

NAAN MUDHALVAN
DIGITAL MARKETING

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PROJECT-9

Brand Promo Video

Create a 60 sec promo video for your brand - using Canva, Camtasia etc and it should be a explainer video. To achieve this first write your script, then storyboard it, followed by creating an instructional design and then finally create your explainer video

Aim:

To Create a 60 sec promo video for your brand using Canva for our business brand and then script it, then storyboard it, followed by creating an instructional design and then finally create a explainer video.

Procedure:

Industry Selection:

- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website

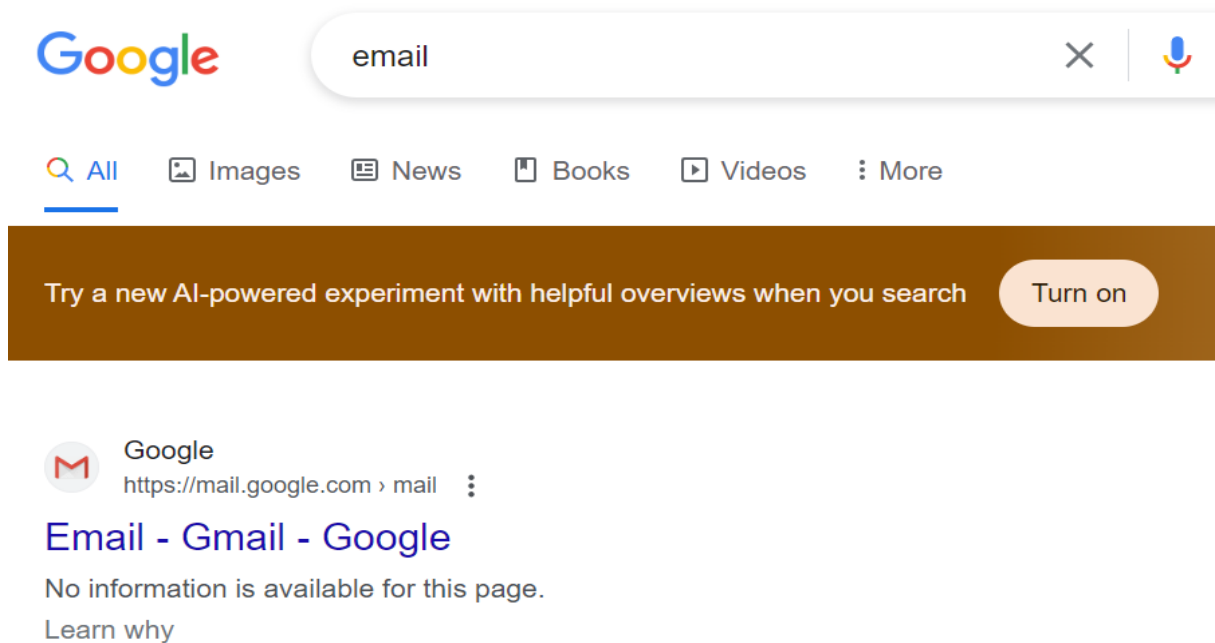
Designing a Logo:

- Create a logo that reflects the brand's identity, values, and target audience.
- Choose a color palette that aligns with your brand and industry.
- Ensure the logo is versatile and looks good in various sizes and formats.

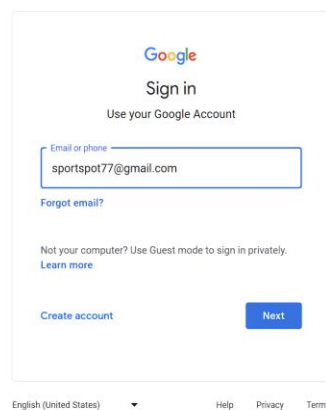
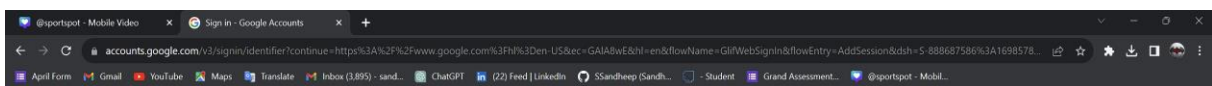


Creating an Email ID:

