



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electrical and Electronics Engineering

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SB8056-DIGITAL MARKETING

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: HOW TO CREATE A BRAND PROMO VIDEO IN CANVA

BRAND NAME: SCRAPWORKS

CATEGORY: CLOTHES SHOP

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BONAFIDE CERTIFICATE

Certified that this project titled “how to create a brand promo video in canva” is the bonafide work of Danuja A (731120105007), Harripriya S (731120105012), Nivashini K (731120105021), Shruthishalini M (731120105034) who carried out the project work under my supervision.

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

BRAND NAME : ScrapWorks

CATEGORY : Clothing brand

TARGET AUDIENCE : Women

EMAIL : scrapworks001@gmail.com

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

VIDEO SCRIPT : i ScrapWorks is an online clothes shop.

ii It targets mainly women.

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

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

PROJECT DESCRIPTION : In today's digital age, creating a powerful brand promo video is essential for capturing your audience's attention. With Canva's user-friendly platform, you can effortlessly design and customize every aspect of your video, from stunning visuals and animations to captivating text and music. Canva offers a vast library of templates and elements, ensuring that your brand message shines through with creativity and professionalism. Whether you're a seasoned designer or a beginner, Canva simplifies the process, allowing you to produce a compelling brand promo video that resonates with your audience and boosts your brand's visibility in no time.

