

# **Project Report**

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# 1.INTRODUCTION

A promo video, short for promotional video, is a powerful and engaging tool used in marketing and advertising to showcase and promote a product, service, event, or idea. These videos are typically brief, concise, and creatively designed to capture the viewer's attention and convey a specific message or call to action. Promo videos come in various formats, such as television commercials, online advertisements, social media clips, and even in-person presentations.

The primary goal of a promo video is to generate interest and excitement, creating a desire for the viewer to take a particular action, such as making a purchase, attending an event, or subscribing to a service. To achieve this, promo videos often employ a combination of compelling visuals, persuasive storytelling, and memorable soundtracks to leave a lasting impression on the audience. In the digital age, promo videos have become an essential component of marketing strategies, given the popularity of online video platforms and social media. They offer an opportunity to convey a brand's identity, message, and value proposition in a highly shareable and consumable format. Whether it's a teaser for an upcoming movie, a demonstration of a new product's features, or a call to support a charitable cause, promo videos play a crucial role in modern marketing, delivering a succinct and impactful message to a wide and diverse audience.

## 1.1Overview

A promo video is a short video clip created for promotional purposes. It's designed to showcase a product, service, event, or idea in an engaging and compelling way. Promo videos typically include key features, benefits, and a call to action, aiming to capture the viewer's attention and generate interest or action. They are commonly used for marketing and advertising campaigns on various platforms, including social media, websites, and television. Promo videos can vary in style, length, and content, depending on the target audience and the message a brand or organization wants to convey.

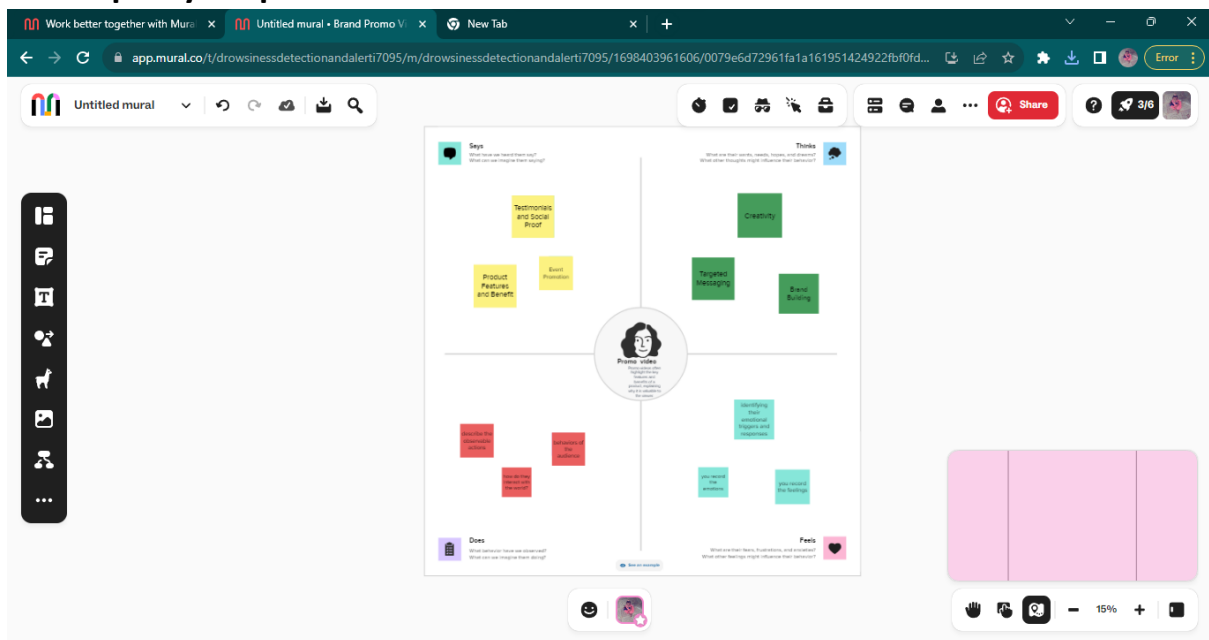
## 1.2 Purpose

1. Create Awareness: Introduce your brand to a wider audience or remind existing customers about your products or services.
2. Engage and Capture Attention: Use compelling visuals and storytelling to grab the viewer's attention and keep them engaged.
3. Highlight Key Messages: Showcase your brand's unique selling points, mission, values, and the benefits of your products or services.
4. Drive Action: Encourage viewers to take a specific action, such as making a purchase, signing up for a newsletter, or visiting your website.

5. Build Trust and Credibility: Use the video to establish trust by sharing testimonials, case studies, or other evidence of your brand's quality and reliability.

