

NAAN MUDALVAN DIGITAL MARKETING
CREATING A BRAND PROMO VIDEO USING
CANVA

A PROJECT REPORT

Submitted by

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*In partial fulfillment for the award of
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BACHELOR OF ENGINEERING

IN

ELECTRONICS AND COMMUNICATIONS ENGINEERING



MADRAS INSTITUTE OF TECHNOLOGY

ANNA UNIVERSITY : CHENNAI 600 044

1.INTRODUCTION

1.1 Overview

In this project, we will leverage Canva's versatile design tools to produce an engaging brand promo video. By blending captivating visuals, text, and music, we aim to convey the essence of the brand and its offerings in a dynamic and eye-catching format. The final video will serve as a powerful marketing tool for promoting the brand across digital platforms.

1.2 Purpose

1. **Enhance brand visibility:** Create an engaging video to highlight the brand's products, services, or values.
2. **Drive engagement:** Use Canva's creative tools to produce a visually appealing and attention-grabbing promotional video.
3. **Increase brand recognition:** Craft a video that conveys the brand's message, personality, and uniqueness.
4. **Reach the target audience:** Tailor the video to resonate with the intended demographic and enhance marketing efforts.
5. **Boost conversion:** Utilize the video to persuade potential customers, resulting in increased sales or desired actions.

1.3 Creating a Unique Brand Promo Video in Canva: A Dynamic Marketing Approach

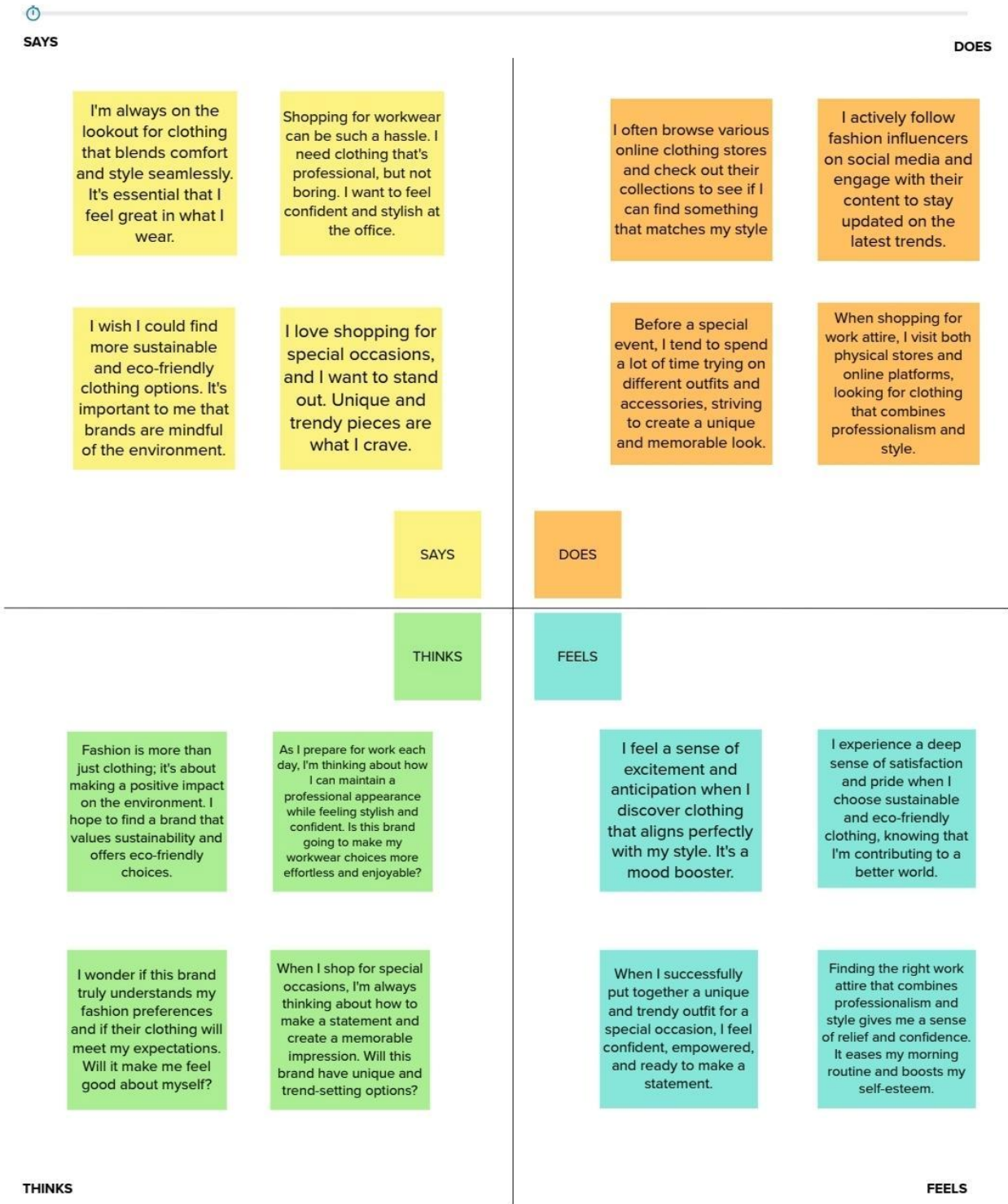
To craft a distinctive brand promo video in Canva, begin by defining your objectives – are you aiming to boost brand awareness, promote a specific product, or convey your brand's story? After outlining your goals, create a script and storyboard to structure your video's message and flow effectively. Canva provides a diverse range of video templates and styles; choose one that resonates with your brand and narrative, whether it's animation, live-action, or a blend of both. Collect all essential visual assets, including images, videos, logos, and icons – Canva's extensive library is a valuable resource. Utilizing Canva's video editor, assemble your video with an attention-grabbing introduction, dynamic animations, and captivating transitions. Overlay text to emphasize key messages and slogans, and add music or sound effects that align with your brand's tone and message. Animate your brand logo to enhance memorability.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

EMPATHY MAP 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



2.2 Ideation Map



Ideation Map

Goals

- Increase brand visibility and awareness
- Showcase the brand's products or services
- Drive engagement and interaction with the audience
- Convey the brand's unique value proposition

Inspirations

- Successful brand promo videos from competitors
- Trending design and video styles
- The brand's mission, vision, and values
- Customer testimonials and success stories

Ideas

- ▲ Use compelling storytelling to connect with the audience emotionally
- ▲ Incorporate user-generated content to build trust and authenticity
- ▲ Highlight special promotions, discounts, or upcoming events
- ▲ Integrate animations and dynamic visuals for a modern look

Tasks

- ☐ Research and gather relevant brand assets (logos, images, videos)
- ☐ Write a script or create a storyboard for the video
- ☐ Design and layout elements using Canva's tools
- ☐ Record voiceovers or select appropriate background music
- ☐ Edit and finalize the video for a polished finish

2.3 Brainstorming Map

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?

