

PROJECT REPORT

1 INTRODUCTION

BRAND NAME : ScrapWorks

CATEGORY : Clothing brand

TARGET AUDIENCE: Women

EMAIL : scrapworks001@gmail.com

WEB PAGE : <https://www.facebook.com/Scrapworks01>

VIDEO SCRIPT : ScrapWorks is an online clothes shop.

It targets mainly women.

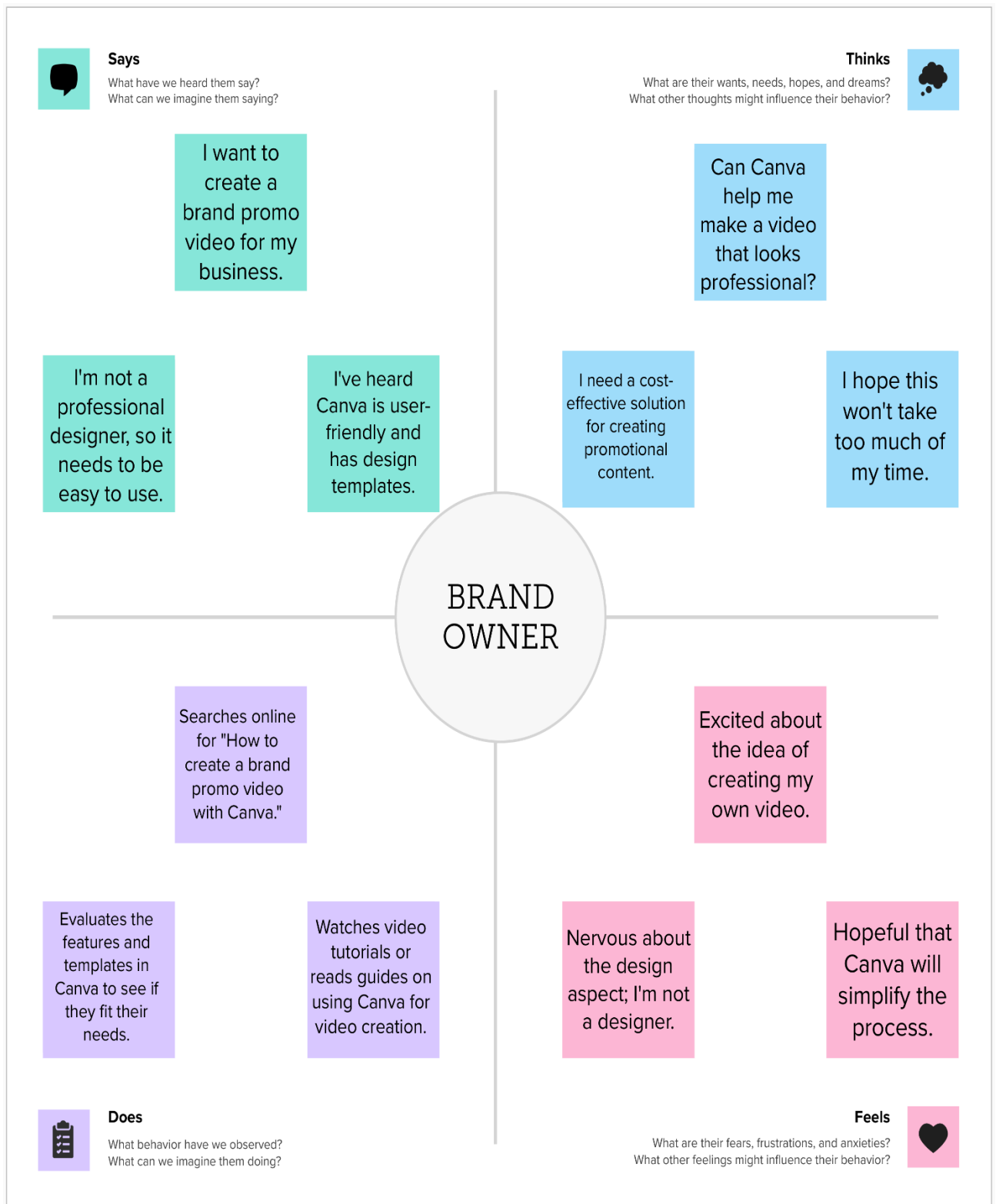
The speciality of our shop is to design beautiful and trendy clothes from scrap.

