**Introduction to project and what were the steps taken in the project?**

The aim of the project is to explore the effective collaboration of cinematography and digital marketing techniques in conveying a narrative that can influence an audience’s mind on a subject. The project utilises secondary research from both fields to create a final artifact to showcase the employment of the combination of the two. This is further reinforced by primary research gained through user testing which commenced throughout the duration of the project.

**Aim of the project (Elevator Pitch)**

The findings of this project are to support the understanding of both fields, but also showcase the possibility of utilising both methodologies in conjunction with one another.

The final artifact, which has been user tested, shows evidence indicating that both fields can work cooperatively to produce an outstanding piece of media. The significance of this, is the additional layer of possible media that can be produced for business going forward. Additionally, it conveys the attractive nature of a polished video over a more home style advertisement seen rather often now.

Unlike previous research into media formatting’s influence on marketing, the project focuses on one single format and showcases the ability of pushing one media format to its limits. This in turn will deliver very insightful results into the projects goals.

The project ultimately, can be replicated using a different media format or potentially extended out to create a full marketing strategy, which will provide more insight and evidence into the cinematography and digital marketing fields.

**What were the main achievements of the project?**

* User testing results
* Creation of different videos (showcasing capabilities of making different videos using different softwares)

**What were some possible flaws of the project?**

* Small scale findings
* Using SIFU