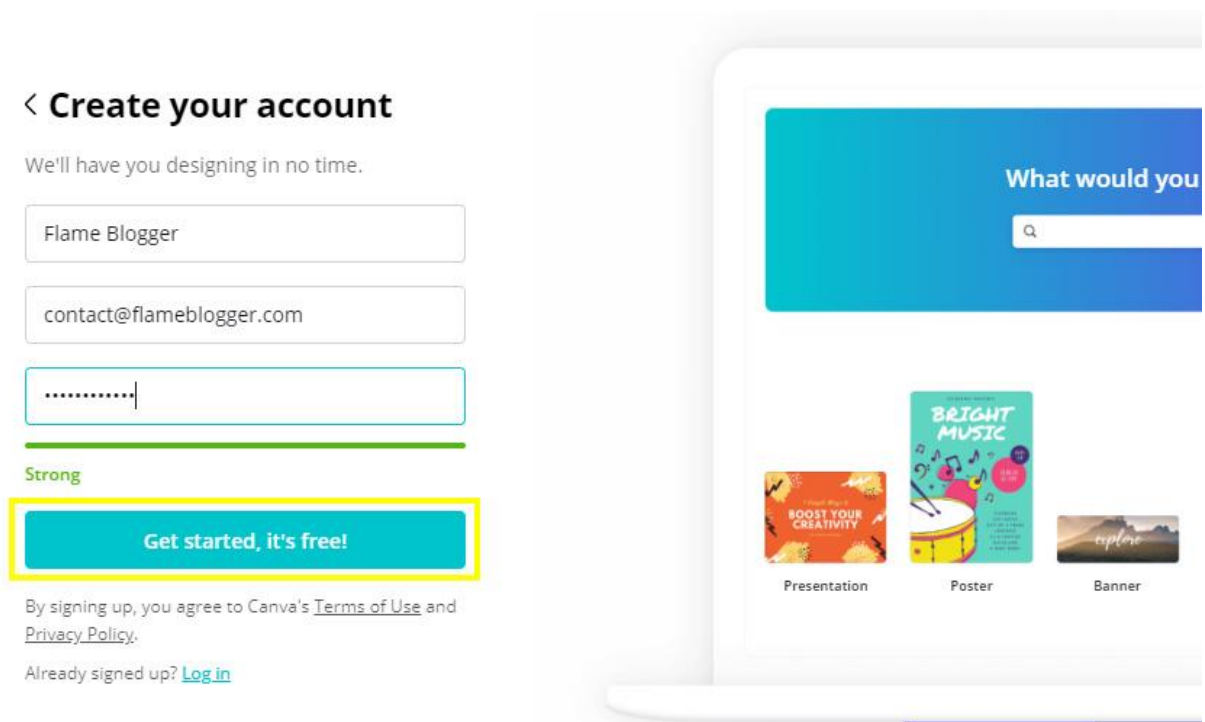
3. RESULTS

The project titled "Create A Brand Promo Video Using Canva" was successfully completed, resulting in a captivating promotional video that effectively highlighted the brand. Canva's user-friendly interface and versatile tools allowed for creative design and seamless video production. The video incorporated key brand elements, such as logos, colors, and messaging, resulting in a cohesive and professional presentation. This project demonstrated the power of accessible tools like Canva for impactful visual marketing.

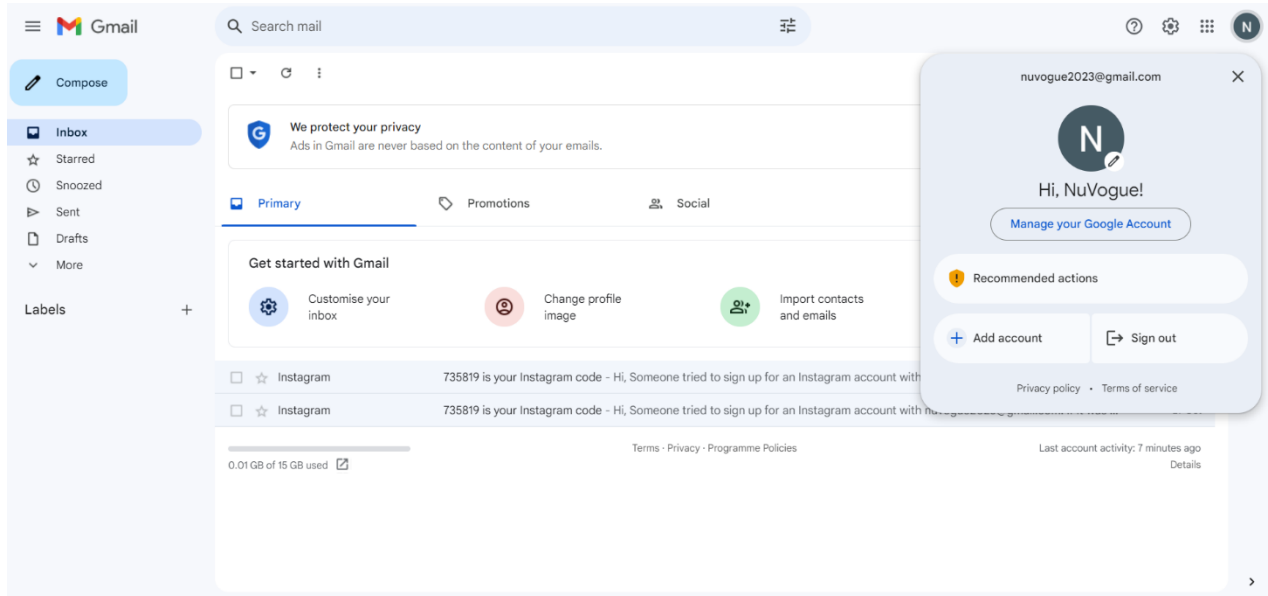
3.1 OUTPUT SCREENSHOTS

3.1.1 CREATING A CANVA ACCOUNT

1. Visit the Canva website (www.canva.com) in your web browser.
2. Click on the "Sign up" button.
3. Choose to sign up with your Google, Facebook, Apple ID, or email, and follow the prompts to create your account.
4. Complete the account setup process by providing the required information and verifying your email address.
5. Once your account is created, you can start using Canva's design tools and resources for your projects.

