



اَوْنِفُوْ رَسِيْئِيْ تِيَكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau

INTERACTIVE MULTIMEDIA (CSC253)

SEMESTER MAC – OGOS 2025

Title: Product Promotional Video

Gatorade Drink

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1. INTRODUCTION

1.1. Team Members

	<p>IRFAN SHAH BIN MAIZUL HISHAM (2025171523)</p> <p>Proposal Writer, Video Editor, Audio Mixer</p>
	<p>MUHAMMAD HANIF BIN AMIR HAMZAH (2025155097)</p> <p>Storyboard Artist, Main Scriptwriter, Videographer</p>
	<p>MUHAMMAD DANISH AIMAN BIN MOHD ROSHIDI (2025513967)</p> <p>Supporting Scriptwriter, Videographer</p>
	<p>NUR IRFAN BIN AZRIN (2025176225)</p> <p>Videographer</p>

1.1. BRIEF OVERVIEW

This proposal outlines the production of a promotional video aimed at boosting the visibility and sales of Gatorade among students, especially students from the Sports and Recreation Faculty, university athletes and sports enthusiasts. This video will be distributed via social media platforms, mainly YouTube to engage with the target audience using the knowledge learned from CSC253.

The video focuses on Gatorade's key strengths that set it apart from the competitors; variety of flavors, energy-boosting, vibrant and robust packaging all without additional calories thanks to the lack of sugar. Positioning it as the go-to sports drink for hydration and performance.

This project spans across 21st of May until 25th of May. 5 days before the submission date. Although a bit late compared to some teams, our project is structured for efficiency and timely delivery in a short amount of time with a small budget.

1.2. PURPOSE OF THE PROMOTIONAL VIDEO

The purpose of this promotional video is to promote the sale of Gatorade drinks through social media (YouTube) by using a multimedia medium (Video) and to make the target audience choose Gatorade for its key strengths and benefits.

2. BACKGROUND

2.1. OVERVIEW OF THE PRODUCT

Gatorade is a sports drink brand formulated for hydration and energy replenishment during and after physical activities. It is designed for athletes and sports enthusiasts in mind. Hence, it's widely used in athletic environments.

2.2. UNIQUE SELLING POINTS

1. Wide Variety of Flavors:
Offers a broad selection of flavors to suit different taste preferences, making it more appealing to wide audience.
2. Robust Packaging:
Easy to grip and carry, ergonomic, doesn't break and a wide opening for easier drinking.
3. Vibrant & Attractive Colors:
Visually striking, each color is designated to each flavor.
E.g. vibrant purple for grape flavored Gatorade. Enhances shelf appeal and brand recognition.
4. Effective Hydration:
Scientifically formulated with electrolytes to optimize hydration.
5. No Sugar:
Rehydrate and energize the body without adding unnecessary calories.

2.3. TARGET AUDIENCE

1. FSR (Faculty of Sport & Recreation) Students
2. University Athletes
3. Sports Enthusiasts

3. OBJECTIVES OF THE VIDEO

3.1. Clear Goals & Objectives

To spread awareness of the product and its effectiveness to targeted audience

3.2. Desired Impact on the Audience

Make Gatorade the preferred choice over any other brand.

Persuade the target audience to go out and buy Gatorade before every exercise or event to fuel their activities.

4. KEY MESSAGES

4.1. Core Messages to be Conveyed

Gatorade is the best choice

4.2. Value Proposition

An energy drink that will replenish their energy after a workout activity or event without adding calories (due to the lack of sugars in the drink)

On top of that, a satisfying and refreshing feeling after drinking when the body is hydrated and energy is restored

5. SCRIPT OUTLINE

5.1. Overview of the Script Structure

This promotional video focuses on showing, not just telling the effectiveness of Gatorade by using real-life scenarios and visual storytelling. Thus there's less of dialogue and more of action.

5.2. Division of Content into Sections

There's 2 sections: Part 1 is at the Stadium while Part 2 is just outside of Cengal 4

CSC253 VIDEO PITCHING

TITLE: GATORADE

FORMAT: VIDEO SCRIPT

Script by Muhammad Hanif bin Amir Hamzah, Irfan Shah bin Maizul
Hisham, Muhammad Danish Aiman bin Mohd Roshidi

PART 1: STADIUM TRACK

SCENE 1 - EXT. STADIUM TRACK - DAY

Hanif and Aiman are jogging on the track, side by side.

Display Title Card on screen: "CSC253 Video Pitching Assignment"

SCENE 2 - CONTINUOUS

They continue jogging together, maintaining a steady pace.

SCENE 3 - CONTINUOUS

Aiman starts to slow down, breathing heavier.

SCENE 4 - CONTINUOUS

Aiman is visibly tired, exhausted and stops running.

Hanif jogs back towards him.

SCENE 5 - CONTINUOUS

HANIF

Hey Aiman, what happened? You look exhausted.

AIMAN

I guess I've lost a lot of energy. Sorry, I can't keep up with you, Hanif.

HANIF

It's okay, Aiman. Here, take this (Gives Aiman Gatorade).
It refuels your energy and helps your performance last longer.
This is what keeps me going.

SCENE 6 - MOMENTS LATER

Aiman takes the bottle and drinks the Gatorade.

SCENE 8 - TIME LAPSE

They begin running side by side.

Aiman passed Hanif.

PART 2: BADMINTON

SCENE 1 - EXT. CENGAL 4 - DAY

Irfan looks tired and sits down.

SCENE 2 - CONTINUOUS

Shah walks toward Irfan.

SHAH

Hey Irfan, you look exhausted. What happened?

SCENE 3 - CONTINUOUS

IRFAN

Hi Shah. I'm drained. Just taking a break after playing badminton. Now, I'm thirsty.

SCENE 4 - CONTINUOUS

Shah hands a bottle of Gatorade to Irfan.

SHAH

Here's a Gatorade. It can replenish your energy and boost your performance during the game.

Irfan drinks it.

Irfan and Shah play badminton together, both energized.

SCENE 5 - CONTINUOUS

Irfan jumps and smashes the shuttlecock powerfully.

SCENE 6 - CONTINUOUS

Shah tries to return the smash but misses and playfully falls to the ground.

SCENE 7 - CONTINUOUS

Irfan celebrates the win, raising his racket and smiling with joy.

IRFAN

"GATORADE - FUEL YOUR PERFORMANCE"

[END]

6. VISUAL CONCEPTS

6.1. Description of the Visual Style

The promotional video will be raw, outdoor footage to cater and relate to our target audience. Using natural lighting, real locations within the campus, the video maintains an authentic feeling that reflects everyday environment of university students.

6.2. Mood and Tone of the Video

The overall mood of the video is energetic.

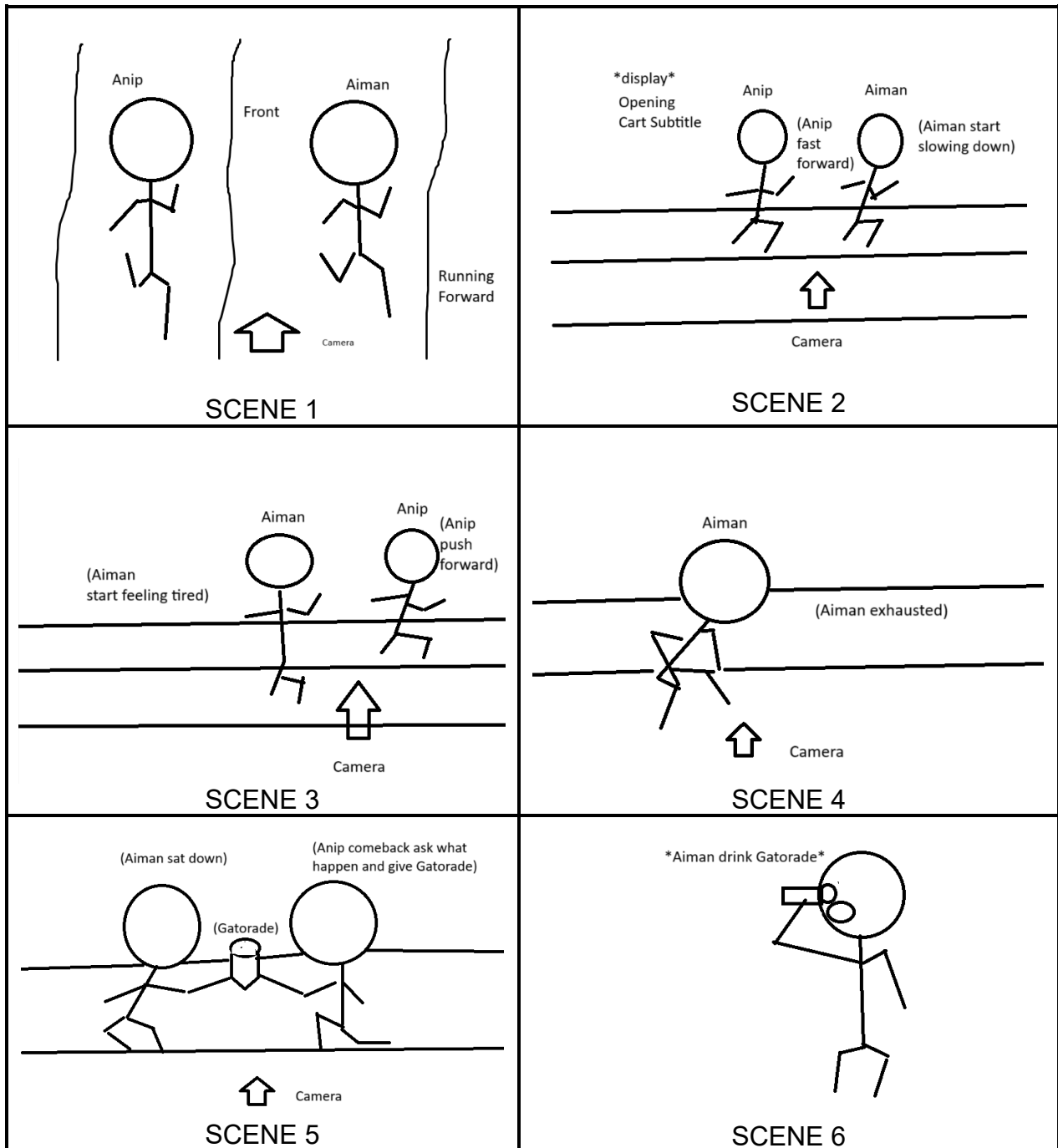
The tone is persuasive as it depicts the actors facing problems, and being able to overcome it thanks to Gatorade sport drink.