We are promoting our brand about the discount due to the festive season.

PURPOSE : The purpose of our project is to develop promo video to promote our clothing brand online. Then we are going to post it in the web page in facebook to promote it.

2 PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP



IDEATION & BRAINSTORMING

Brainstorm & idea prioritization

Use this template if your brainstorming session is your team's main idea for a project and you need to create a clear plan for the next steps.

Get the template

Download the template

Before you collaborate

Define your problem statement

Write a clear and concise problem statement that defines the problem you are trying to solve.

PROBLEM

Create a compelling brand promise using Canva that effectively communicates your brand identity, product or service, and engages your target audience.

Brainstorm

IDEA	PROBLEM	SOLUTION	VALUE
1. Create a brand promise that is clear, concise, and compelling.	1. Create a brand promise that is clear, concise, and compelling.	1. Create a brand promise that is clear, concise, and compelling.	1. Create a brand promise that is clear, concise, and compelling.
2. Create a brand promise that is clear, concise, and compelling.	2. Create a brand promise that is clear, concise, and compelling.	2. Create a brand promise that is clear, concise, and compelling.	2. Create a brand promise that is clear, concise, and compelling.
3. Create a brand promise that is clear, concise, and compelling.	3. Create a brand promise that is clear, concise, and compelling.	3. Create a brand promise that is clear, concise, and compelling.	3. Create a brand promise that is clear, concise, and compelling.

Graphics

Use this template to create a clear and concise brand promise that is easy to understand and remember.

Priorities

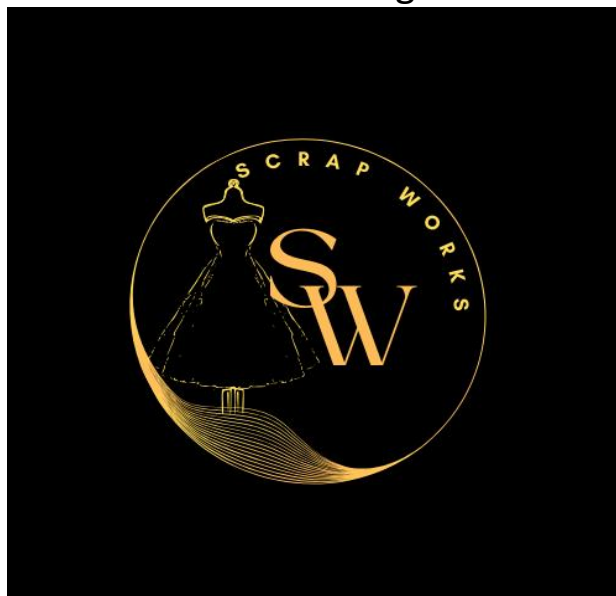
Use this template to create a clear and concise brand promise that is easy to understand and remember.

After you collaborate

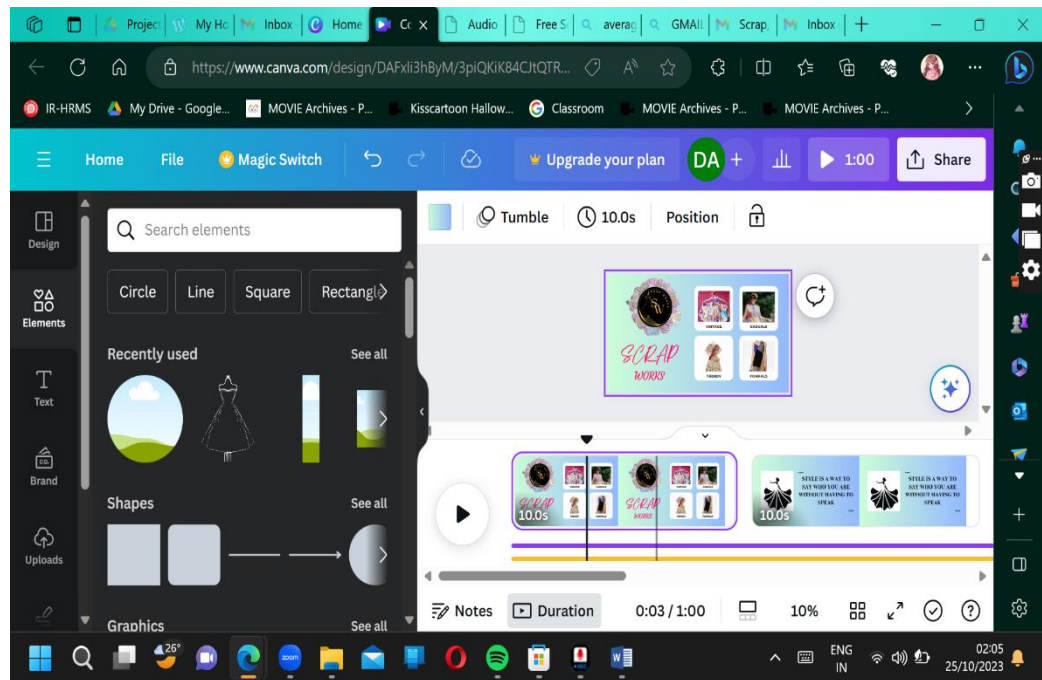
Use this template to create a clear and concise brand promise that is easy to understand and remember.

