

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	Nov 2,2023
Project Name	Creating Reel video using canva
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization :

The paramount focus for our Instagram Reels project promoting wedding attire involves a captivating visual narrative. To achieve this, the primary focus should be on creating a stunning visual story within the video content using Canva. Highlighting a diverse range of wedding clothing options, ranging from bridal gowns to groom suits and accessories, is key. Prioritize showcasing various styles, fabrics, and designs that cater to different tastes and preferences, ensuring the content is both aspirational and relatable. Incorporate subtle but engaging text overlays that spotlight unique selling points, such as comfort, elegance, and customization. Simultaneously, plan for an eye-catching call-to-action encouraging viewers to explore more by visiting our website or interacting with our profile for exclusive offers. Once uploaded to Instagram, engage in proactive community interaction by promptly responding to comments and leveraging the power of hashtags for increased discoverability. Finally, consider utilizing Instagram's advertising features to extend the reach of the Reels video, amplifying its impact among the targeted audience.

By emphasizing these elements and strategically incorporating them into the creation, sharing, and subsequent promotion of the Instagram Reels content, the project is poised to effectively showcase the beauty and versatility of wedding attire, driving engagement and potential sales within the Instagram community.

#### STEP1: Team Gathering, Collaboration and Select the Problem Statement

Bringing together a multi-disciplinary team is essential for the success of the Instagram Reels project. The team should ideally consist of:

1. Creative Designers: To work on visuals, aesthetics, and the overall look of the Reels video.
2. Content Creators/Copywriters: To develop compelling text overlays, engaging captions, and a clear call-to-action within the video.
3. Social Media Managers: Responsible for understanding Instagram's algorithms, trends, and managing the community engagement.
4. Marketing Strategists: To outline a clear strategy for the video's reach, potential collaborations, and targeted advertising.

#### Problem Statement:

The team faces the challenge of creating an Instagram Reels video to effectively promote a range of wedding attire while optimizing engagement and sales within the highly competitive landscape of social media marketing.

## **Step-2: Brainstorm, Idea Listing and Grouping**

**Brainstorming Session:** Initiate a collaborative brainstorming session where all team members share their insights, ideas, and expertise to outline a clear plan for the Reels video.

**Design and Content Creation:** Designers and content creators collaborate closely to ensure visuals align with the intended message. It's crucial to maintain consistency in style and content.

**Social Media Integration:** Social media managers must work with the team to schedule the Reels video, plan community engagement strategies, and respond promptly to audience interactions.

**Marketing Strategy Implementation:** Marketers should integrate promotional plans within the Instagram platform to optimize the video's reach and engagement.

## **Step-3: Idea Prioritization**

### **1. Content Quality and Diversity:**

Priority should be given to showcasing a diverse range of wedding attire. Ensure the content is visually stunning, highlighting various styles, fabrics, and designs catering to different preferences. Focus on creating captivating visuals that resonate with the audience's aspirations.

### **2. Engagement Strategy:**

Develop a comprehensive engagement strategy, including a compelling call-to-action within the Reels video. This can encourage viewers to visit the website or interact with the profile for exclusive offers. Emphasize the importance of responding promptly to comments and messages, fostering a sense of community and trust.

### **3. Algorithmic Reach and Optimization:**

Focus on understanding and working within Instagram's algorithm to enhance the video's reach. Utilize relevant hashtags, post at optimal times, and create shareable content to increase visibility and engagement.

By prioritizing these ideas, we can focus on creating a visually compelling Reels video, fostering engagement, working within the platform's algorithms, and presenting a cohesive and unique brand identity, ultimately maximizing the impact of the wedding attire campaign on Instagram.