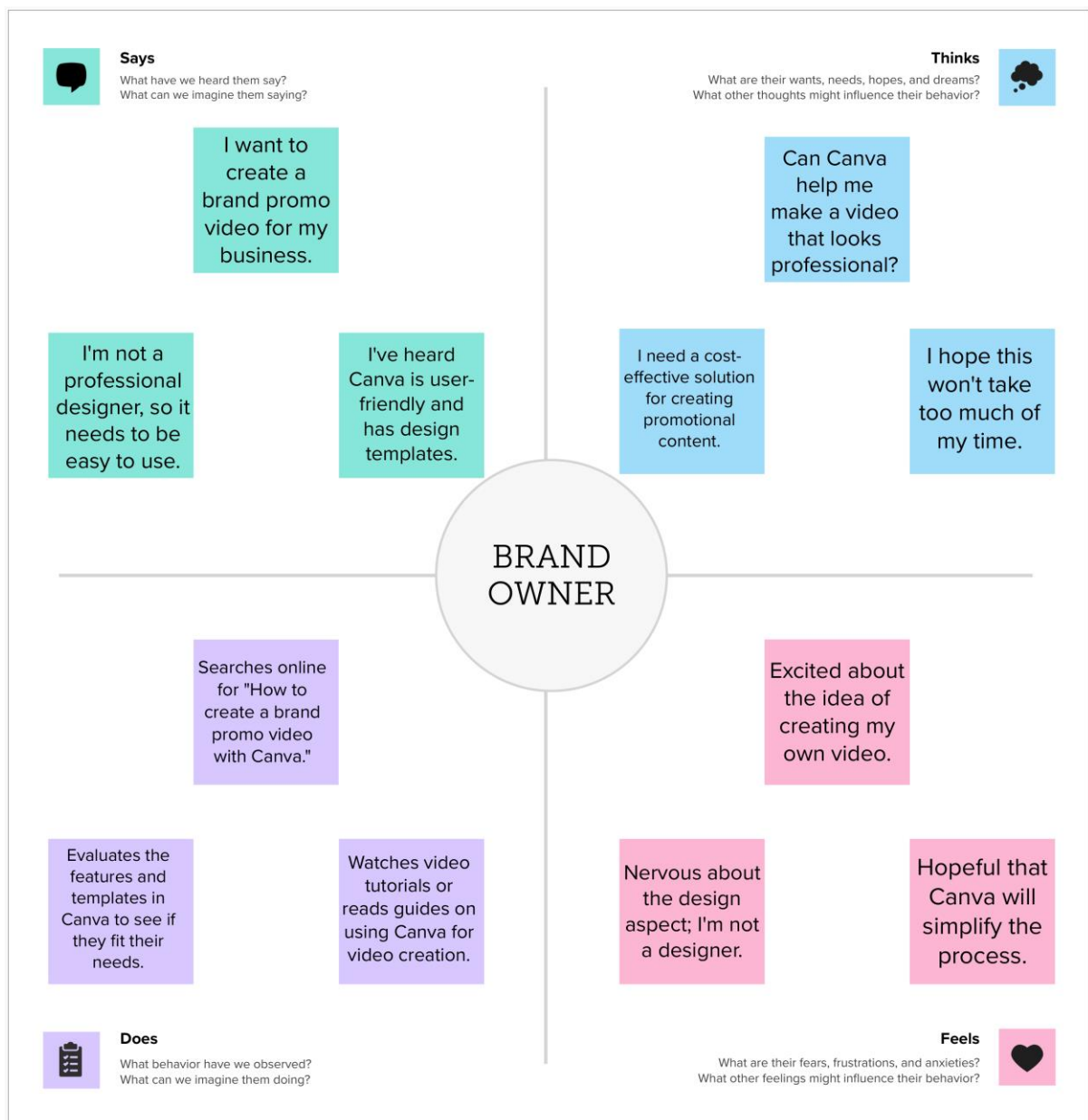
1.2 PURPOSE

The purpose of creating a brand promo video in Canva is to effectively communicate and promote your brand's message, products, or services through a visually engaging and shareable medium. Creating a brand promo video in Canva helps you connect with your target audience, leaving a lasting impression and encouraging them to take action, whether it's making a purchase, subscribing, or sharing your brand with others.

CHAPTER 2

PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



Brainstorm & idea prioritization

Use this template in your next brainstorming session so your team can unleash their imagination and start shaping concepts, even if you're not sitting in the same room.

1. **Before you collaborate**

A little bit of preparation goes a long way with this template. Here's what you need to do to get going:

- 1. **Define your problem statement**
- 2. **Define your problem statement**
- 3. **Define your problem statement**
- 4. **Define your problem statement**
- 5. **Define your problem statement**
- 6. **Define your problem statement**
- 7. **Define your problem statement**
- 8. **Define your problem statement**
- 9. **Define your problem statement**
- 10. **Define your problem statement**

2. **Brainstorm**

Write down any ideas that come to mind that address your problem statement.

3. **Prioritize**

Your team should all sit on the same page, should already represent strong ideas. Your job is to use the grid to determine which ideas are important and which are less so.

4. **Group ideas**

Use teaming your ideas while clustering similar or related notes so you can group all ideas into two or three groups, and then combine them into a single group.

5. **After you collaborate**

You can export the results as a single page or a set of slides with a summary of your group's ideas and the ideas that emerged.

6. **Keep working forward**

Use this template to keep working forward.

7. **Define your problem statement**

Write down any ideas that come to mind that address your problem statement.

8. **Prioritize**

Your team should all sit on the same page, should already represent strong ideas. Your job is to use the grid to determine which ideas are important and which are less so.

9. **Group ideas**

Use teaming your ideas while clustering similar or related notes so you can group all ideas into two or three groups, and then combine them into a single group.

10. **After you collaborate**

You can export the results as a single page or a set of slides with a summary of your group's ideas and the ideas that emerged.

