

I. ASSIGNMENT RECAP

- The assignment requires you to demonstrate competence in course learning objectives by preparing a digital video strategy and execution content for a simulated client project.
- The main tasks include developing and producing one digital video content, based on previous class discussions and your editorial content calendar from Assignment 1, and a presentation deck of approximately 20 slides (±2000 words).
- The digital video should be 1 to 2 minutes long and align with the project's aims and objectives, and the presentation deck should detail your content strategy, digital video strategy, and reflections on the media production process.

Structure:

1. Presentation Deck
 - Content Strategy
 - Digital Video Strategy and Planning
 - Creative Concept
 - Evaluation of Video Content Effectiveness
 - Reflections and Lessons Learned
2. Digital Video Content

II. KEYWORDS EXPLANATION

- Content Strategy: The planning, development, and management of informational content—written or in other media. It focuses on the creation, delivery, and governance of content, ensuring that it is useful and usable.
- Digital Video Strategy: A plan for using video content to achieve digital marketing goals. It involves choosing the right video types, platforms, and metrics to effectively engage the target audience.
- KPIs (Key Performance Indicators): Quantifiable measures used to evaluate the success of an organization, employee, etc., in meeting objectives for performance.
- 3 Act Structure: A model used in narrative fiction that divides a story into three parts (acts), namely the setup, the confrontation, and the resolution.
- Storyboard: A visual representation of a film sequence and breaks down the action into individual panels. It sketches out how a video will unfold, shot by shot.
- Pre-Production: The stage before filming starts which involves planning, scripting, storyboarding, and setting up the budget and schedule.

- Production: The phase of video creation when the actual recording of the video takes place.
- Post-Production: The stage after filming, where the video is edited, sound is mixed, and visual effects are added.
- Dan Harmon Story Circle: A story structure model created by writer Dan Harmon. It breaks a narrative down into eight steps that loop back to the beginning, creating a circular journey.

III. SOURCES

<https://motstore.vn/pages/cau-chuyen>

<https://www.youtube.com/watch?v=Wz4AWD13YtA>

- Google Scholar: For academic journals related to content marketing and consumer behavior.

Link: <https://scholar.google.com/>

- <https://www.linkedin.com/pulse/comprehensive-analysis-footwear-market-2023-2030/>
- <https://www.linkedin.com/pulse/comprehensive-analysis-footwear-market-2023-2030/>
- <https://vietcetera.com/en/bitis-hunter-how-a-small-budget-campaign-rebirthed-a-brand>
- <https://fundgo.network/en/market/thi-truong-giay-dep-viet-nam-day-manh-phat-trien-hang-noi-dia-va-bai-toan-kho-cho-doanh-nghiep/>
- <https://statusbrew.com/insights/best-times-to-post-on-social-media/>