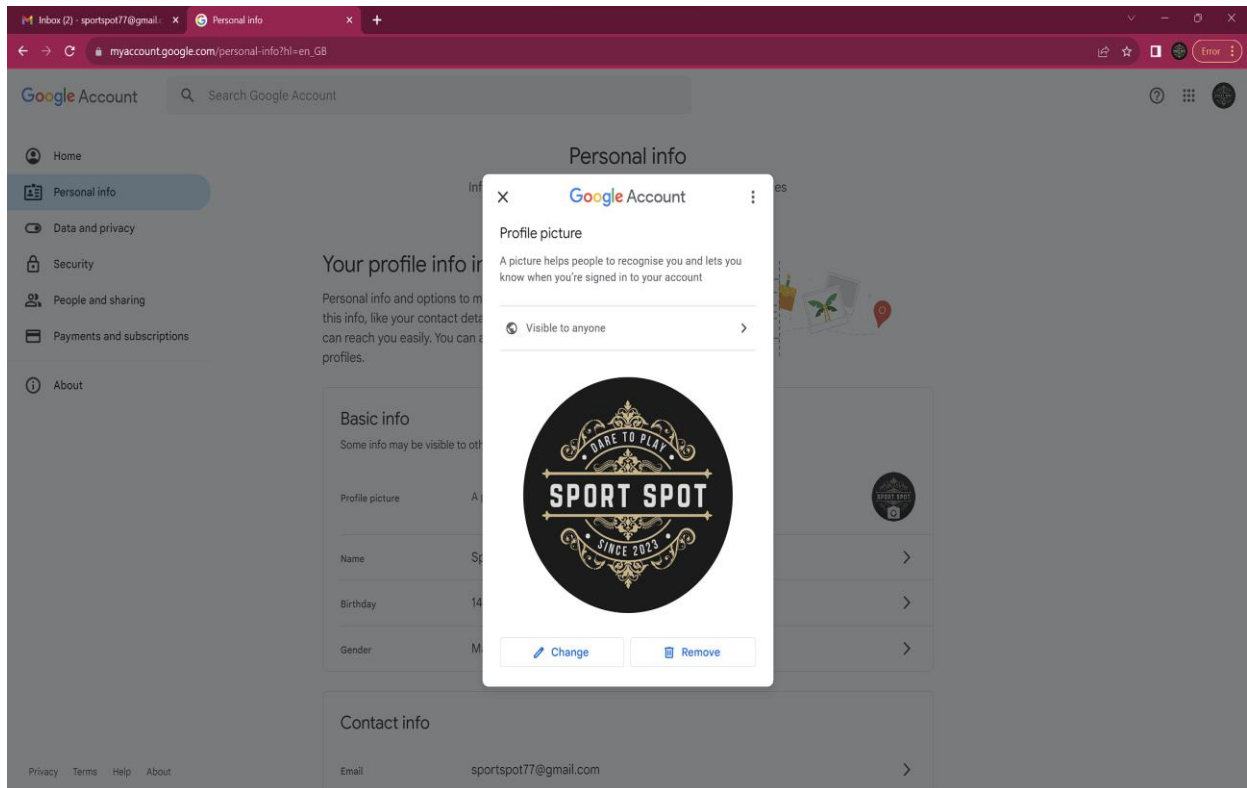
- Select an email service provider like Gmail, Yahoo, or Outlook.
- Visit the chosen provider's website.



- Click on "Sign Up" or "Create Account."
- Verify your identity through a verification code sent to your phone or another email address.



- Set a strong password and update the profile details.



- Your email account is now created.

Creating a Promo Script:

[INTRO - Upbeat Music Playing]

NARRATOR: Are you ready to elevate your game? Get ready to discover a world of fitness and sports excellence like never before with SportSpot - your go-to destination for all things sports and fitness equipment!

[Video: Exciting shots of athletes, fitness enthusiasts, and sports equipment]

NARRATOR: SportSpot is not just a store; it's your ultimate sports and fitness partner. With a legacy of quality and innovation, we bring you the latest and greatest in sporting gear, all under one roof.

[Video: Quick cuts of various sports equipment - from footballs to yoga mats, weights to treadmills]

NARRATOR: Whether you're a seasoned athlete or just starting your fitness journey, SportSpot has you covered. We understand that it takes the right equipment to reach your peak performance.

[Video: Happy customers trying out equipment, receiving guidance from friendly staff]

NARRATOR : What sets us apart? Our dedicated team of experts! At SportSpot, we're not just in the business of selling equipment; we're in the business of achieving goals. Our experienced staff is here to guide you every step of the way.

[Video: In-store footage of knowledgeable staff helping customers choose the right gear]

NARRATOR (V.O.): And if you're more of an online shopper, we've got you covered there too! Our user-friendly website makes it easy to browse, order, and have your equipment delivered right to your doorstep.

[Video: Smartphone screen showing the SportSpot website and easy online ordering process]

NARRATOR (V.O.): But that's not all. We are dedicated to bringing you the best brands at the best prices. SportSpot is your one-stop shop for savings and selection!

[Video: Exciting shots of discounted equipment, sale signs, and happy shoppers]

NARRATOR : From yoga mats to basketballs, running shoes to cycling gear, we've got it all. Whatever your game, we've got the gear!

[Video: Montage of various sports and fitness equipment]

NARRATOR : SportSpot - where dreams become achievements and where champions are made. Join us on this exciting journey to a healthier, more active, and happier you.

[Video: Inspirational shots of athletes and fitness enthusiasts achieving their goals]

NARRATOR: Elevate your game, redefine your limits, and embrace a lifestyle of fitness and health. SportSpot is here to support you every step of the way.

[Video: Quick cuts of athletes achieving greatness, followed by the SportSpot logo]

NARRATOR: SportSpot - where sports and fitness come to life. Visit us today in-store or online and experience the SportSpot difference!