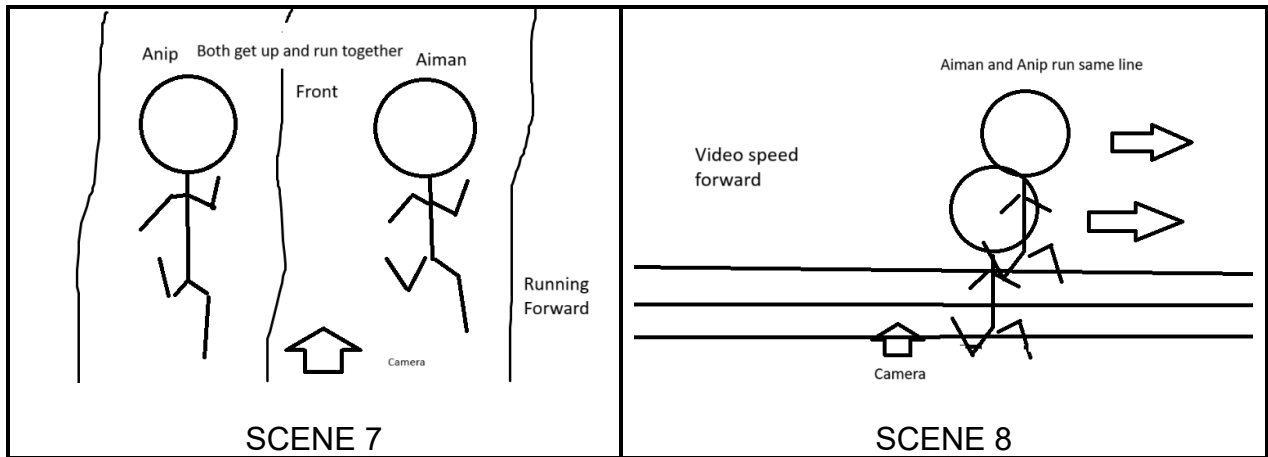
7. STORYBOARD

7.1. Visual Representation of Key Scenes

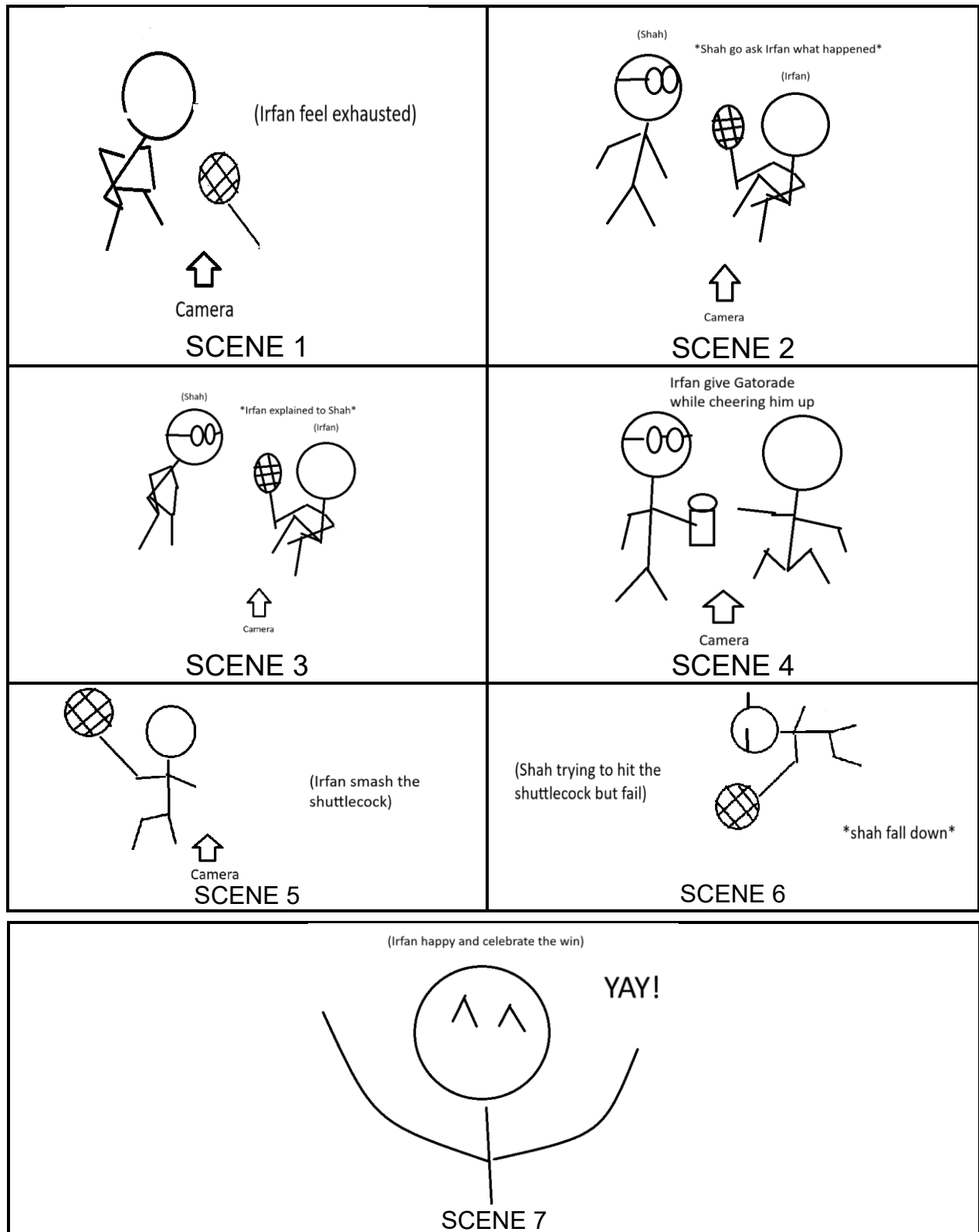
7.2. Sequence of Events

Part 1 (Stadium)





Part 2 (Badminton)



8. CASTING & CHARACTERS

8.1. Introduction of Characters

The cast of the promotional video consists of all team members across multiple scenes, each playing a different role.

8.2. Casting Details

PERSON	ROLE
MUHAMMAD HANIF BIN AMIR HAMZAH	PART 1: Jogger (All Scene) Gatorade Promoter (Scene 5)
MUHAMMAD DANISH AIMAN BIN MOHD ROSHIDI	PART 1: Jogger
IRFAN SHAH BIN MAIZUL HISHAM	PART 2: Promoter for Gatorade (Scene 4) Irfan's Opponent (Scene 5 - 6)
NUR IRFAN BIN AZRIN	Part 2: Badminton Player (All Scene)

9. LOCATIONS & SETS

Scene 1: Kompleks Sukan Tuanku Syed Faizuddin Putra

Scene 2: Cengal 4

10. FILMING EQUIPMENT

Equipment	Usage	Courtesy of
iPhone 15 Pro	Video Recorder	MUHAMMAD DANISH AIMAN BIN MOHD ROSHIDI
Infinix Note 50 Pro	Video Recorder	MUHAMMAD HANIF BIN AMIR HAMZAH
Tripod	Video Recording	NUR IRFAN BIN AZRIN
ThinkPad X1 Carbon	Video Editing & Audio Mixing	IRFAN SHAH BIN MAIZUL HISHAM
CapCut Pro Subscription	Video Editing	MUHAMMAD HANIF BIN AMIR HAMZAH