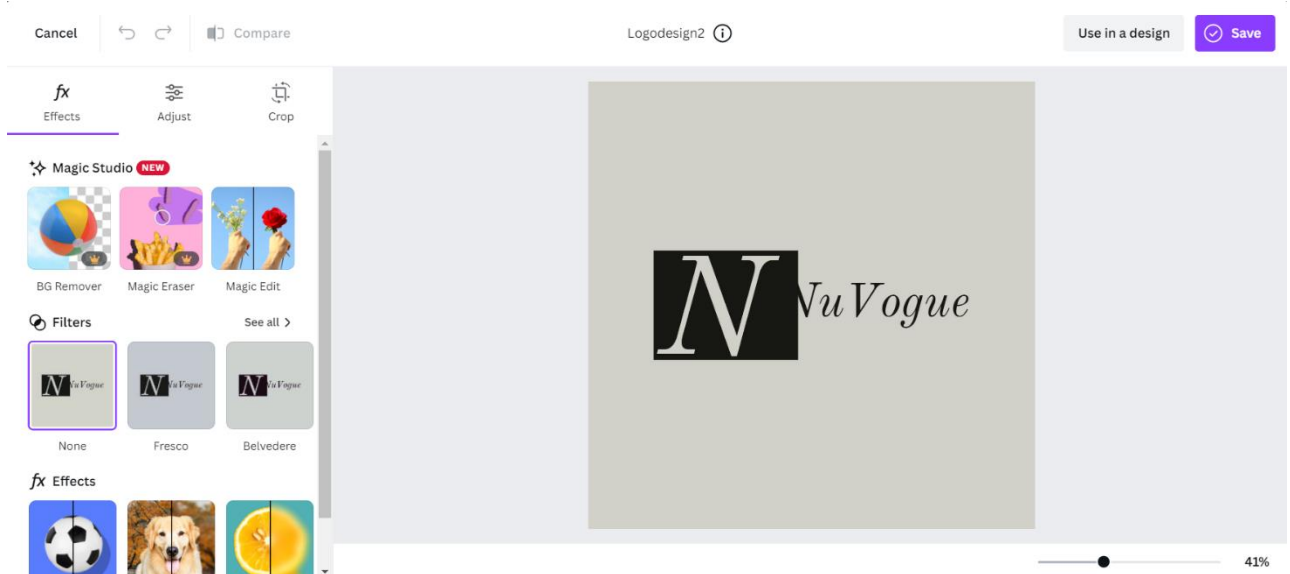


3.1.2 CREATING A BRAND GOOGLE MAIL ID:



Business Maid id: nuvogue2023@gmail.com

3.1.3 CREATING A LOGO USING CANVA

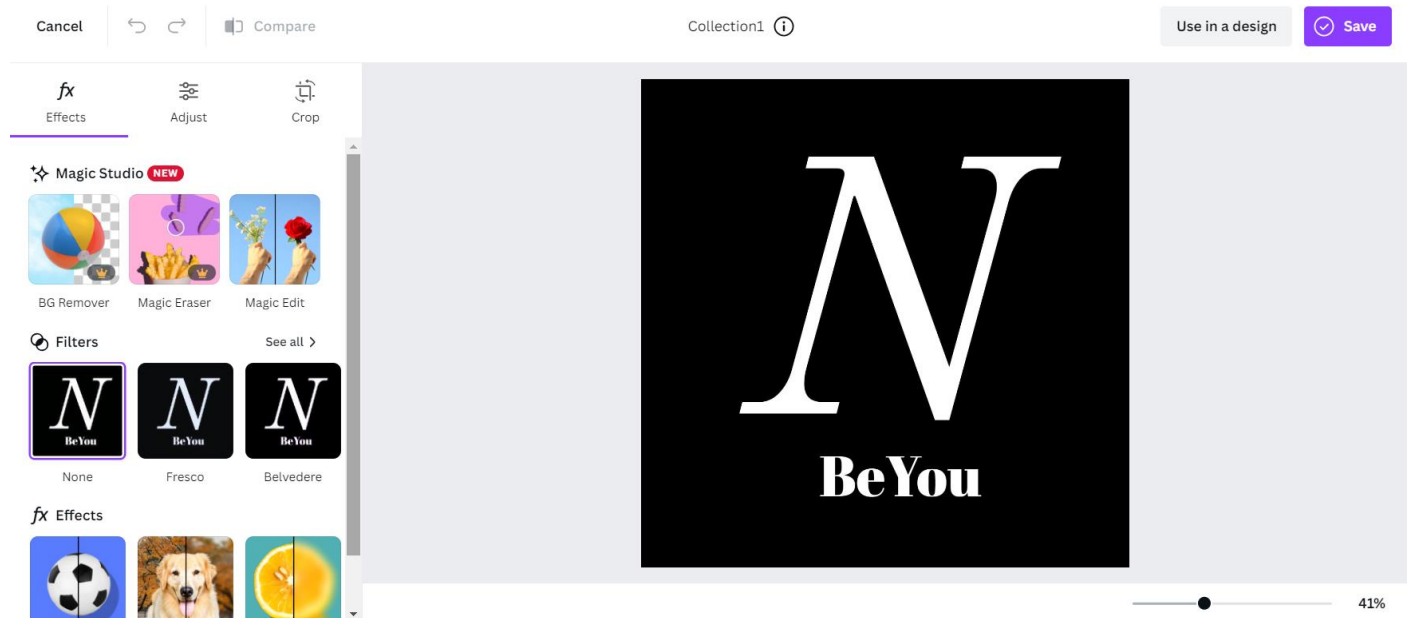


The logo was designed using the black and white minimalist design, with the brand name: NuVogue