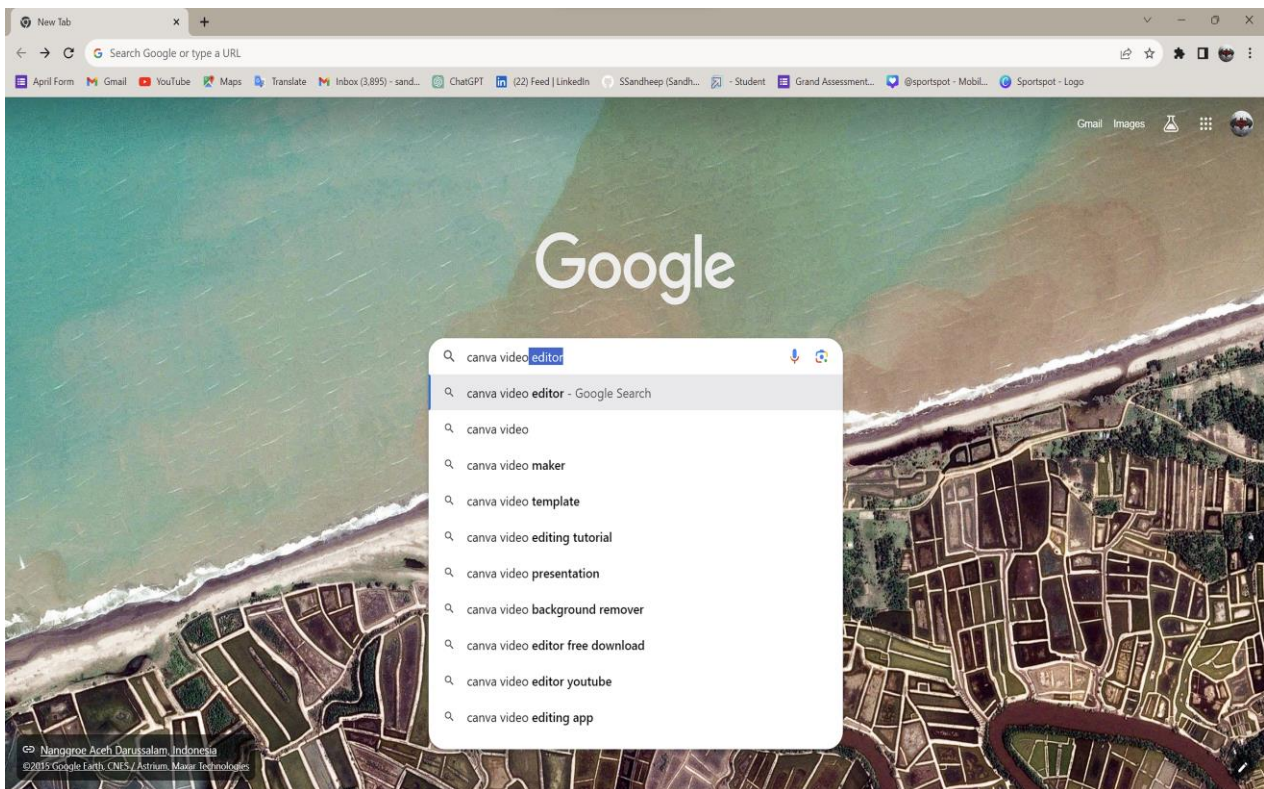
[OUTRO - Upbeat Music Fades Out]

NARRATOR: SportSpot - Your Destination for Excellence in Sports and Fitness Equipment.

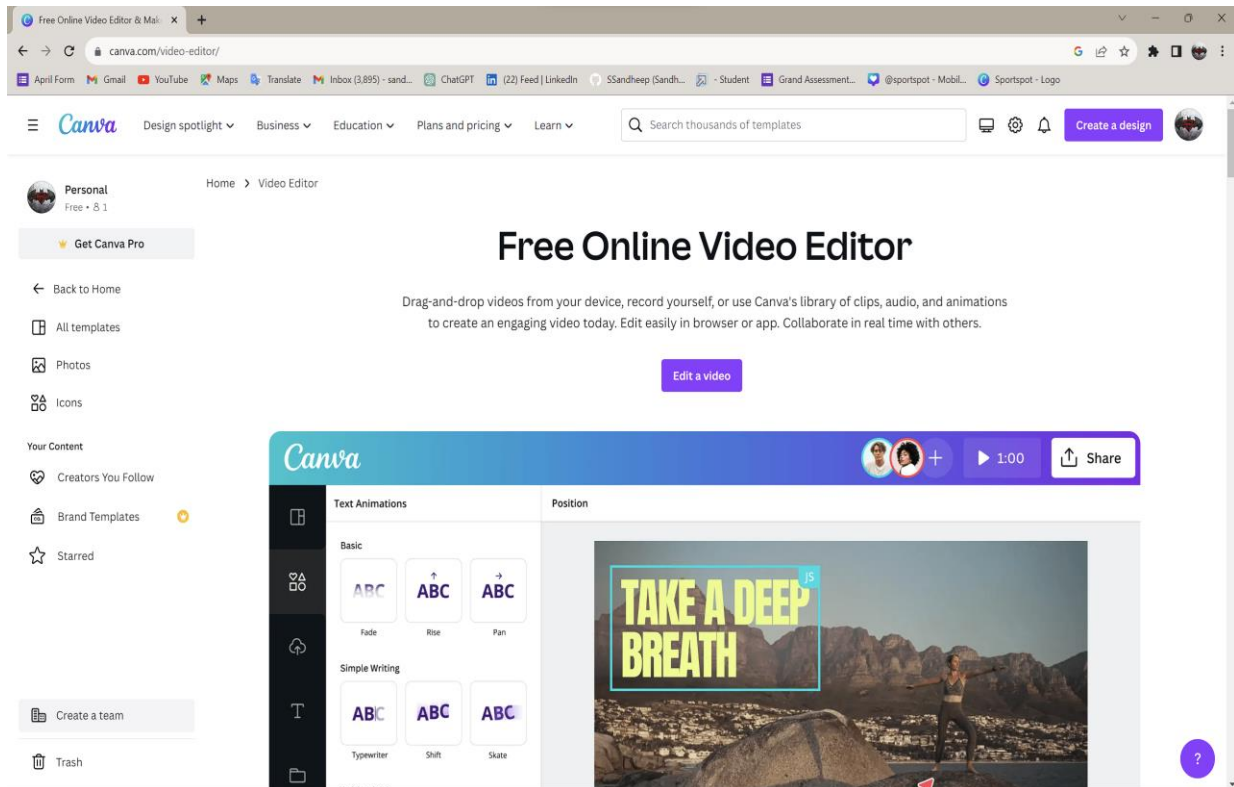
[End with the SportSpot logo and contact information]