11. TIMELINE

11.1. Production Schedule

Phase	Dates	Description
Pre-Production	21/5 – 25/5	Proposal
Pre-Production	24/5	Scriptwriting & Storyboard
Filming	25/5	Full-day shoot covering all planned scenes
Proposal Consultation	26/5	Proposal Consultation with Sir Arzami
Editing & Post-Production	25/5 – 28/5	Video editing, audio mixing, text & graphics
Distribution & Submission	29/5	Upload to YouTube and Google Form Submission Link

11.2. Milestones & Deadlines

Milestones	Deadlines	Description
Pre-Production Finalized	25/5	Proposal Completed
Editing Finalized	25/5	Video Completed
Audio Mixed & Mastered	25/5	Audio Mastering Completed
Proposal Consultation	26/5	Approved
Script Consultation	26/5	Approved
Storyboard Consultation	26/5	Approved
Video Consultation	26/5	Approved
Video Uploaded & Submitted	26/5	

12. BUDGET

12.1. Estimated Budget for the Video Production

This is a low-budget promotional video for CSC253 Group Assignment, and the total estimated expenditure is under RM50. The team will utilize available resources such as smartphones for filming, free editing software, and accessible shooting locations within the university.

12.2. Breakdown of Costs

Item	Cost (RM)	Description
Transportation	7.30	Trip to 7-Eleven
Gatorade Bottles	20.40	4 Bottles of Gatorade
Transportation	6.30	Trip back to college
Total Cost	34	

The entire cost is well within the estimated budget of under RM50.

13. POST-PRODUCTION

13.1. Editing Process

The video editing software used is CapCut Pro with the Pro Subscription courtesy of Muhammad Hanif bin Amir Hamzah.

The audio editing software used is Audacity. Vocal Isolator & compression is used to isolate the quiet vocals and to boost it.

13.2. Visual & Sound Effects

The use of VFX (Visual Effects) are not many but one is used for comedic and playful tone. Said VFX used is an explosion green screen video that is chroma keyed and overlayed on Scene 6 of Part 2.¹

Foley sounds such as running footsteps (Scene 1, Part 1) and badminton smash were recorded beforehand and is inserted in later to improve or replace sounds that are unusable during recording due to noise, incorrect volume control or hardware malfunction.

SFX used are the Minecraft SFX during Scene 6, Part 1.² Another one which is Neil deGrasse saying “Nyoom” during Scene 8, Part 1.³

Background music used is “Jiwa Kelajuan” by Hujan.⁴

14. DISTRIBUTION PLAN

14.1. Platform for Video Release

The chosen platform to release this promotional video is YouTube. It is the de facto standard for video content due to its large user base and ease of access.

14.2. Marketing Strategy

We will distribute the video link through social media platforms such as TikTok and Instagram. Also, through word of mouth with friends and family or to FSR students and sports enthusiasts.

15. CALL TO ACTION

15.1. Encouraging the Audience to Take Specific Action

The tagline “Gatorade – Fuel your performance” at Scene 7, Part 2 is to encourage target audience to go out and get a bottle of Gatorade. It helps make the target audience recognize the drink as an essential source of energy and hydration.

15.2. Information on How to Contact or Purchase the Product

Gatorade is available convenience stores. Hence the last additional part added in the video (originally, not part of the script nor storyboard) which is “Gatorade – Get at your nearest store now”

16. CONCLUSION

16.1. Summary of Key Points

Promote Gatorade through a multimedia medium (Video) for energy and hydration to sports enthusiasts, especially students. Showcased Gatorade's benefits through real-life scenarios.

16.2. Closing Remarks

This video pitching project helped us to apply what we have learned in CSC253. Developing our skills in planning, video production, teamwork and execute on it.

17. APPENDIX

1. Explosion Green Screen:
https://youtu.be/QmV14LtCBRY?si=8HGGi_bxrOq8LF3F
2. Minecraft Drinking Sound Effect:
<https://youtu.be/99wlCy00uto?si=HiQ2jHTXXzP0Q7DQ>
3. Neil deGrasse Tyson saying “Nyoom”:
<https://youtu.be/AzyMnkP8OcU?si=RlcGNupgPweY2QDX>
4. Jiwa Kelajuan by Hujan:
<https://youtu.be/lxrOUP48LxE?si=G3vZDpLZn7T3dyM4>