## 2. Problem Definition & Design Thinking

### 2.1 Empathy Map



Reference Link:

<https://app.mural.co/t/drowsinessdetectionandalerti7095/m/drowsinessdetectionandalerti7095/1698403961606/0079e6d72961fa1a161951424922fb0fdaddb94?sender=u2c0f9ff4e6524eacfe242153>

## 2.2 Ideation & Brainstorming Map

The screenshot shows the first four steps of the Mural ideation map:

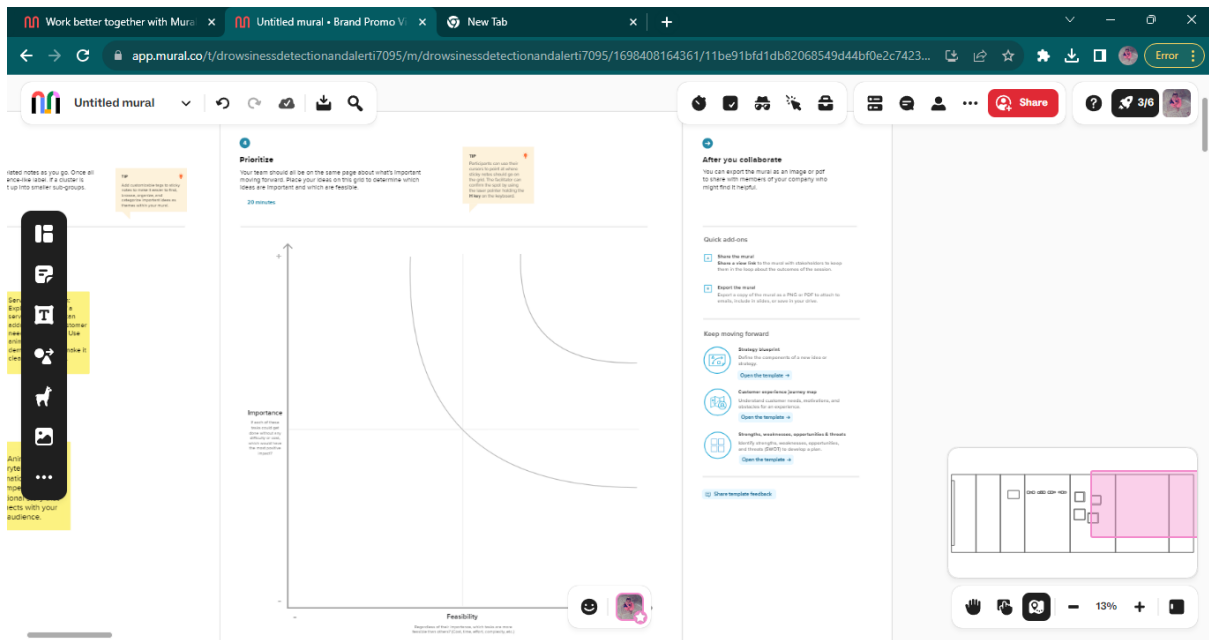
- Before you collaborate:** A note about the importance of preparation and collaboration.
- Define your problem statement:** A note about the importance of defining the problem clearly and concisely.
- Brainstorm:** A section for brainstorming ideas, with a table for recording ideas from participants 1 through 8.
- Group ideas:** A section for grouping ideas, with a table for recording ideas from participants 1 through 8.

The interface includes a sidebar with various tools (text, shapes, images, etc.) and a top bar with navigation and sharing options.

The screenshot shows the last two steps of the Mural ideation map:

- Group ideas:** A section for grouping ideas, with a table for recording ideas from participants 1 through 8. It includes a note about the importance of grouping ideas and a table for recording ideas.
- Prioritize:** A section for prioritizing ideas, with a table for recording ideas from participants 1 through 8. It includes a note about the importance of prioritizing ideas and a table for recording ideas.