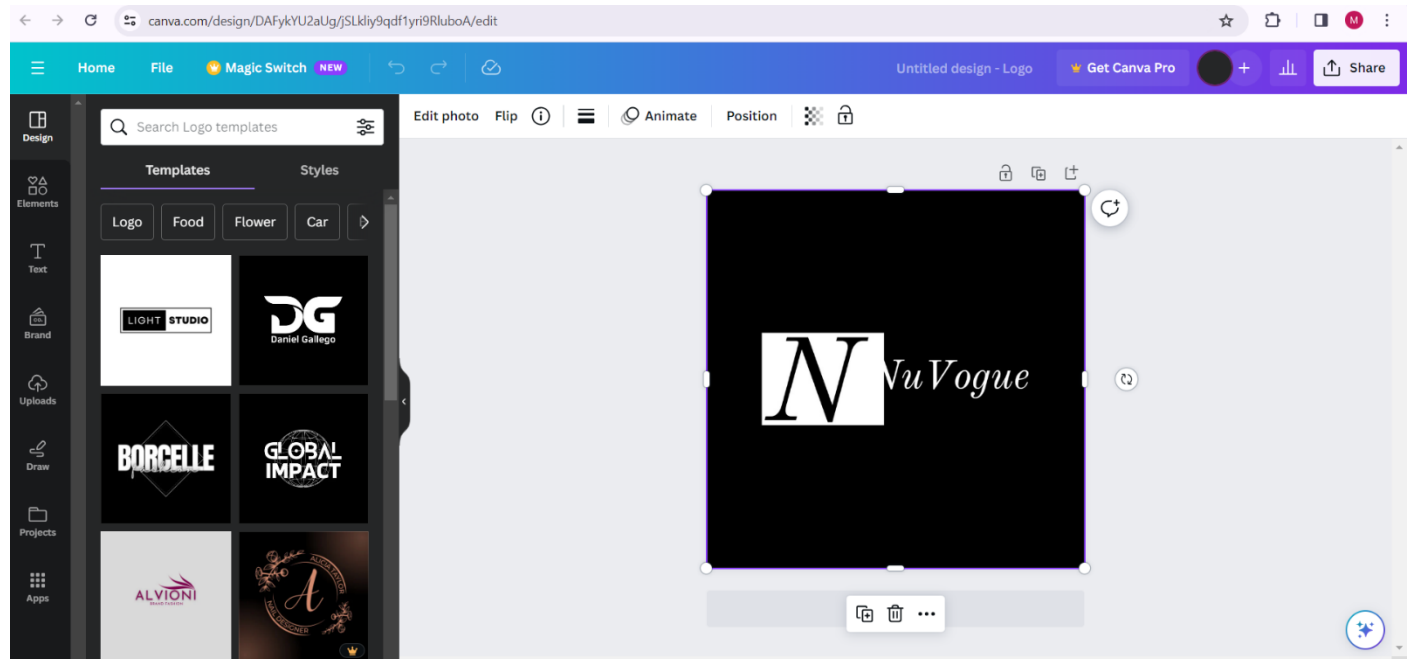
Enhancing the slogan : Inclusivity, Sustainability & Modernity

3.1.4 CREATING A NEW COLLECTION LOGO FOR THE BRAND:

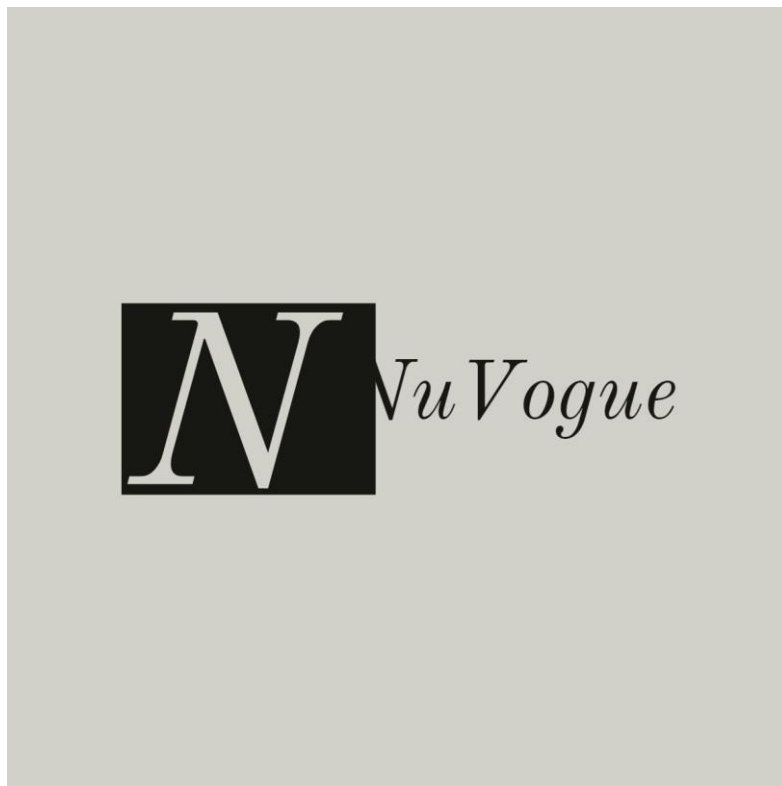
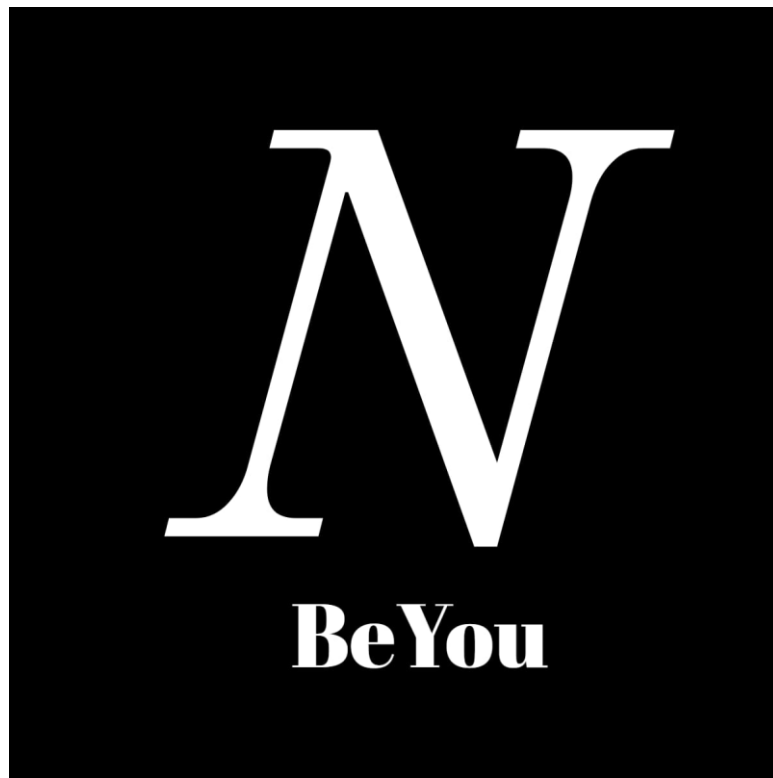
BE YOU EDITION TEES:



