All research questions work towards the final objective of creating an advertisement piece that leverages elements of cinematography and digital marketing. These questions ground the project as well as provide objectives to work towards during the production of the final artifact.

* How to create a narrative story using both primary and secondary research into the impact of cinematography, specifically: camera angles, colour, lighting, aspect ratio, editing and sound. Additionally, how do they portray and manipulate emotions?
* How significant is the use of post-production in encompassing these elements in the creation of a final product?
* What is the most beneficial method of user testing to produce qualitive and quantitative results which can be analysed and represented in a variety of forms? What is the most accessible formatting of research which can allow collaboration with existing secondary research?
* What are the existing forms of digital marketing and how does cinematography rank? How can cinematography be seamlessly implemented to create a piece that works as a successful alternative to existing marketing formatting?
* What are the difference between traditional marketing compared to digital marketing and which approach is most fitting towards cinematography and its implementation?
* Can cinematography and marketing of all forms work simultaneously to produce a successful product/artifact?