

CD

*J'adore
Collection*

Creative Process

What we wanted to highlight:



The Brand



The Product



The Aesthetic



Behind the Scenes

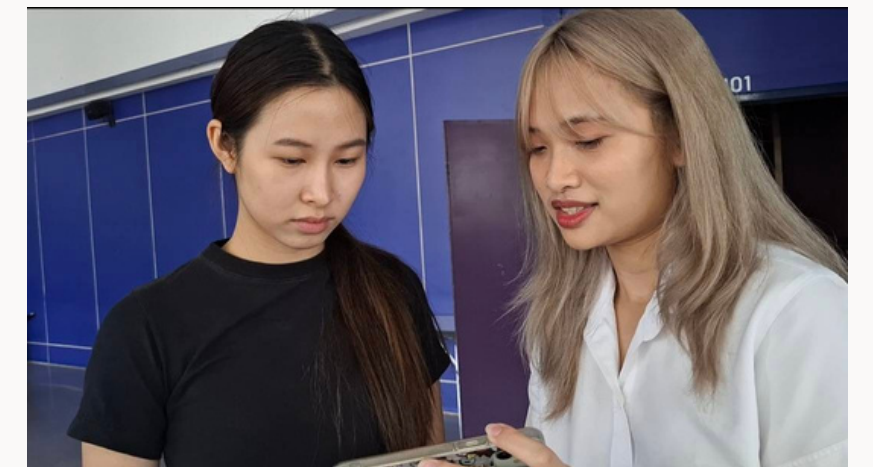


Target Audience Engagement

Skip Testing

We showed the video to 10 members of our target audience. We recorded the reaction of all our participants.

We showed them the advertisement video, paused at 10 seconds and asked if they would like to continue, and all 10 of them said yes.



Thank You

Group Members:

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