Give the next product story a clear visual starting point.

A focused creative approach for ngram.

Audience

Product marketers with an update to communicate.

Proposed deliverable

One campaign video built around one supported product task.

Make the product task easy to picture.

The campaign should connect the message to what people can do.

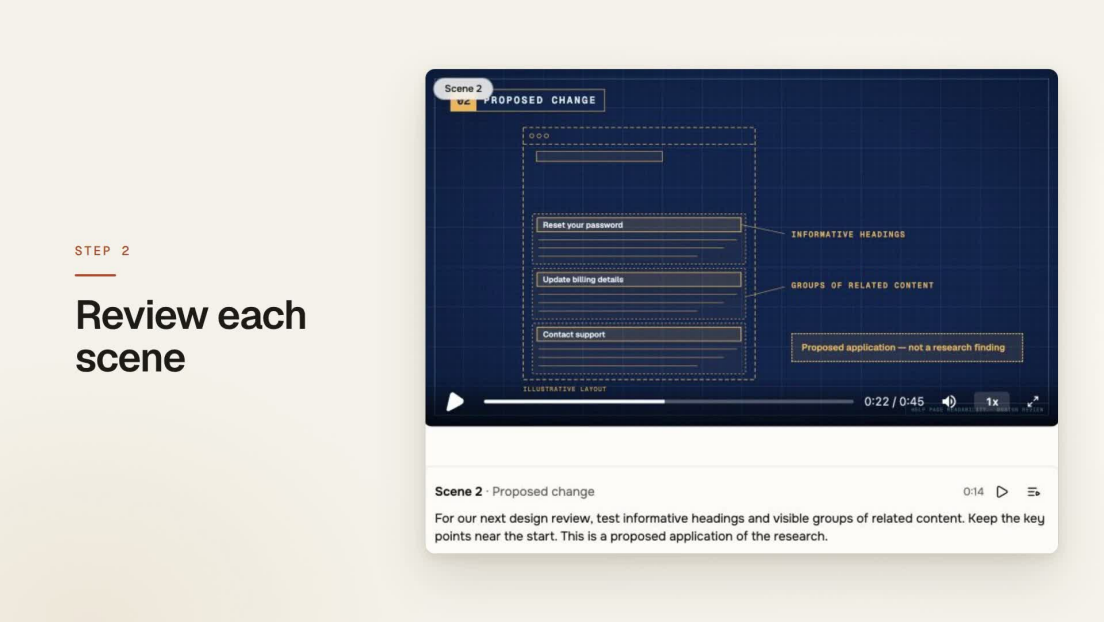
01	The audience	Product marketers preparing a product update.
02	The message	Bring a brief, review the plan and create the video.
03	The next step	Start with one approved brief in ngram.

Two ways to explain the product.



A question, answered by two speakers

Conversation style / ngram-created output



The actual product task, shown on screen

Product spotlight / genuine Studio screens

Agree on the story before production.

01	Brief	Choose the audience, message and source material.
02	Plan	Review the narration, assets and scene sequence.
03	Create	Generate the video and check the complete result.
04	Refine	Apply specific feedback before final delivery.

Choose the first campaign brief.

Which product task should the audience understand?

Which approved assets support that explanation?

Where will the finished video appear?

Review the campaign direction