3 RESULT

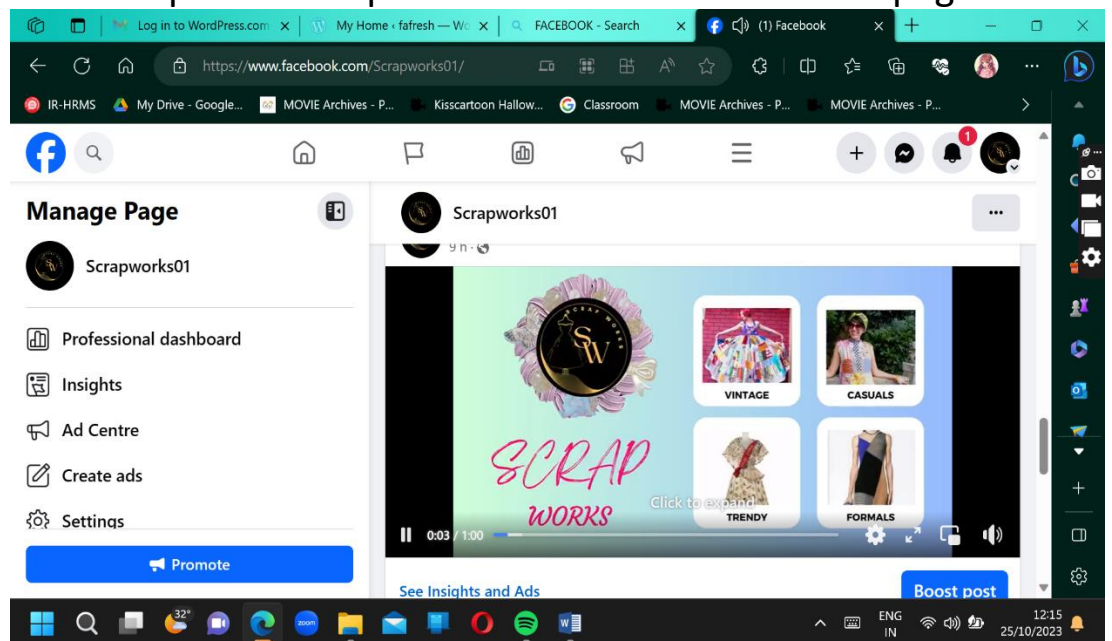
- First we created the logo for our brand in canva.



- Then we used the canva tool to create our 60sec video.



- We created an email id for our brand and opened a facebook account for the same.
- After that, we created a web page in facebook for our brand.
- Then we posted our promo video in facebook web page.



PROMO VIDEO LINK :

https://drive.google.com/file/d/1iBJXetWq6hHeIWvEO5WNmF0LdADfiWXT/view?usp=drive_link

4 ADVANTAGES & DISADVANTAGES

ADVANTAGES

- We can promote our brand easily
- It is free of cost

DISADVANTAGES

- There is no disadvantage.

5 APPLICATION

- The promo video can be done for a large variety of brands.
- We can post the promo video in social media like Instagram, etc.
- We can also create a website for the brand and post the video.

6 CONCLUSION

This project was helpful in learning about how to create promo videos and how to promote a brand through online platform.