

# TASK-6

STORY BOARDING ON FLIPKART

Storyboarding on Flipkart would refer to the process of visually planning out a narrative, typically used for advertising campaigns, product launches, or promotional videos. This method allows teams to create a cohesive flow of scenes or shots that align with the brand's message before production starts.

## 1. Advertising Campaigns:

Flipkart's creative teams likely use storyboards to map out their ad campaigns. For example, the popular series of Flipkart ads featuring children acting like adults could have been storyboarded to plan each scene, shot angles, dialogue delivery, and transitions between scenes. This would include:

**Scene Descriptions:** Sketches or visual representations of key scenes.

**Dialogues and Captions:** Written script/dialogue that accompanies each scene.

**Emotions and Actions:** Details of the expressions, tone, or actions to be portrayed.

2. Product Launch or Promotion Videos: When launching a new product or running a seasonal sale like "The Big Billion Days," Flipkart might use a storyboard to ensure that all elements the promotion video align. This helps in planning how the product will be shown, the interaction between actors, and how to visually engage the audience

Introduction of the Problem: Showing a problem that the product solves.

Product Features: Detailed shots or animations showing the features.

Product in Use: Visualizing how customers interact with the product.

### 3. Customer Experience Stories:

Storyboarding might also be used to tell customer-centric stories. For instance, Flipkart could create videos around real customer experiences, from browsing products to unboxing them. The storyboard would map out:

**Customer Journey:** Depicting scenes from when a customer discovers a product, to placing an order, and finally receiving and using the product.

**Emotional Arcs:** Showing how a customer's mood changes from excitement when they see the product to satisfaction after using it.

**Feedback Loop:** Capturing moments when customers share their positive reviews or recommendations.

#### 4. Festive or Seasonal Storyboards:

During festivals like Diwali, Flipkart often runs thematic campaigns with a lot of visual appeal. Storyboarding for such events helps plan scenes that reflect the cultural significance, emotions, and traditional values while highlighting product offerings.

**Festival Ambiance:** Visualizing decorations, colors, and festive energy.

**Family and Celebration Scenes:** Depicting a family uniting, exchanging gifts, or celebrating a festival together, interwoven with product displays.

**Deals and Offers:** Ensuring a smooth transition from emotional storytelling to showcasing the sales and discounts.

## 5. Influencer Collaboration and Content:

For influencer-driven content, Flipkart might storyboard collaborative videos that influencers shoot. This ensures consistency in the messaging across different influencer platforms. The storyboard would help influencers understand the kind of shots Flipkart wants, ensuring key points like product features or promotions are covered.

### Storyboard Elements:

1. Panel Frames: Simple sketches or images for each scene.
2. Narrative Flow: Descriptions of what happens in each frame.
3. Script/Dialogue: Any spoken or written words during each frame.
4. Camera Angles: Notes on the direction of shots—close-ups, wide angles, etc.
5. Timing: Indicating how long each shot or scene should last.
6. Sound/Background Music: Noting background music, sound effects, or emotional tone for each scene.

## Example of a Flipkart Storyboard (For Big Billion Days Sale):

### 1. Scene

2. 1:Visual: A busy family preparing for Diwali. Children and parents decorating the house. Dialogue: “Diwali is around the corner, and there’s so much to do!” Camera: Wide shot showing the home setting. Sound: Light festive music in the background.

### 2. Scene

2:Visual: A child, with adult-like expressions (typical Flipkart ad style), talks about how Flipkart makes it easy to prepare for Diwali.

Dialogue: “But with Flipkart’s Big Billion Days, we can get everything we need in one place!”

Camera: Close-up of the child holding a smartphone, browsing the Flipkart app.

Sound: Upbeat music as the app is shown.

### 3. Scene 3:

Visual: Shots of various products being delivered—electronics, clothing, decorations.

Camera: A montage of deliveries arriving at the house.

Sound: Cheerful background score.

### 4. Scene 4:

Visual: Family gathering around, celebrating Diwali with their new products.

Dialogue: “Flipkart made our Diwali brighter!”

Camera: Close-up of happy faces, switching between family members.

Call to Action: “Shop on Flipkart’s Big Billion days today”!



This storyboard ensures that the creative direction, pacing, and emotional impact of the ad align with Flipkart's brand strategy. Storyboarding is a critical step in creating engaging, structured, and effective visual content.