MINIMALIST DESIGN FOR LOGO:

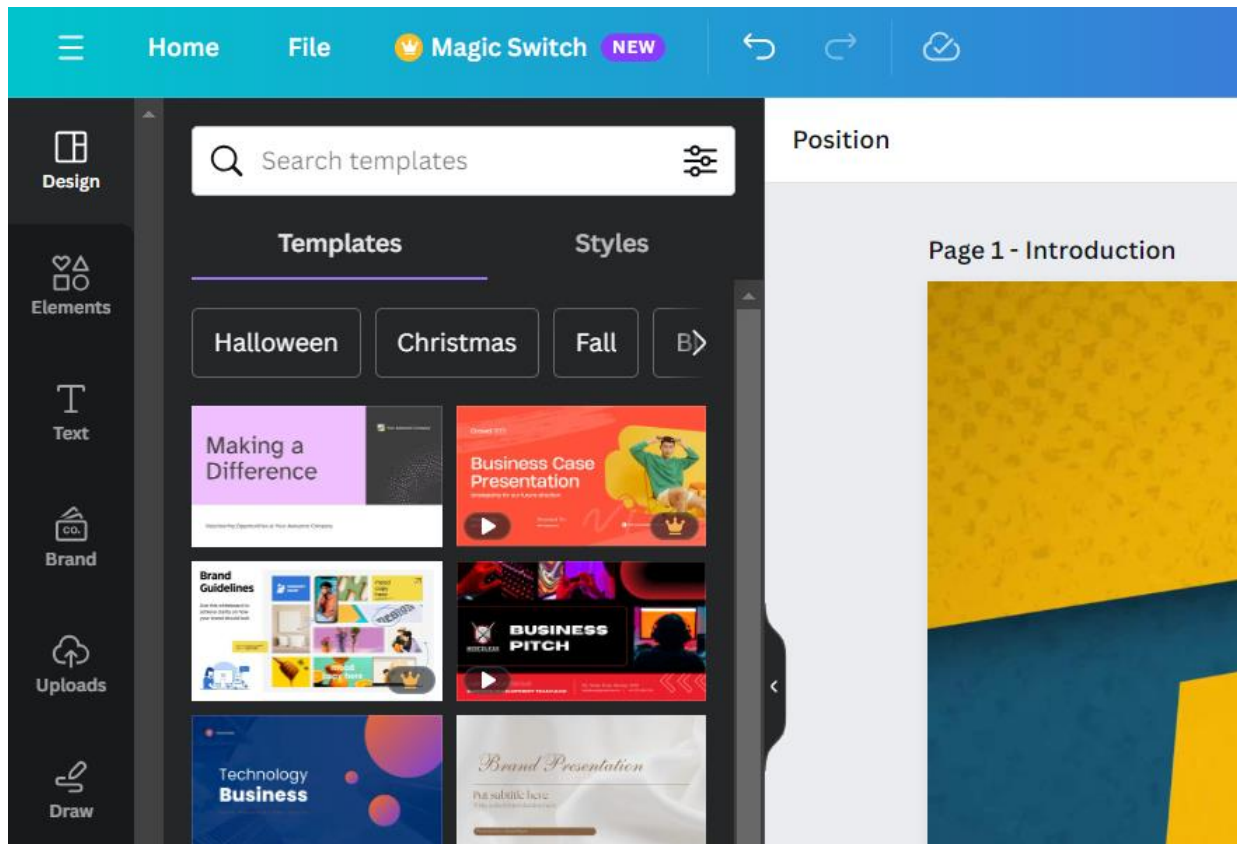


3.1.5 LOGO PICTURES:

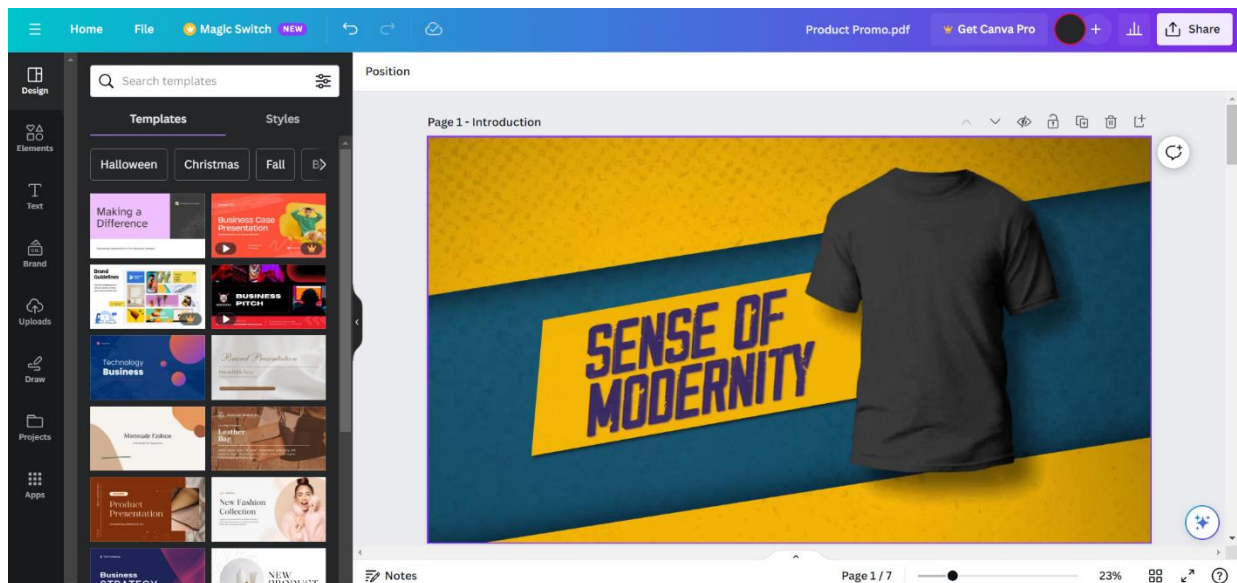


