# Sequence of Presentation:

* 1.Discuss the problem:
  + (Background) (Noah)
* 2.Show evidence of the problem:
  + A.Customer Insights(Noah)
  + B.SWOT(Kevin)
  + C.Adobe profit graph(Kevin)
  + D.Competition(Noah)
* 3.Talk about the solution:
  + Objectives (Isabel)
  + Target Audience (Isabel)
  + The One Thing(Jami)
* 4.How to Carry out Solution:
  + Media outlet (Dominic)
  + Budget(Miriam)
  + Mandatories(Miriam)
  + Tone(Dominic)
  + How we will measure (Dominic)

# Things to complete

* 1.Create and complete a new creative brief with our updated info
* 2.Complete the measure's section
* 3.Edit all the content on the prezzi to make sure its exactly what we want to show during presentation
* 4. Edit the look of our prezzi; last time we received comments that our headers were not lined up on all of the slides, so we should make sure everything is lined up and try to get all of our circles to be the same size
* 5.We need to try to download our prezzi and make sure we can run it offline or create a back up presentation in case something goes wrong

# Things to complete in Prezi

* How will we measure success: slide 15

# Things to add

* Competition
  + Photoshop: image retouching and alterations
    - Acorn: $49
    - Pixelmator $59
    - GIMP free
  + Illustrator: vector graphics
    - Intaglio $89
    - DrawIt $38
    - Vector Designer $69.95
    - Lineform $49.95
    - Inkscape Free
  + InDesign: Page & print layout
    - Scribus free
    - Pages $79
  + Dreamweaver: Web development editor
    - Rapidweaver $79
    - iWeb $79
    - NVU free
    - Coda $99
    - Espresso $78
  + Premiere: video editing & creation
    - iMovie $79
    - Final Cut Express $199
    - Jahshaka free
  + After Effects: motion graphics & modeling
    - Blender Free
* Budget: creating a commercial for release on all online video platforms, Vimeo, Metacafe, Revver, Blip.tv, Jumpcut, Break.com
  + Cast: up to 10 cast members
  + Script writer
  + Film director
  + Film crew with their own equipment
  + Edit film
  + Post production
  + New York times stated the average cost of a 30 second commercial was 343k
* Measuring Campaign Success
  + Attribution: