The work lays the foundations for a full marketing strategy due to the creation of a design brief and user personas, the only fundamental aspect missing is a competitor analysis. Once these have been completely established a new or extended approach to the project could be taken. Another such approach could be furthering the development of Free From Captivity by mixing the cinematography with various other media outlets, such as graphics or blogs. This in turn would also fulfil the last research question which was not satisfied.

Building upon this, the approach could take a six-month project plan which could allow for the creation of a fictional social media page where similar videos are created every two weeks, alongside various other content. This will not only garner a bigger research capacity, due to having the internet as users but also will allow for authentic marketing results derived from videos influenced by cinematography. Moreover, a second account could be made, highlighting the same issues but using either different content besides video or perhaps a video only account which intentionally subverts or neglects the usage of cinematography.

On a wider scale, this project can be used to reaffirm the current understanding of cinematography. Additionally, the project provides another input and source towards cinematic elements as a summary of all, rather than an individual look at each element. Furthermore, providing another outlook on marketing and video being used cooperatively and how effective it can be used on a smaller scale. This would also allow another to approach the project and potentially upscale it, using the method stated above or through a new approach.

The results from this could possibly clarify whether cinematography for video marketing is effective, as well as the usage of video as marketing in general is an effective tool. This could allow for quicker decision making in a business environment. Due to being able to identify, whether the approach of video is useful to their marketing needs or another approach is more suitable.

Overall, the project provides an answer that leveraging cinematography can be used for effective digital marketing. While this is indicated on a small scale, it can easily be upscaled and provide a more elaborate answer to the findings of this project. These findings will further reinforce the secondary research conducted into cinematography and digital marketing as well as provide enough evidence to support the conclusion of this project.