3.1.6 CANVA CREATING VIDEO SLIDES:

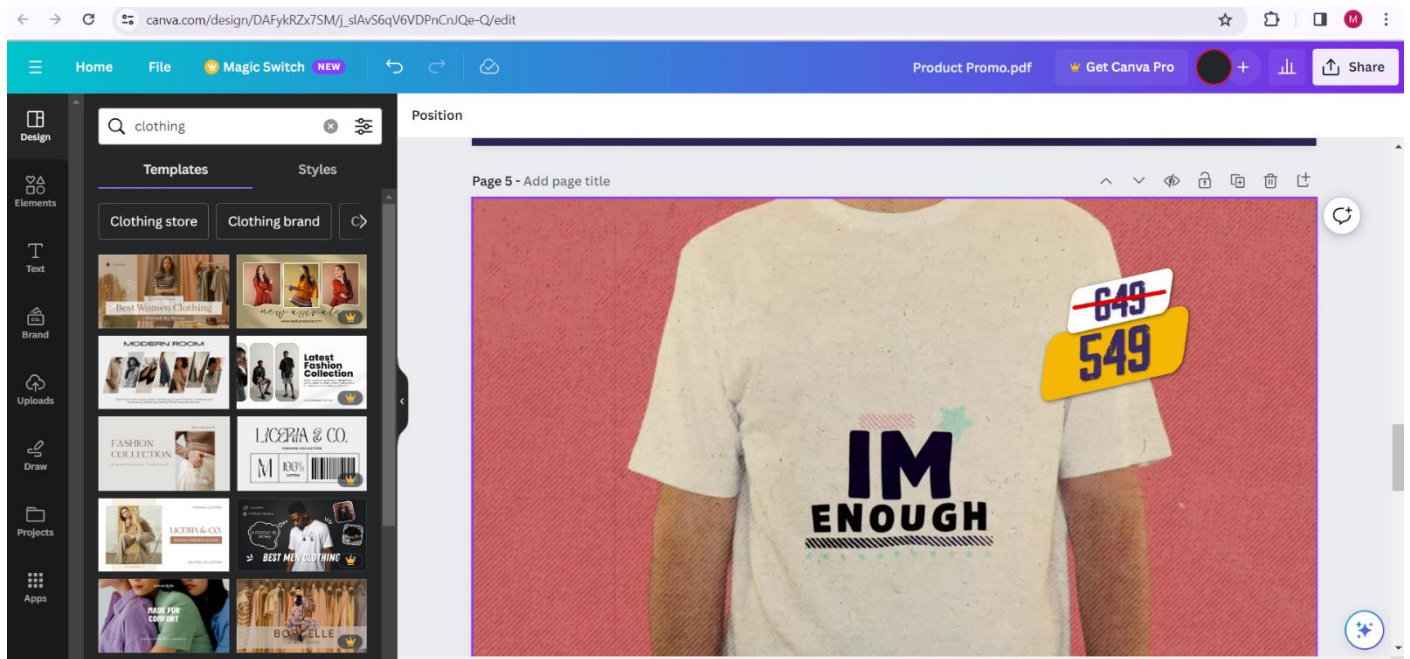
CHOOSING THE TEMPLATE:



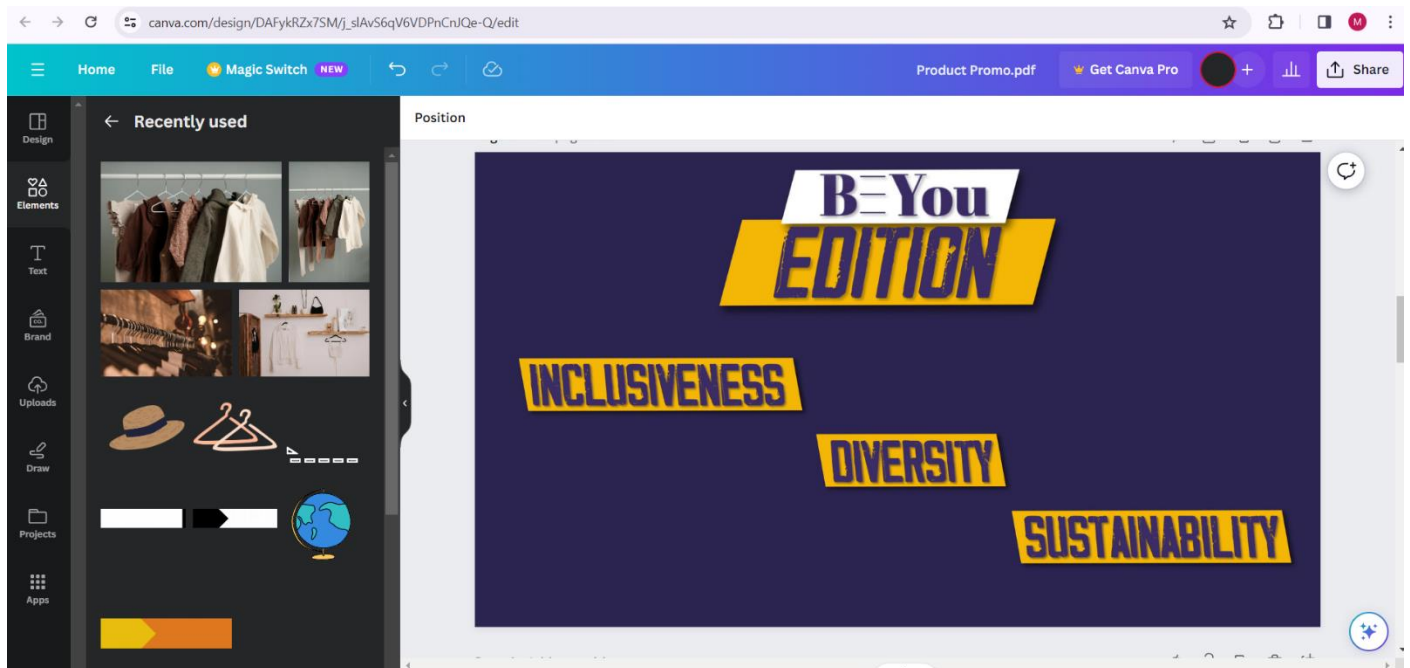
VIDEO EDITING:



