

THE TASK

The client:

Each production unit will have a different client that will be a real professional with them working on Tuesday and Wednesday.

They are the six whose profile are explained later.

The goal:

Improving the personal brand of the client.

Briefing:

The clients will join the group during the briefing on Tuesday to achieve the following outcomes:

Target group of the final products.

The story.

How many products and duration.

Moodboard.

Kind of a shooting plan.

The products:

Product 1

Videos that reflects the personal brand of the professional in the communication sector designed for a Youtube channel or a similar social network.

It doesn't matter if it is one, two or more videos, but the total duration mustn't be longer than one minute. Can be 1 video of one minute, two videos of 30 seconds, ten videos of 6 seconds...Whatever combination is possible.

Product 2

Create an instagram profile for the client in which the Stories tool is used with between four and six elements of both still image and video for the promotion of his personal brand.

Presentation:

The presentation will be held on Friday with a maximum duration of 10 minutes, and includes:

Short description of the group and the goals.

Showing the products.

Making of.