Designing the Promo Video using Canva:

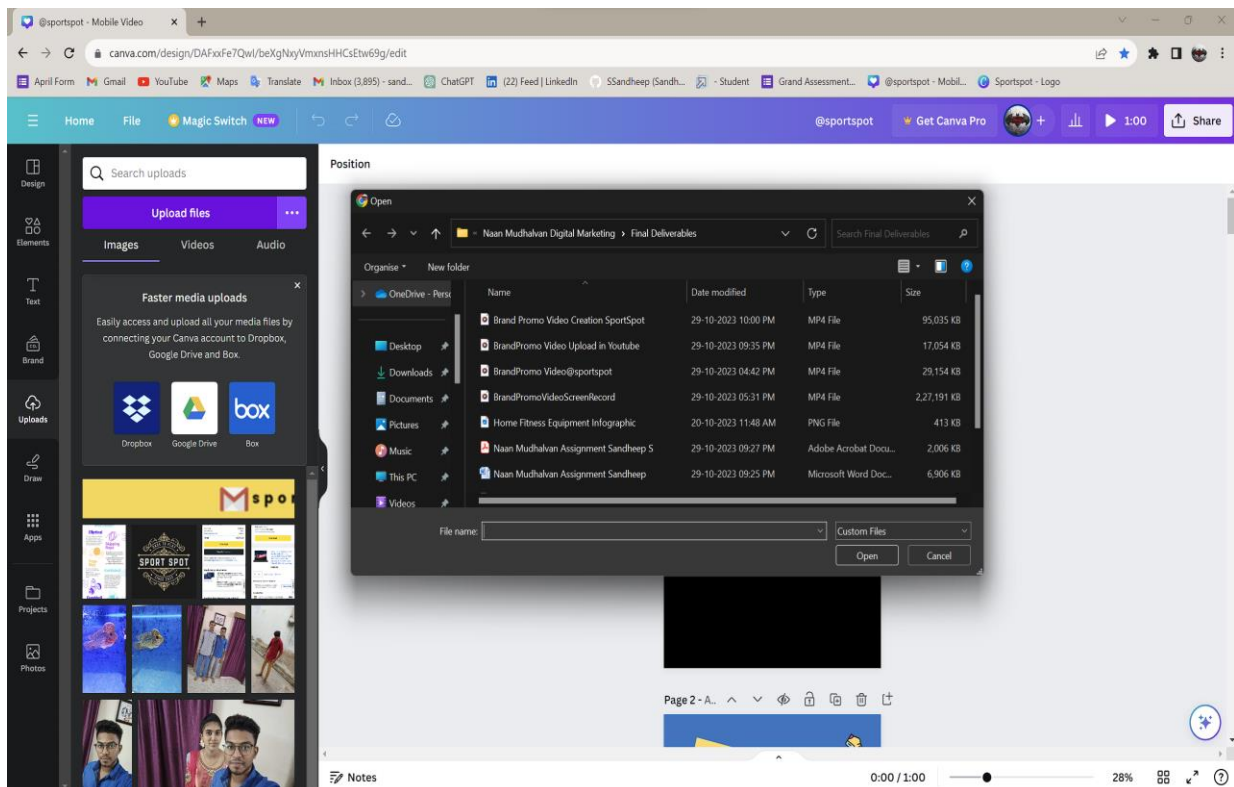
- Search Canva video on google.



