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.

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.

Significantly, the project produced great results in the form of user testing, providing evidence to further reinforce existing projects as well as provide my project with insightful primary research. Although, it could be argued the data is of a small scale and thus could possibly be invalidated. The counter response would be it is a qualitative result of data which can be expanded upon provided enough time and resources to create additional media.

Additionally, the media created for this project further reinstate the cinematic principles followed when creating videos and their effectiveness. Whilst the project failed to use Maya in creating the initial videos, alternative software’s such as SIFU, showcase the capabilities of video creation in non-traditional formatting. This signifies, the capacity for businesses or marketing departments perhaps lacking in creative software’s can still produce high-quality videos elsewhere.

Overall, the project was successful in establishing the collaboration of digital marketing and cinematography as showcased by the final video artifact and the testimonies from participants in response to their viewing.