

## Annotation

Sian Kim and Ying Yang are a group and make the PowerPoint for the brand mashup video in 3036 class.

Sian Kim starts the video plan includes the idea, the script, the onscreen text, the moodboard and the font etc. Ying Yang is responsible for proofreading and synthesizing the content as well as the overall writing of the script.

The video is planning to express the cultural significance of the beer and focuses on showing its visual styling.

The name of the video is "Let's drink Muskoka". The power of the beer is through two small clips to show the beer making people feel happy. At first, people are so stressful for their life. Then they drink beer and relieve their pressure.

The script of the video uses the Hollywood format. It contains the storyline and narrators. It has some actors in the video and shows the beer's design.