

## **Ideation Phase**

### **Brainstorm & Idea Prioritization**

**PROJECT TITLE: Create a promo video for your brand - using Canva**

#### **PROJECT MEMBERS:**

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#### **Brainstorm & Idea Prioritization:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions

#### **Team Gathering, Collaboration and Discussion**

Team gathering, collaboration, and brainstorming are integral components in the process of creating a compelling video ad using Canva. They provide the foundation for creative synergy, aligning team members and generating innovative ideas that can drive the success of your project. In the first phase, team gathering brings together individuals with diverse skill sets, including designers, writers, marketers, and strategists, to ensure a well-rounded approach to video ad creation. By fostering a collaborative atmosphere, team members can leverage their unique strengths and perspectives, promoting a holistic understanding of the project's objectives and the target audience. This cross-functional collaboration is essential as it allows the team to collectively analyze market research, competitor analysis, and audience insights to identify key pain points and opportunities that the video ad should address.

Brainstorming sessions, in the context of video ad creation, serve as a dynamic forum for idea generation. During these sessions, team members can freely exchange thoughts and concepts, stimulating creativity and innovation. The process should encourage open dialogue, inspire out-of-the-box thinking, and empower team members to challenge conventional norms. By collectively exploring potential narratives, visual styles, and messaging strategies, the team can uncover fresh and captivating ideas that resonate with the audience. Brainstorming sessions should also involve the exploration of storytelling elements, from plot structure to character development, and how these can be effectively integrated into the video. This collaborative and innovative approach ensures that the final video ad is not only visually striking but also emotionally resonant, compelling viewers to take the desired action, whether it's making a purchase, subscribing, or sharing the ad with others. The combination of team gathering, collaboration, and brainstorming forms a robust foundation for creating a video ad in Canva that captures attention, tells a memorable story, and ultimately achieves its intended goals.

## Step-2: Brainstorm, Idea Listing

### 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?