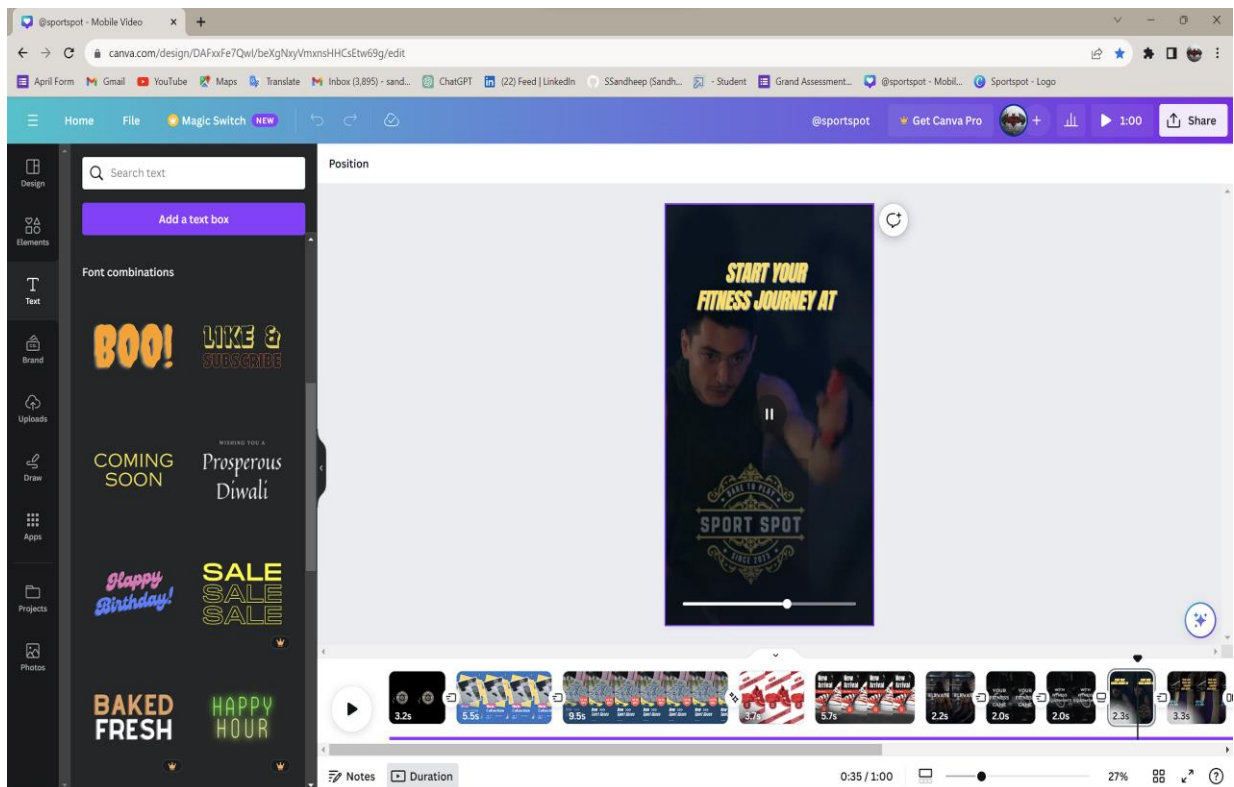
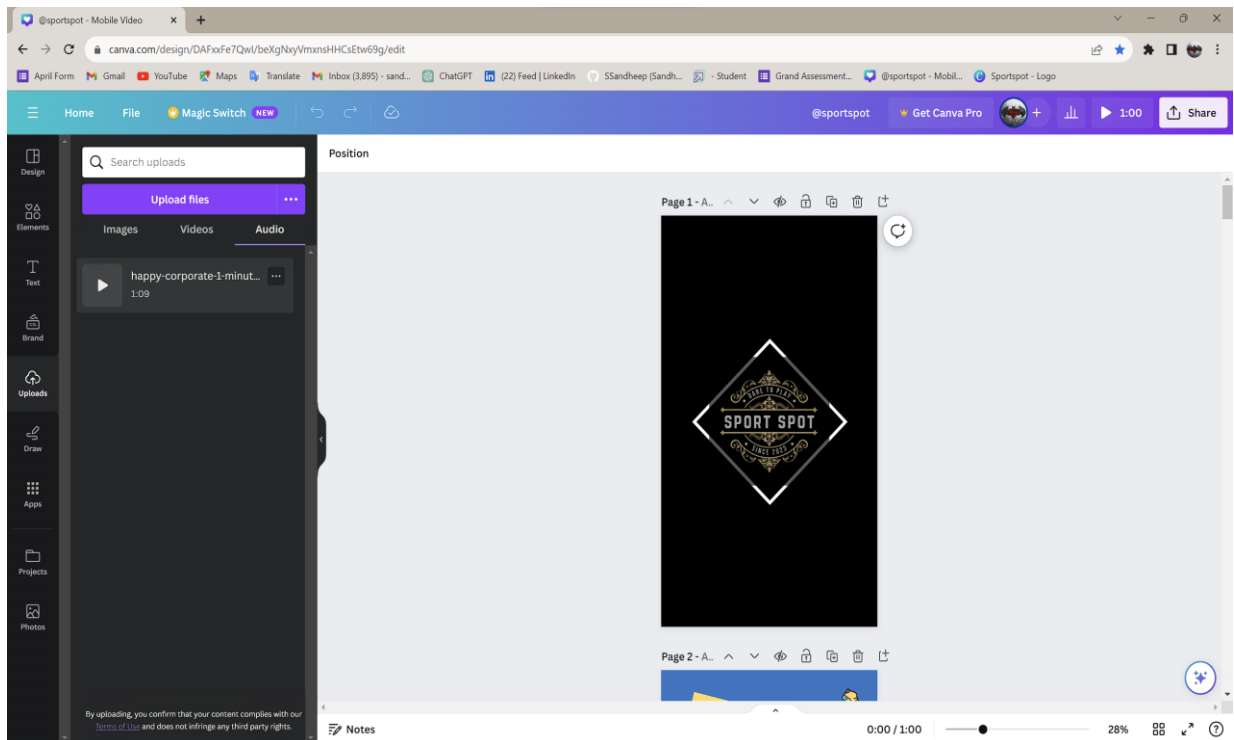
- Create an account or sign in using details.
- Click on create a new design and select the preferred template.



