

BRAINSTORMING FOR VIDEO ADVERTISEMENT FOR BRAND IN CANVA

In the ever-evolving world of fashion and clothing, understanding your audience is key to creating a compelling video advertisement that resonates with potential customers. An empathy map is a valuable tool that allows us to delve into the minds and hearts of our target audience, helping us identify their thoughts, feelings, and desires. For our clothing brand's video advertisement in Canva, the empathy map serves as the compass that guides our creative process



PERSON 1

I'm always on the lookout for clothing that blends comfort and style seamlessly. It's essential that I feel great in what I wear.

Shopping for workwear can be such a hassle. I need clothing that's professional, but not boring. I want to feel confident and stylish at the office.

PERSON 2

I often browse various online clothing stores and check out their collections to see if I can find something that matches my style

I actively follow fashion influencers on social media and engage with their content to stay updated on the latest trends.

PERSON 3

Fashion is more than just clothing; it's about making a positive impact on the environment. I hope to find a brand that values sustainability and offers eco-friendly choices.

As I prepare for work each day, I'm thinking about how I can maintain a professional appearance while feeling stylish and confident. Is this brand going to make my workwear choices more effortless and enjoyable?

PERSON 4

I feel a sense of excitement and anticipation when I discover clothing that aligns perfectly with my style. It's a mood booster.

I experience a deep sense of satisfaction and pride when I choose sustainable and eco-friendly clothing, knowing that I'm contributing to a better world.

CATEGORY WISE PRIORITY GROUPING

I wish I could find more sustainable and eco-friendly clothing options. It's important to me that brands are mindful of the environment.

I love shopping for special occasions, and I want to stand out. Unique and trendy pieces are what I crave.

When shopping for work attire, I visit both physical stores and online platforms, looking for clothing that combines professionalism and style.

Before a special event, I tend to spend a lot of time trying on different outfits and accessories, striving to create a unique and memorable look.

I wonder if this brand truly understands my fashion preferences and if their clothing will meet my expectations. Will it make me feel good about myself?

When I successfully put together a unique and trendy outfit for a special occasion, I feel confident, empowered, and ready to make a statement.

Finding the right work attire that combines professionalism and style gives me a sense of relief and confidence. It eases my morning routine and boosts my self-esteem.

When I shop for special occasions, I'm always thinking about how to make a statement and create a memorable impression. Will this brand have unique and trend-setting options?