

PROJECT REPORT

1 INTRODUCTION

PROJECT TITLE : How to create a brand promo video in canva

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.

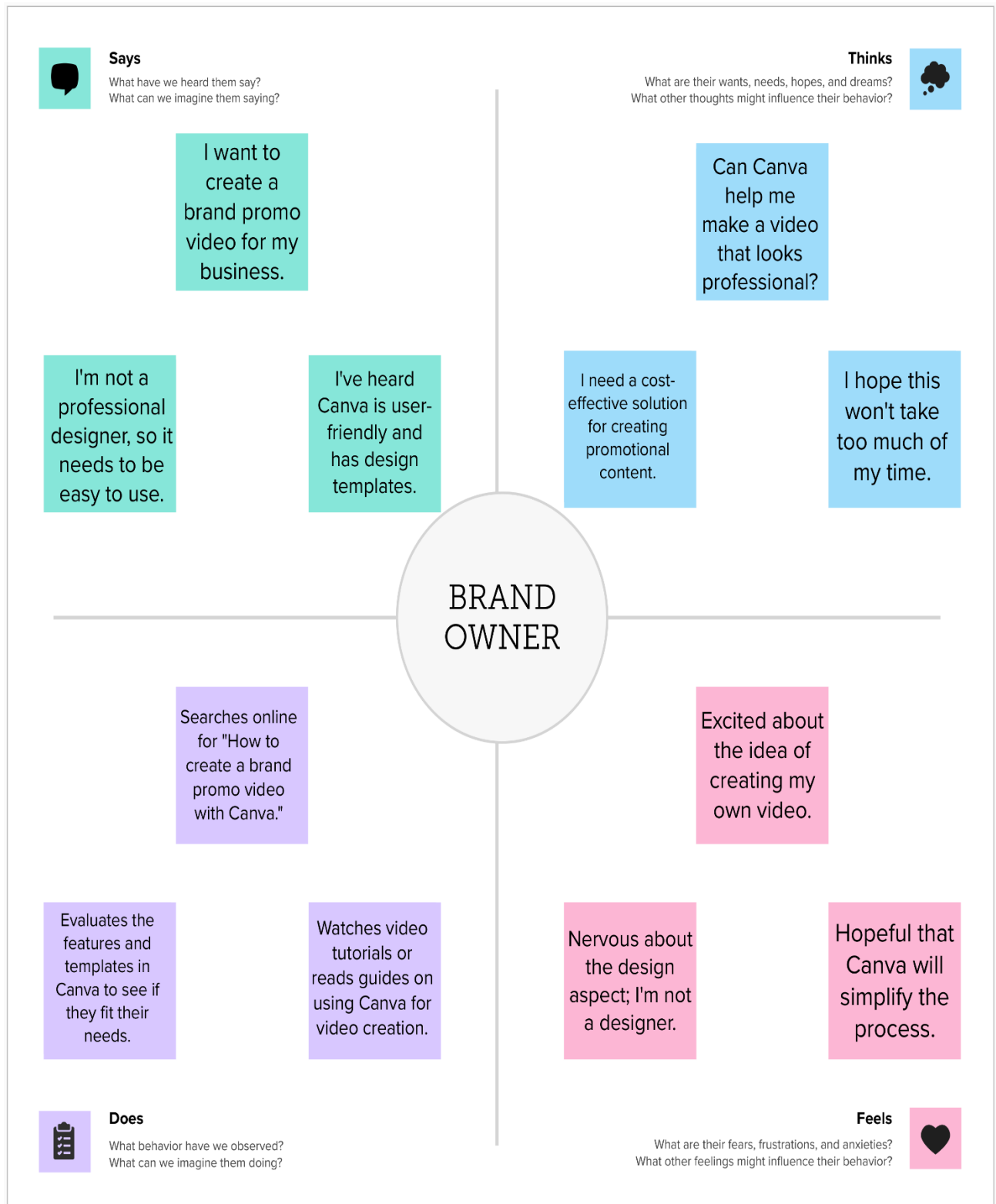
PURPOSE : The purpose of our project is to develop promo video to promote our clothing brand online. Then we are going to post it in the web page in facebook to promote it.

