

Project Overview

Business Name	EchoCore Media Solutions
Client Name	Jessica Moore
Social Security Number (SSN)	213-98-4571
Project Category	Video Production
Client Status	Active
Social Media Platform	Instagram
Social Media Username	ecochore_jessmoore
Password	EchoVldeo#2024

Client Brief

The client, EchoCore, is seeking the development and execution of a professional video campaign designed to increase brand awareness and drive engagement across target demographics in the technology sector. The campaign will showcase EchoCore's innovative suite of audio solutions, emphasizing their unique features such as crystal-clear surround sound and eco-friendly manufacturing processes. The project will involve storyboarding, on-site filming at EchoCore's headquarters, post-production editing, animation overlays, and the production of both full-length and short-form video content suitable for deployment on Instagram, LinkedIn, and YouTube. The client requests a focus on conveying authenticity, cutting-edge tech, and sustainable values, using diverse casts and real-life testimonials where possible. EchoCore provided detailed branding guidelines and expects frequent updates during the editing process. Key deliverables include three finalized promotional videos, one customer testimonial reel, and a set of video snippets for social media stories and ads. The intended timeline is six weeks, with final review sessions scheduled for weeks four and five. The overall goal is to position EchoCore as an industry

leader in innovative audio technologies and to generate leads through captivating visual storytelling and strategic social media placement.