3.1.7 DESIGN:

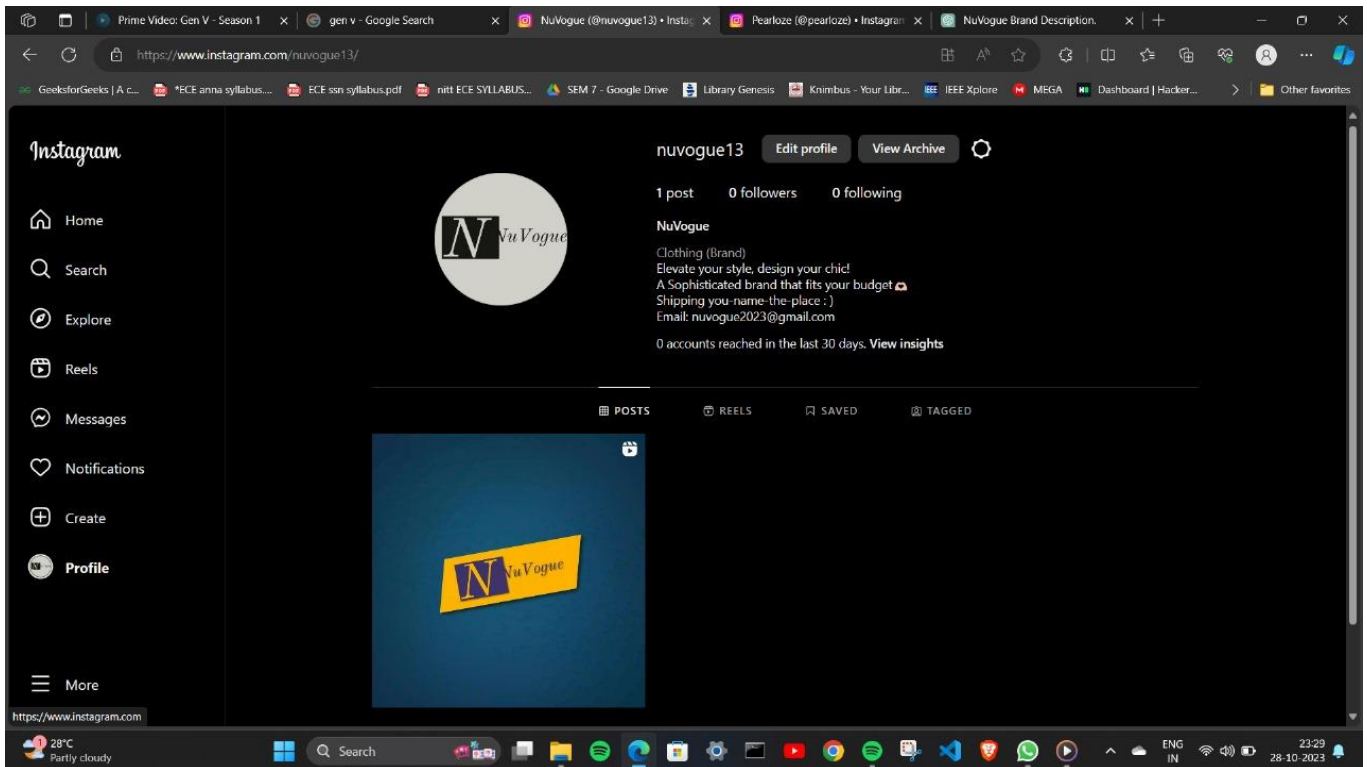


3.1.8 NEW COLLECTION: BE YOU EDITION

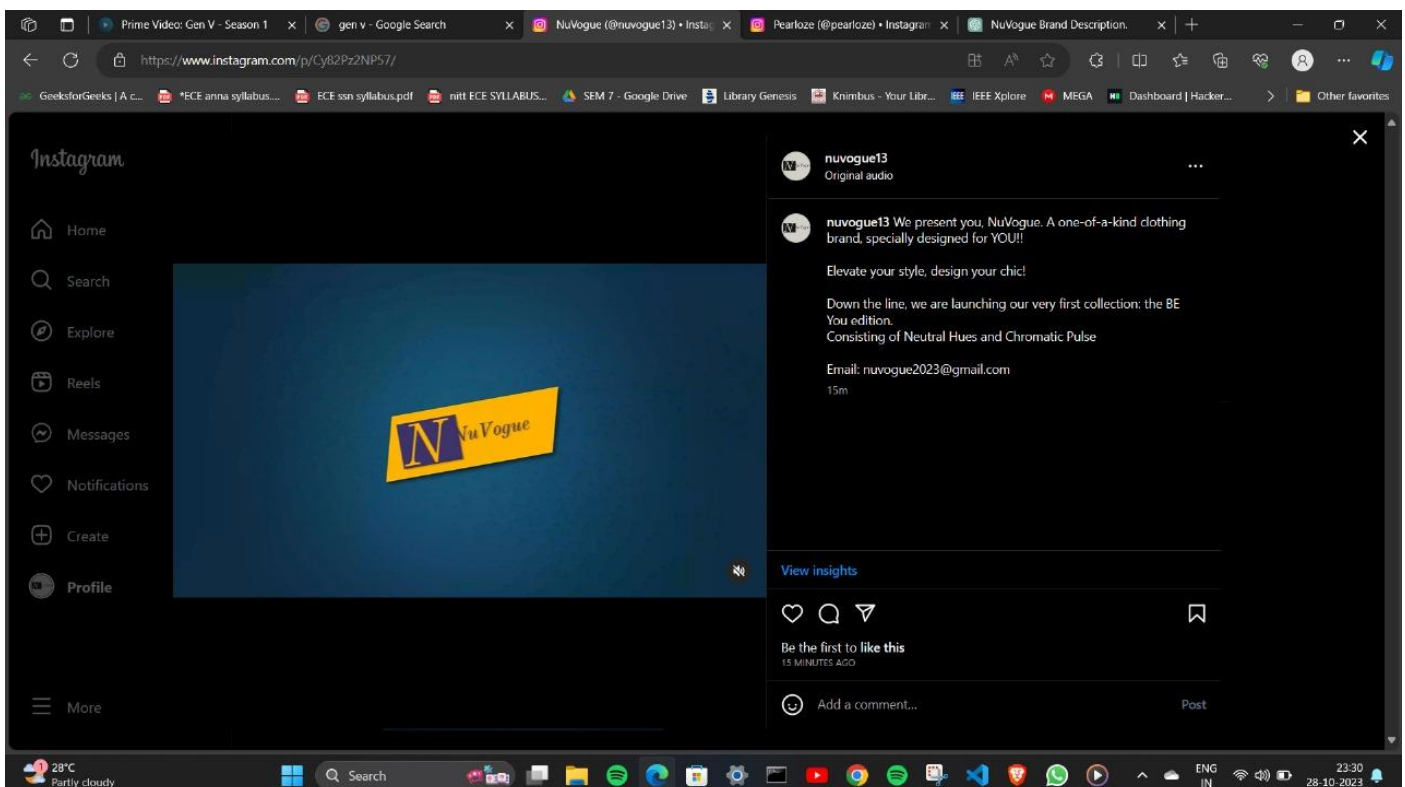


3.1.9 INSTAGRAM ACCOUNT AND PROMO VIDEO POST:

CREATING PROFESSIONAL CLOTHING BRAND ACCOUNT:



CREATING INSTAGRAM REEL WITH CAPTIONS:



4. ADVANTAGES AND DISADVANTAGES

4.1 Advantages

1. **Cost-Efficient:** Creating a brand promo video using Canva is cost-effective as it eliminates the need for expensive video production tools and professionals.
2. **User-Friendly:** Canva's platform is user-friendly and accessible to individuals with limited design and video editing experience.
3. **Quick Turnaround:** Canva enables a faster video creation process, reducing time-to-market for brand promotions.
4. **Templates and Assets:** Canva offers a wide range of templates and design assets, enhancing creativity and customization.
5. **Collaboration:** Canva's collaborative features facilitate teamwork in the project.

4.2 Disadvantages

1. **Limited Advanced Features:** Canva may lack advanced video editing capabilities for complex projects.
2. **Generic Templates:** Some Canva templates may be overused, potentially leading to less unique brand representation.
3. **Design Skills Required:** While user-friendly, design skills are still necessary to create a compelling promo video.
4. **Format Limitations:** Canva may have limitations on video export formats or resolutions.
5. **Dependence on Internet:** A stable internet connection is required, posing challenges in areas with poor connectivity.

5. APPLICATIONS

1. **Product Promotion:** Develop a brand promo video to highlight and promote a new product or service offered by your company. This video can highlight key features, benefits, and uses of the product, effectively engaging potential customers.
2. **Social Media Marketing:** Utilize the promo video on various social media platforms such as Facebook, Instagram, and Twitter to increase brand visibility and engagement. Canva offers export options suitable for different social media formats.
3. **Email Marketing:** Embed the video in email marketing campaigns to provide a more engaging and dynamic content element that can increase click-through rates and conversions.
4. **Website Homepage:** Enhance your website's homepage with a captivating promo video to introduce visitors to your brand, values, and offerings. This can make your website more attractive and encourage longer visits.
5. **Trade Shows and Exhibitions:** Use the promo video as part of your booth or presentation at trade shows and exhibitions to attract attendees and leave a lasting impression.
6. **In-House Training:** Train your employees or partners by creating brand promo videos that explain your company's mission, culture, and brand guidelines, helping to maintain consistency in how the brand is presented.
