



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