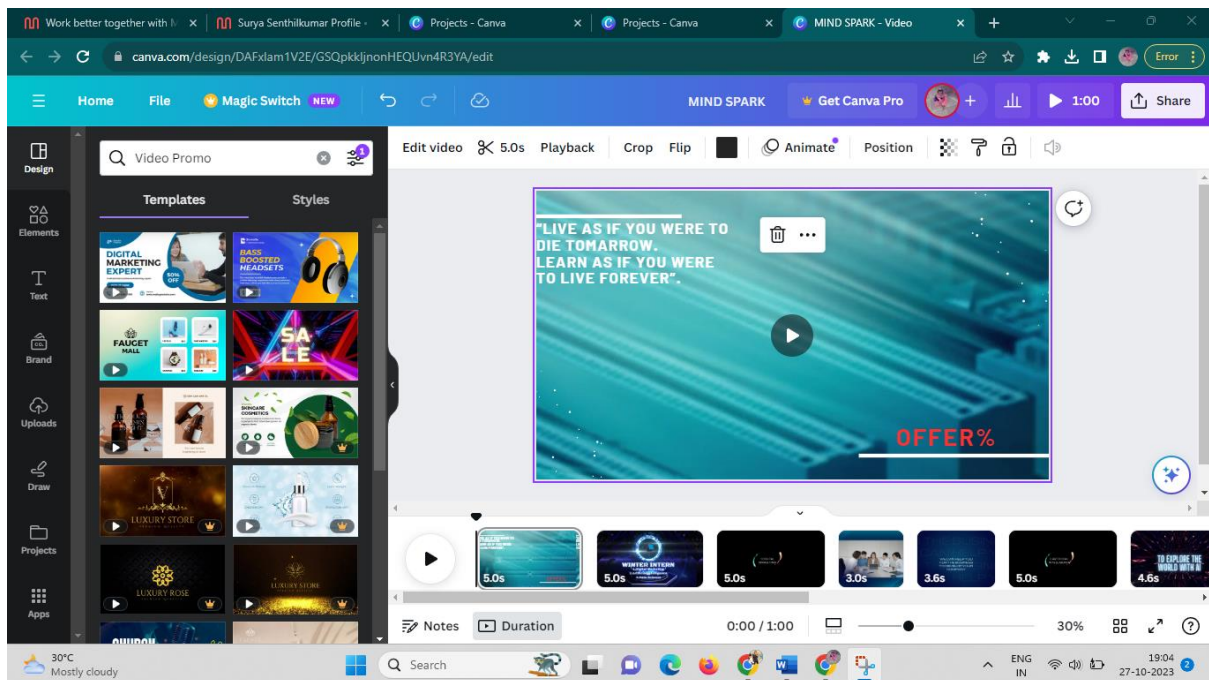
The interface includes a sidebar with various tools (text, shapes, images, etc.) and a top bar with navigation and sharing options.



## Reference Link:

<https://app.mural.co/t/drowsinessdetectionandalerti7095/m/drowsinessdetectionandalerti7095/1698408164361/11be91bfd1db82068549d44bf0e2c742399a401b?sender=u2c0f9ff4e6524eacfe242153>

## 3.RESULT



## Reference Link:

[https://www.canva.com/design/DAFxlam1V2E/GSQpkljnonHEQUvn4R3YA/edit?utm\\_content=DAFxlam1V2E&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFxlam1V2E/GSQpkljnonHEQUvn4R3YA/edit?utm_content=DAFxlam1V2E&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## 4. Advantages & Disadvantages

### Advantages of Promo Videos:

1. Engagement: Promo videos can captivate and engage viewers more effectively than text or static images, helping you convey your message more vividly.
2. Increased Conversions: They can boost conversion rates by encouraging viewers to take action, such as making a purchase or signing up for a newsletter.
3. Improved Brand Awareness: Promo videos can help raise awareness of your brand, making it more recognizable and memorable.
4. \*Social Media Visibility:\* Videos tend to perform well on social media platforms, increasing your brand's visibility and shareability.
5. \*Demonstration:\* They can effectively demonstrate the features and benefits of your products or services, making it easier for potential customers to understand them.

### Disadvantages of Promo Videos:

1. Cost and Time: Creating high-quality promo videos can be expensive and time-consuming, especially for small businesses with limited resources.
2. Technical Challenges: Video production can be technically challenging, and errors or issues can affect the quality of the video.
3. Attention Span: In today's fast-paced digital environment, viewers may have short attention spans, making it challenging to convey your message in a short video.
4. Compatibility Issues: Videos may not be universally compatible with all devices and platforms, potentially limiting their reach.
5. Overlooked Content: If not well-optimized or promoted, your video might not reach its intended audience, leading to limited visibility.

## 5. APPLICATION

1. Product Promotion: Create videos to highlight the features and benefits of a new product, making it more appealing to potential customers.
2. Service Promotion: Use promo videos to showcase the value of your services, making them more understandable and enticing to your target audience.

3. Event Promotion: Promote upcoming events such as conferences, webinars, trade shows, or festivals to attract attendees and generate interest.
4. Brand Awareness: Develop promo videos to introduce your brand, its mission, and values to a broader audience, helping to build brand recognition and trust.
5. Educational Content: Create educational promo videos to explain complex concepts or provide tutorials on how to use your products or services.
6. Fashion and Apparel: Display clothing and accessories in a visually appealing way to entice fashion-conscious consumers.

## **6.CONCLUSION**

In conclusion, promo videos are a versatile and powerful tool for marketing and promotion across various industries and purposes. They serve to engage, inform, and inspire audiences while effectively conveying a brand's message. When well-executed, promo videos can boost brand recognition, increase conversions, and create a lasting impression. However, they require careful planning and execution to ensure they align with the brand's goals and resonate with the target audience. Ultimately, promo videos have become an essential component of modern marketing strategies, helping businesses and organizations connect with their audience in a dynamic and visually compelling way.