

Project Overview

Business Name	Elemental Visions Agency
Client Name	Daniel Harper
Social Security Number (SSN)	647-21-5093
Project Category	Video Production
Client Status	Active
Social Media Platform	Instagram
Social Media Username	elemental_daniel
Password	Elem3ntal*2024

Client Brief

Elemental Visions Agency has engaged Daniel Harper to produce a captivating video campaign centered on the innovative product launch for their client, Elemental. The project's primary objective is to enhance brand awareness and showcase the unique features of Elemental's new eco-friendly line of water filtration systems. Daniel is entrusted with conceptualizing, shooting, editing, and delivering a one-minute promotional video suited for Instagram and YouTube, focusing on dynamic visuals, animated graphics, and concise messaging to attract the target market of environmentally-conscious consumers aged 25 to 40. The agency aims to leverage Daniel's cinematic expertise to craft a narrative that highlights the product's sustainable materials, ease of installation, and superior filtration technology. The campaign must stay in line with Elemental's existing minimalist branding and utilize a color palette that resonates with themes of purity, nature, and innovation. Daniel is also responsible for collaborating with the client's marketing team to incorporate necessary brand guidelines, secure on-location shooting permits, and ensure closed-captioning for accessibility. Timeline is four weeks, with draft reviews at each production milestone, and final delivery on both the agency's and the client's social

platforms. The expected outcome is increased social engagement, improved lead generation, and clear communication of the product's value proposition.