

Ideation Phase
Define the Problem Statements

Date	03 November 2023
NM ID	NM2023TMID08508
Project Name	Brand Promo Video using Canva

Problem Statement: In this project, Our brand faces the challenge of limited consumer awareness and engagement in a highly competitive market. Our current marketing efforts have failed to effectively communicate our brand's unique value proposition and establish a strong emotional connection with our target audience. As a result, we are struggling to differentiate ourselves from competitors and drive the desired brand recognition and loyalty. We need to develop a compelling brand promo video that not only captures the essence of our brand but also resonates with our audience on a deep, emotional level. This video should tell our brand's story, showcase our products or services, and highlight the core values that set us apart. The goal is to create a memorable and shareable video that not only increases brand awareness but also drives customer engagement and loyalty, ultimately leading to increased sales and market share.

Example:

Problem Statement (PS)	I am (seller)	I'm trying to	But	Because	Which makes me feel
PS-1	People	To create an Brand promo video using canva through facebook page	I cannot cover wide range of customers.	Less Reach for that post	Frustrated