IDEA DEVELOPMENT

Looking at other projects can give us ideas about how we want and need to promote our work and can also identify what we don't like.

11 SUSTAINABLE CITIES AND COMMUNITIES

Participant project details _____

1 What is the purpose of your video? Think of 3 main points.

2 Who is your target audience? Do you have more than one?

3 What images / styles of videos might they like?

4 What is the main message you want to convey (tell them) about?

5 Do you have a slogan or phrase to help them remember your message? Or maybe a tagline that says what you do.

Here's 30 ideas that identify aspects of a promotional video have a look for more ideas https://fixthephoto.com/promo-video-ideas.html