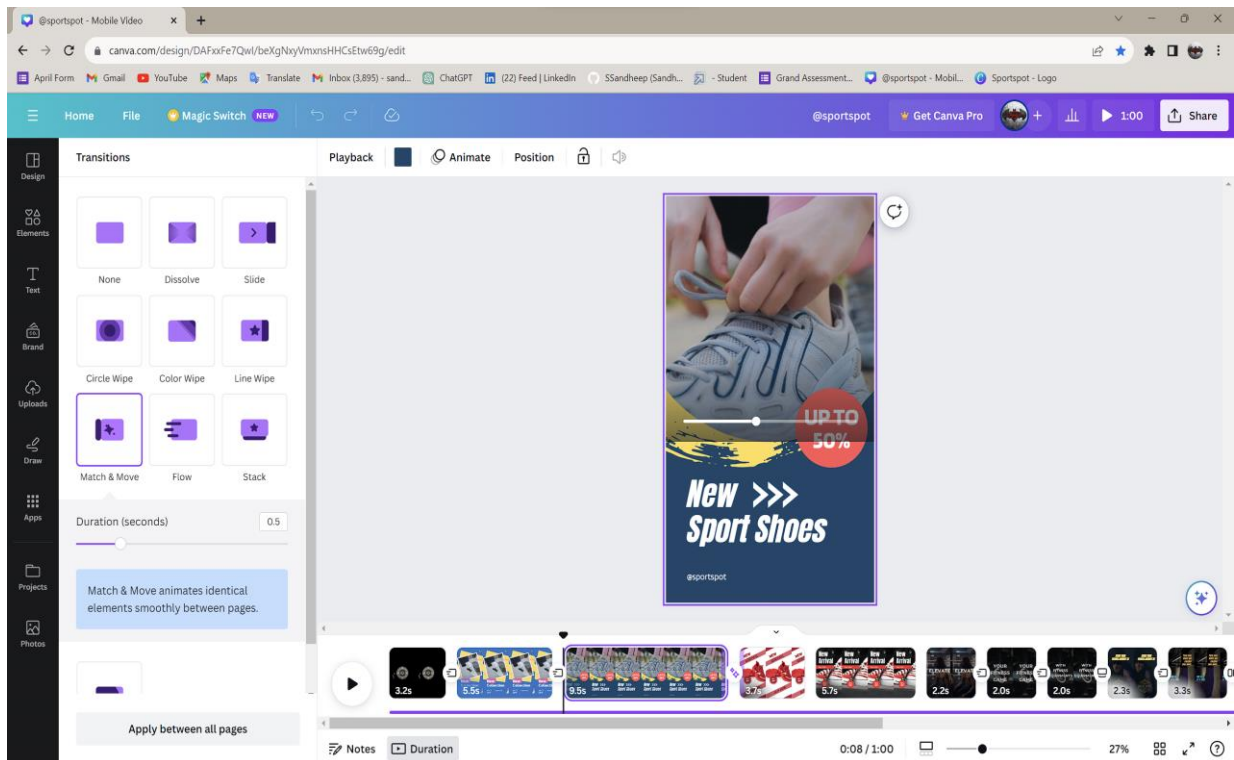
- Upload Stock Videos and Generated audio script.



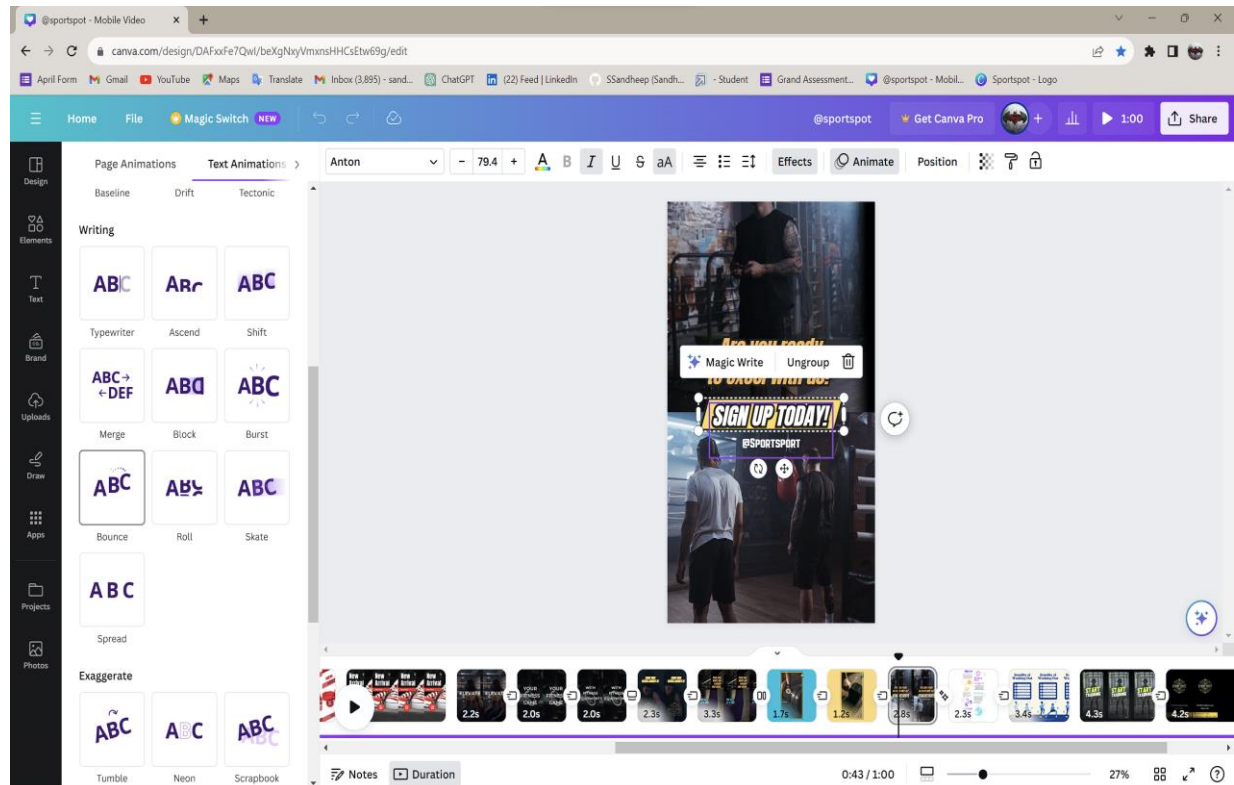
- Edit uploaded clips together into a coherent video.



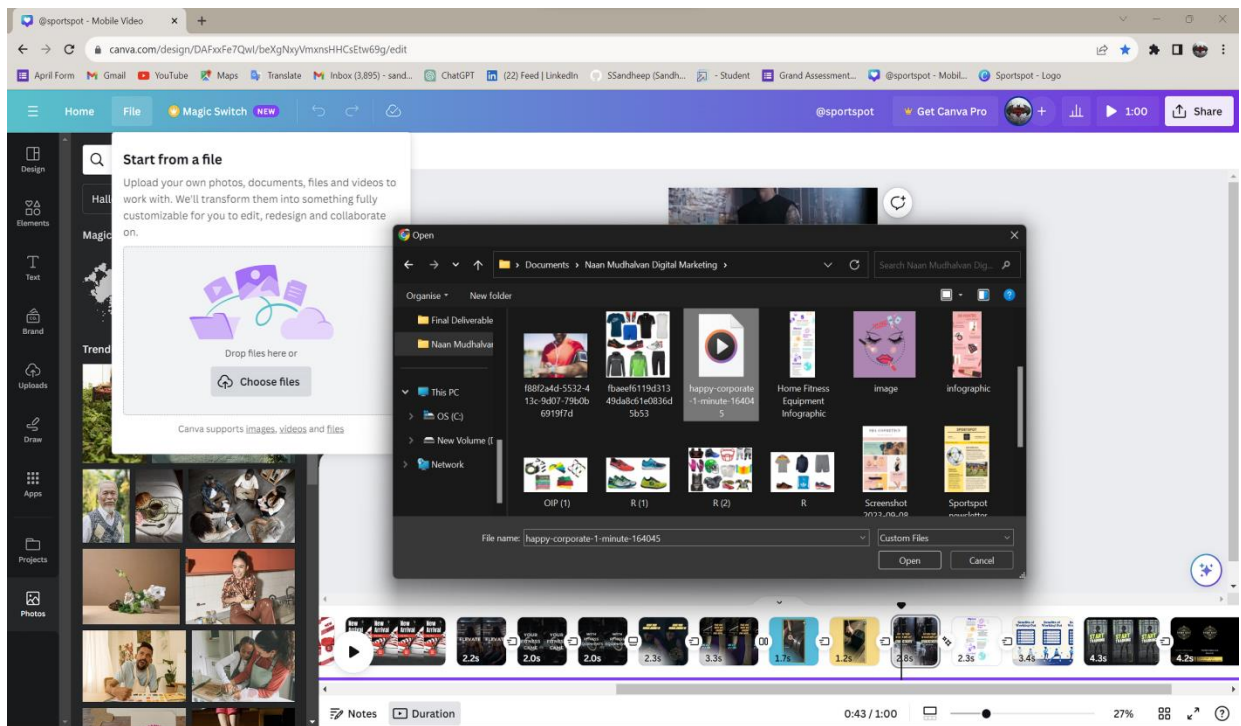
- Apply background transitions to match the brand motives.



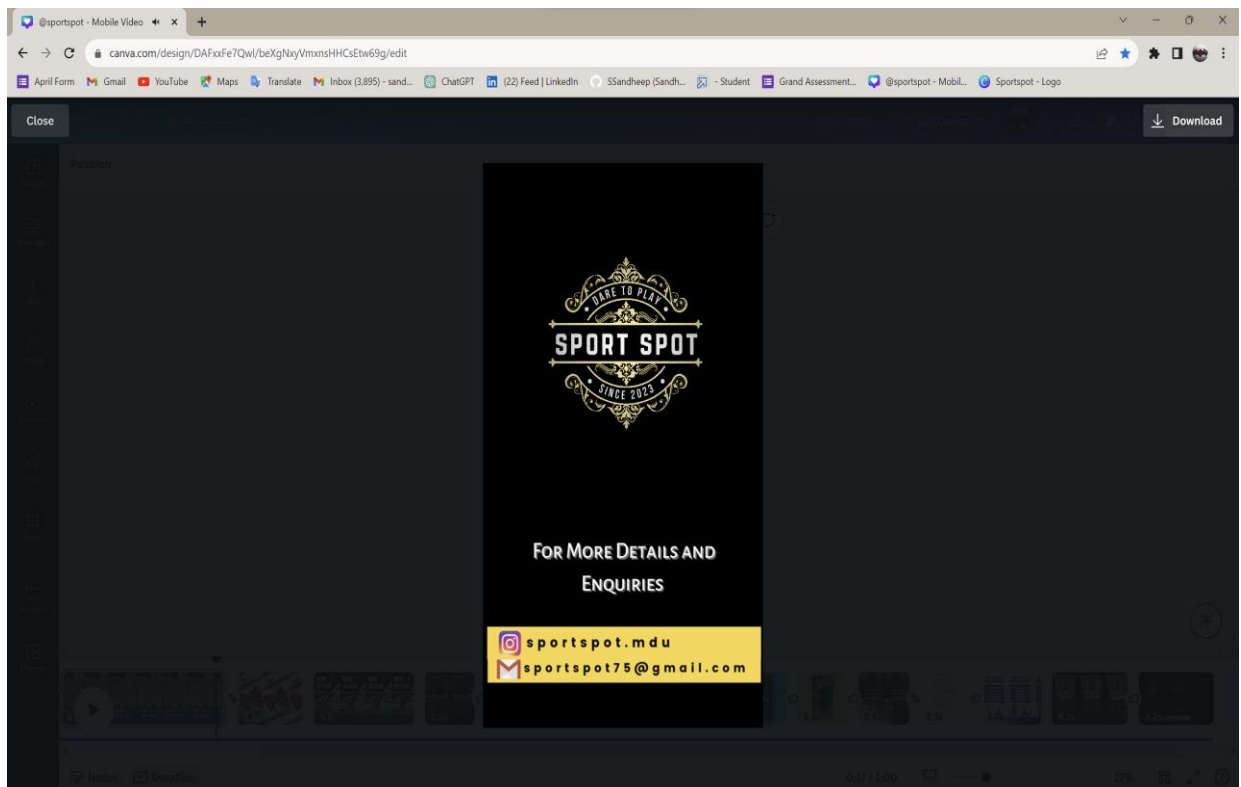
- Integrate the scripted audio into the promo video.