TEAM MEMBERS :

| S.NO | NAME | NAAN MUDHALVAN ID |
|------|------------------|----------------------------------|
| 1 | NIVASHINI K | 7CE2B244956D7F990D6428AA34267F73 |
| 2 | DANUJA A | CF48A414393CE928AE94034F1809AF61 |
| 3 | HARRIPRIYA S | CEC4BC7257F0898B62A466ABB9185705 |
| 4 | SHRUTHISHALINI M | 1D4EB989E6A23F09642427D2E72FEC2D |

2 PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP



IDEATION & BRAINSTORMING

Brainstorm & idea prioritization

Use it to identify your brand's mission, assess your brand's competitive landscape and generate ideas for your brand's future.

1. Define your brand
2. Analyze your brand
3. Develop your brand

Before you ideate

Define your problem statement

Write a compelling brand promise

Define your problem statement

Write a compelling brand promise

Define your problem statement

Write a compelling brand promise

Brainstorm

Write a compelling brand promise

Write a compelling brand promise

Write a compelling brand promise

Write a compelling brand promise

Group ideas

Write a compelling brand promise

Write a compelling brand promise

Write a compelling brand promise

Write a compelling brand promise

Prioritize

Write a compelling brand promise

Write a compelling brand promise

Write a compelling brand promise

Write a compelling brand promise

After you ideate

Write a compelling brand promise

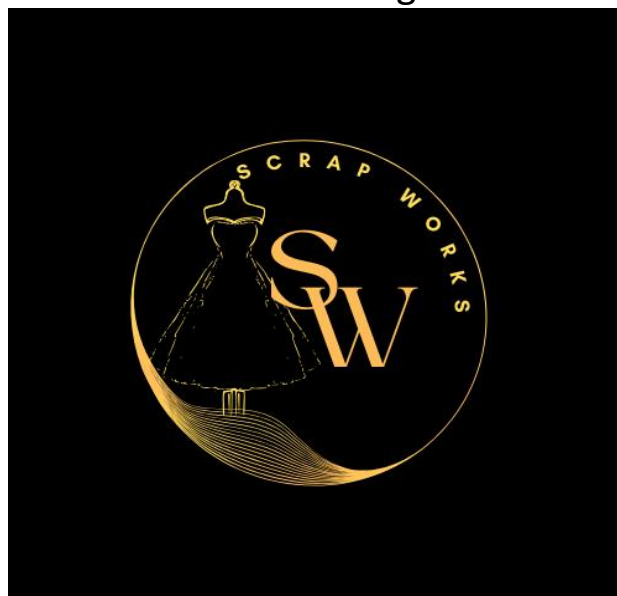
Write a compelling brand promise

Write a compelling brand promise

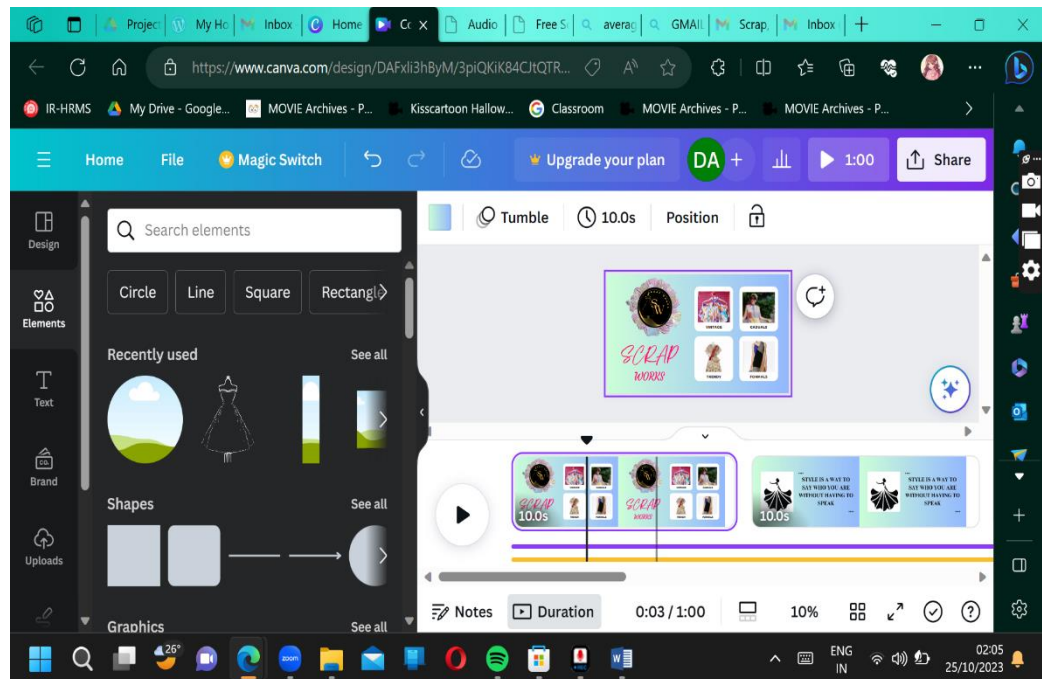
Write a compelling brand promise

3 RESULT

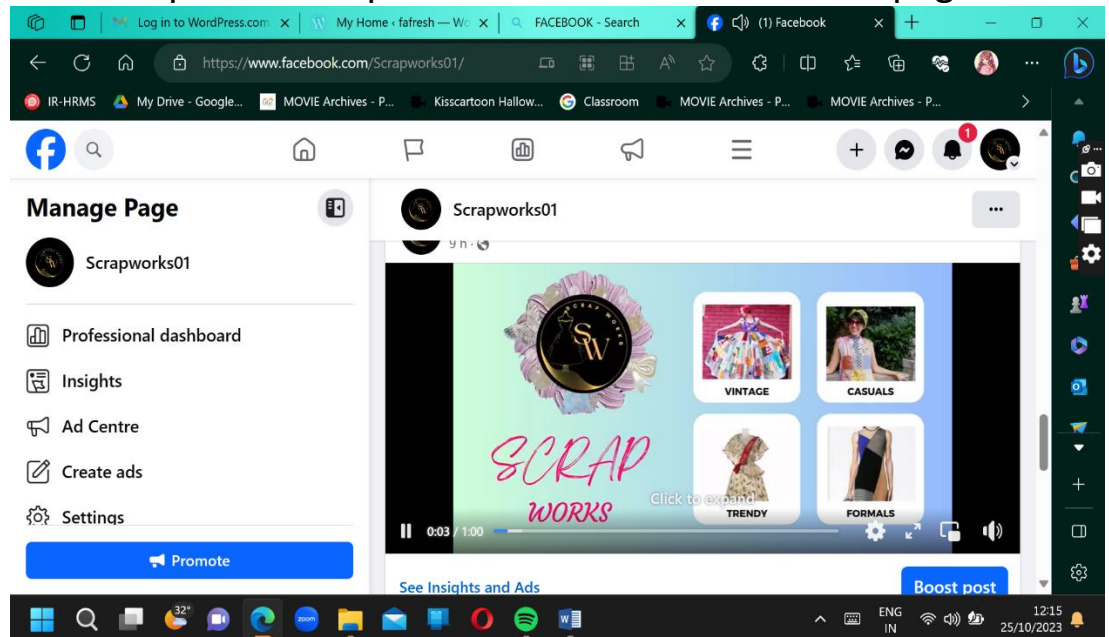
- First we created the logo for our brand in canva.



- 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.