

### Project Overview

Business Name	YoungMind Creations
Client Name	Samantha Ruiz
Social Security Number (SSN)	348-21-4672
Project Category	Video Event Production
Client Status	Active
Social Media Platform	Instagram
Social Media Username	youngmind_sam
Password	VidEvent2024!

### Client Brief

YoungMind Creations has approached us to organize and execute a dynamic video event tailored specifically for their growing Gen Z audience. The client aims to boost brand engagement and convey their commitment to supporting youth mental health initiatives through an interactive and memorable digital experience. Our agency is tasked with managing every aspect of the video event project: from concept development, storyboarding, and casting to final production and live social media rollout. Samantha Ruiz, the project lead at YoungMind Creations, has emphasized the importance of high-energy, authentic visual storytelling and a strong call-to-action for attendees to join the YoungMind online community. The event will be live-streamed on Instagram, leveraging their existing following, and repurposed into shorter highlight reels for post-event promotional use. Key deliverables include a full-scale scripting and shot plan, influencer partnerships for added reach, real-time audience interaction via Instagram Stories, and post-event analytics reporting. Strict compliance with privacy policies relevant to youth content and mental health topics is required. Samantha is seeking a flexible, creative team with a track record of successful Gen Z-focused video content, and expects regular

progress updates to ensure brand alignment, clear messaging, and engaging visuals. The ultimate goal of the partnership is to deepen audience loyalty and position YoungMind as a leader in youth empowerment and digital wellness.