**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 2 November 2023 |
| Team ID | NM2023TMID05840 |
| Project Name | Creating Brand promo video |

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| **S.NO** | **PARAMETERS** | **DESCRIPTION** | | | | | | | |
| 1. | Problem statement (problem to be solved |  | We need to create an engaging and effective brand promo video that effectively communicates our brand identity, products, and values to our target audience. The video should capture the essence of our brand and leave a lasting impression, ultimately driving brand awareness, customer engagement, and conversion. The challenge is to convey our unique selling points in a visually compelling and memorable way, ensuring that the video resonates with our intended demographic and encourages them to take the desired action, such as making a purchase, signing up for our services, or sharing the video on social media | | | | |  | |
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| 2. | Idea / solution description | This brand promo video concept tells a  compelling story that reflects the  brand's dedication to sustainability and  eco-friendliness. The video will take viewers  on a journey through the brand's  sustainable practices, from sourcing raw materials to production, packaging, and community initiatives.   1. **Origin Story**: The video begins by narrating the brand's origin story, emphasizing the founder's commitment to environmental responsibility and sustainability. Vintage footage or images can be used to create an emotional connection. 2. **Sustainable Sourcing**: Show the brand's careful selection of eco-friendly materials and responsible sourcing practices, focusing on the positive impact on local communities and the environment. 3. **Eco-Conscious Production**: Highlight the eco-friendly production processes, such as low-waste manufacturing and reduced energy consumption. Illustrate how the brand minimizes its carbon footprint. 4. **Innovative Packaging**: Showcase the brand's sustainable packaging solutions, emphasizing reduced plastic usage, recyclability, and waste reduction. 5. **Community Engagement**: Demonstrate the brand's involvement in local environmental and community initiatives, such as tree planting, clean-up campaigns, or partnerships with eco-organizations. 6. **Product Showcase**: Introduce the featured product, emphasizing how it embodies the brand's sustainability values and innovative design. Show how it benefits the consumer while being eco-conscious. | | | | | | | |

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| 3. | Novelty/Uniqueness | 1. In today's crowded digital landscape, achieving a standout brand promo video requires a distinct approach that captivates and intrigues the audience. To accomplish this, we propose an avant-garde concept that blends live action with mesmerizing augmented reality (AR) sequences. The video unfolds with a dynamic interplay between the real world and digital overlays, where the brand's products seamlessly integrate with imaginative AR environments. This harmonious fusion not only highlights the product's unique features but also offers an engaging, immersive experience to viewers. By transporting the audience into an interactive world where they can witness the brand's offerings in a visually stunning and unconventional manner, this video not only differentiates the brand but also pushes the boundaries of traditional promotional content, leaving a profound and memorable impact on the viewers. |

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| 4. | Social impact/ customer satisfaction | A brand promo video has the potential to go beyond merely showcasing products or services; it can also communicate a brand's commitment to social impact and customer satisfaction. By incorporating these values into the video, a brand can resonate more deeply with its audience. When a brand showcases its efforts to make a positive difference in society, whether through environmental sustainability, ethical sourcing, or community engagement, it not only appeals to socially conscious consumers but also creates a sense of purpose. Furthermore, by highlighting customer testimonials and success stories in the video, the brand demonstrates its dedication to satisfying its customers' needs and providing real value. This can foster trust, loyalty, and a sense of community among customers, who are not only buying a product but also supporting a brand that shares their values and genuinely cares about their satisfaction. In a world where consumers increasingly seek brands with a social conscience and a customer-centric approach, a brand promo video that emphasizes these aspects can be a powerful tool for building a loyal customer base and making a positive impact on society. |

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| 6. | Scalability of the solution | The scalability of our proposed brand promo video solution is a key consideration to ensure its widespread reach and impact. By design, the concept offers inherent scalability. The use of digital technologies, such as augmented reality, allows for efficient replication and customization across various platforms and markets. The core narrative and AR assets can be easily adapted to showcase different product lines or brand messages, ensuring that the concept remains relevant for various campaigns. |