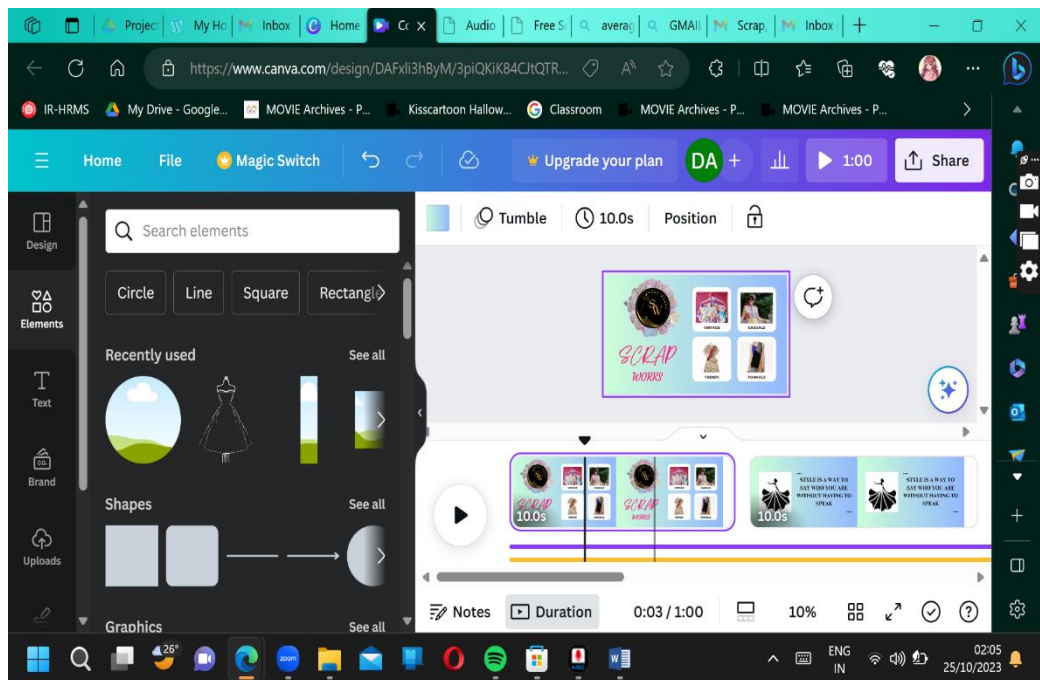
CHAPTER 3

RESULT

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

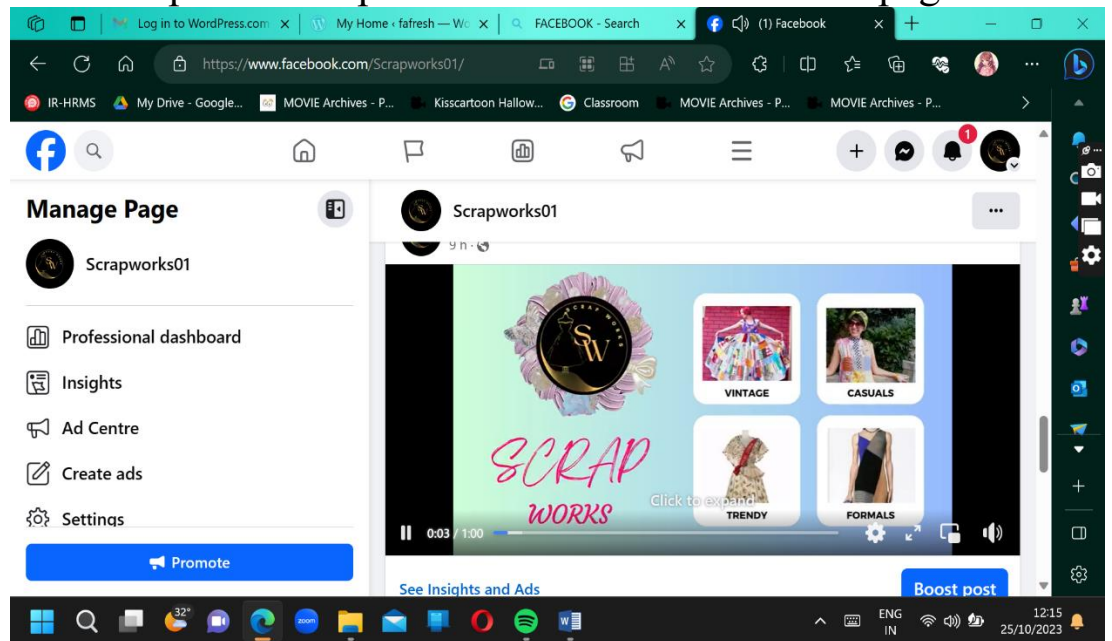


- Then we used the canva tool to create our 60sec video.



- 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.



- Our promo video link :
<https://drive.google.com/file/d/1iBJXetWq6hHeIWvEO5WNmF0LdADfiWXT/view?usp=drivesdk>
- Facebook page link :
<https://www.facebook.com/Scrapworks01>

CHAPTER 4

ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES

1. **Ease of Use:** Canva is user-friendly and doesn't require advanced video editing skills. It's accessible to individuals with little to no video editing experience.
2. **Templates:** Canva offers a variety of pre-designed templates, making it easy to create visually appealing videos quickly.
3. **Cost-Effective:** Canva offers both free and paid plans, making it a cost-effective option for businesses with budget constraints.
4. **Customization:** You can easily customize text, graphics, and animations to match your brand identity.
5. **Stock Media:** Canva provides access to a library of stock photos, videos, and music, simplifying the process of finding content for your video.
6. **Collaboration:** Canva allows for team collaboration, making it easier for multiple team members to work on a video project.

4.2 DISADVANTAGES

1. **Limited Advanced Features:** Canva may not offer the advanced editing features that professional video editing software provides. This can be limiting for complex projects.
2. **Watermark:** Some elements or exports may have a Canva watermark, which can make your video look unprofessional unless you subscribe to a paid plan.

3. Customization Limitations: While Canva is flexible, it may not allow for as deep customization as dedicated video editing software.

4. Export Quality: The export quality may not be as high as that of professional video editing tools, which could be a concern for some brands.

5. Branding: Canva itself is a recognizable brand, and using it for video creation may not align with your desire for a unique brand image.

6. Limited Timeline Control: Canva may not provide the same level of control over the timing and sequencing of video elements as dedicated video editing tools.

CHAPTER 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.

CHAPTER 6

CONCLUSION

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