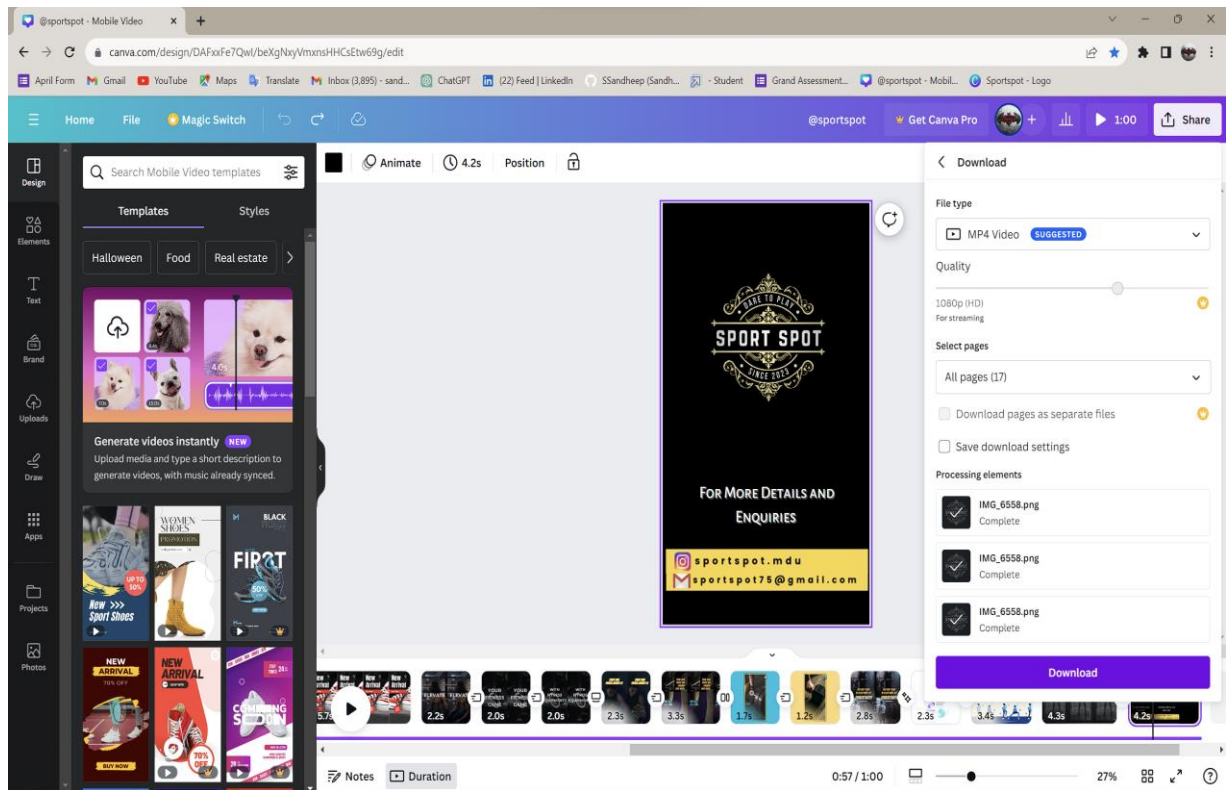


- Remove unwanted portions and use auto sync option to sync the audio.



- Save and Download the video after preview.





- Downloaded video and the steps intended can be accessed through the below links in the result.

Result:

- **Industry Name:**
SportSpot
- **Industry Type:**
Sports and Fitness Equipments Store
- **Promo Video Link:**
https://youtu.be/LG_kM_6uY88?feature=shared
- **Promo Video Making:**
https://drive.google.com/file/d/1iKRw6KjW7fZAOLjOFCeQMPjdrKOj3iXG/view?usp=drive_link
- **Brand Facebook Page:**
<https://www.facebook.com/profile.php?id=61550335570188&mibextid=b06tZ0>
- **Brand Instagram Page:**
<https://instagram.com/sportspot.mdu?igshid=YTQwZjQ0NmI0OA==>