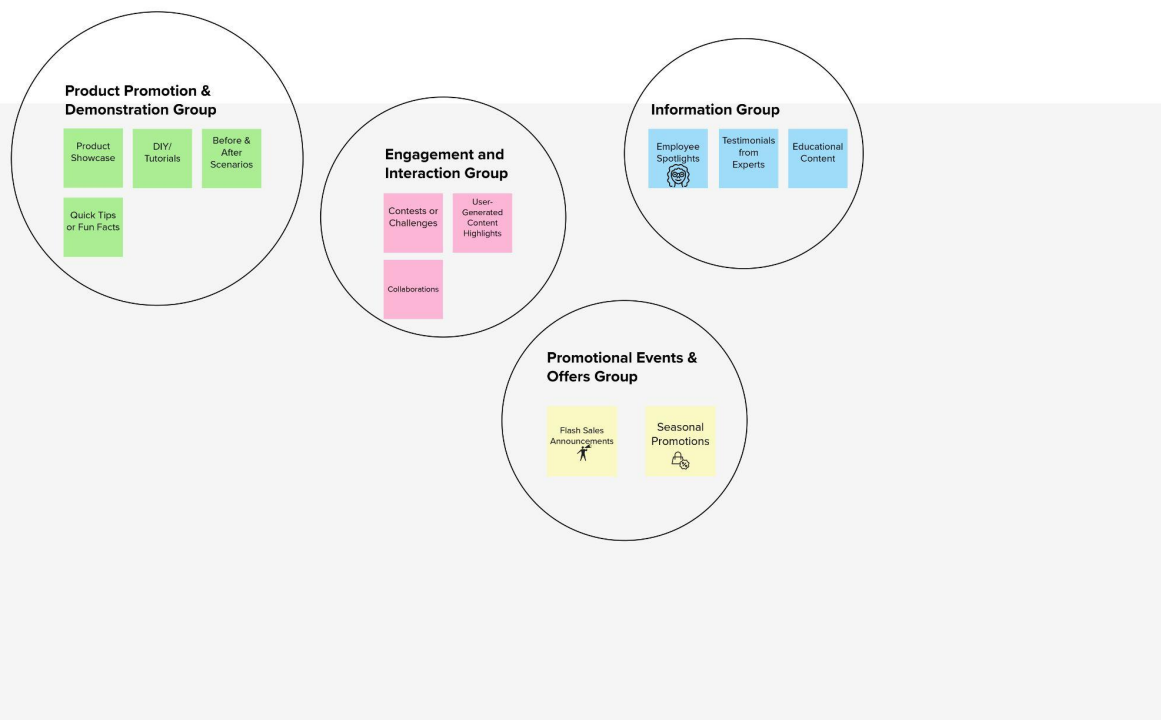
Step-2: Brainstorm, Idea Listing and Grouping

3

Group ideas

Use this space to group similar ideas from the brainstorm. Each group should have a title that describes what the ideas have in common. If a group is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes



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