7. **Investor Relations:** Share the video with potential investors to convey the value and potential of your brand or company. It can be a persuasive tool to attract new investments.
8. **YouTube and Video Advertising:** Publish the video on your YouTube channel or use it for video advertising campaigns to reach a broader audience and gain new subscribers or customers.

6. CONCLUSION

In conclusion, we have successfully achieved the objectives set forth in this project. We have designed a brand promo video that encapsulates the essence of our brand and its values. This project has enabled us to showcase our product or service in an engaging and visually appealing manner. It has also allowed us to connect with our target audience on a deeper level, effectively conveying our message and brand identity.

Throughout the project, we encountered various challenges and obstacles, such as the need for creative design and storytelling, video editing, and sound selection. However, we overcame these hurdles through research, creativity, and perseverance, underscoring the importance of adaptability and problem-solving in marketing and content creation.

7. FUTURE SCOPE

The future scope of the project is promising, as it aligns with the growing demand for visually engaging and compelling content in the digital marketing landscape. As businesses continue to expand their online presence, the need for high-quality brand promotion videos will only increase. The project can evolve to incorporate advanced video editing techniques, enhanced graphic design, and integration with various social media platforms, making it a valuable tool for businesses to effectively market their products or services. Furthermore, with Canva's constant updates and improvements, the project can stay relevant and adapt to the ever-changing digital marketing trends, ensuring its long-term viability and impact.

8. LINKS AND CATEGORIES OF PROJECT:

Brand Name: NuVogue

Category: Clothing Brand

Target Audience: All (Men, Women and Kids)

Video Script : Corporate Video - About, Product Feature, Teams, and Contact

File Upload - Canva Promo Video (60 sec)

Google business Gmail ID: nuvogue2023@gmail.com

Instagram Professional account: nuvogue13

Slogan: Elevate your style, design your chic

Logo and Collection: BE YOU edition tees

1. Neutral Hues
2. Chromatic Hues

Google Drive link for the Brand Promo video

: https://drive.google.com/file/d/17QA5HzZ8AWm03ZP_jxqiEioQm46990ex/view?usp=drive_link

Instagram account link: <https://www.instagram.com/nuvogue13>

Instagram Promo video

link: <https://www.instagram.com/reel/Cy82Pz2NP57/?igshid=MTc4MmM1YmI2Ng%3D%3D>