

Project Overview

Business Name	SeedCore Innovations
Client Name	Ava Jefferson
Social Security Number (SSN)	739-15-6248
Project Category	Video Event Production
Client Status	Active
Social Media Platform	Instagram
Social Media Username	seedcore.ava
Password	j37nK!@5vQpa9PxL

Client Brief

SeedCore Innovations is preparing to unveil its latest seed technology advancements, and the upcoming “Future Growth: SeedCore Video Event” will serve as the centerpiece for this campaign. The objective is to orchestrate an interactive virtual event that showcases SeedCore’s innovative products, features interviews with lead agronomists, and engages a diverse online audience, including farmers, stakeholders, and industry media. The video event will require end-to-end content production: scripting, filming, editing, and motion graphics highlighting statistical growth data. Social media promotion should ramp up three weeks prior to the event, utilizing behind-the-scenes teasers and countdown stories on Instagram and Facebook. The core message will focus on sustainable agriculture and technological empowerment in seed development. Engagement goals include live Q&A sessions, viewer polls, and incentivized sharing to amplify reach, aiming for at least 2,500 live views and 5,000 total impressions within the first week post-event. Success metrics will be tracked through unique viewership, engagement rates, click-throughs to SeedCore’s site, and direct inquiries. The visual tone should be clean, modern, and professional,

reflecting SeedCore's innovative brand identity. The client requests weekly progress reports and values proactive solutions to any technical challenges that may arise.