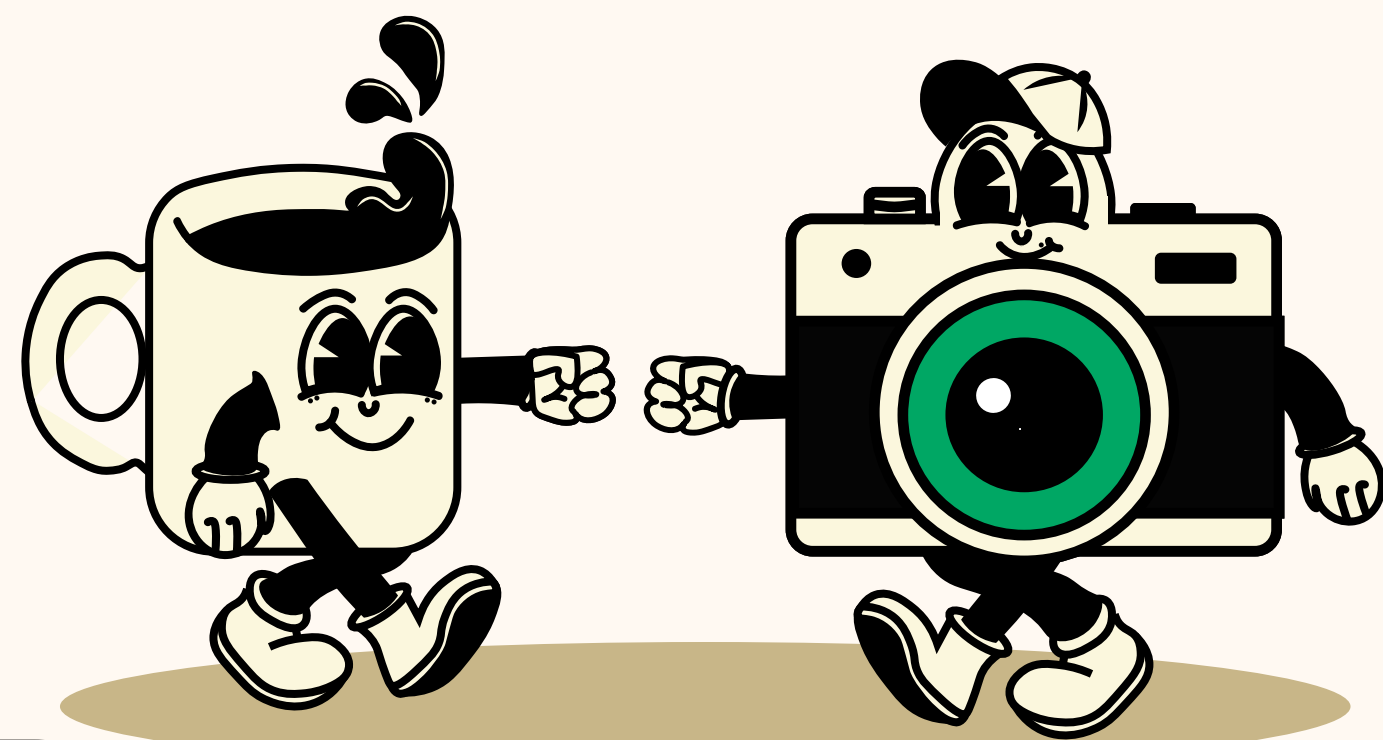


Case Study *Re-branding*



SmileTiger™
COFFEE ROASTERS

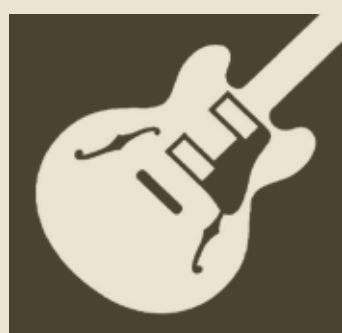
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Software Used



Premiere Pro
Industry standard editing software.



GarageBand
Audio editing and music application.

My Task/Role

In the creation of the cinematic promotional video for Smile Tiger Coffee, I believe my ability to synthesize the essence of the café's brand and translate it into visual storytelling was a particular strength. I worked diligently to capture the unique atmosphere, energy, and personality of Smile Tiger Coffee, ensuring that every frame of the video reflected its identity and values.

Additionally, my role in composing an original song to accompany the visuals was a stand-out aspect of the project. Crafting the perfect melody and lyrics allowed me to infuse an extra layer of emotion and authenticity into the video, further enhancing its impact on the audience.

Overall, I feel that my ability to merge creativity with strategic thinking, attention to detail, and effective communication played a significant role in the success of this project.

My Process

For my GBDA 202 class project, I was assigned to create a 3-minute cinematic promotional video for Smile Tiger Coffee, a café located near the GO station. My specific task was to craft 1 minute and 30 seconds of engaging content to contribute to the rebranding campaign. The overarching goal was to showcase the café's unique atmosphere, high-quality coffee, and inviting ambiance while captivating the audience's attention with visually stunning imagery.

I began my process by thoroughly researching Smile Tiger Coffee's brand identity, target audience, and overall vibe. Understanding the essence of the café was crucial for me to effectively translate its essence into visual storytelling. Next, I brainstormed ideas and concepts that would align with the rebranding goals and resonate with the intended audience.

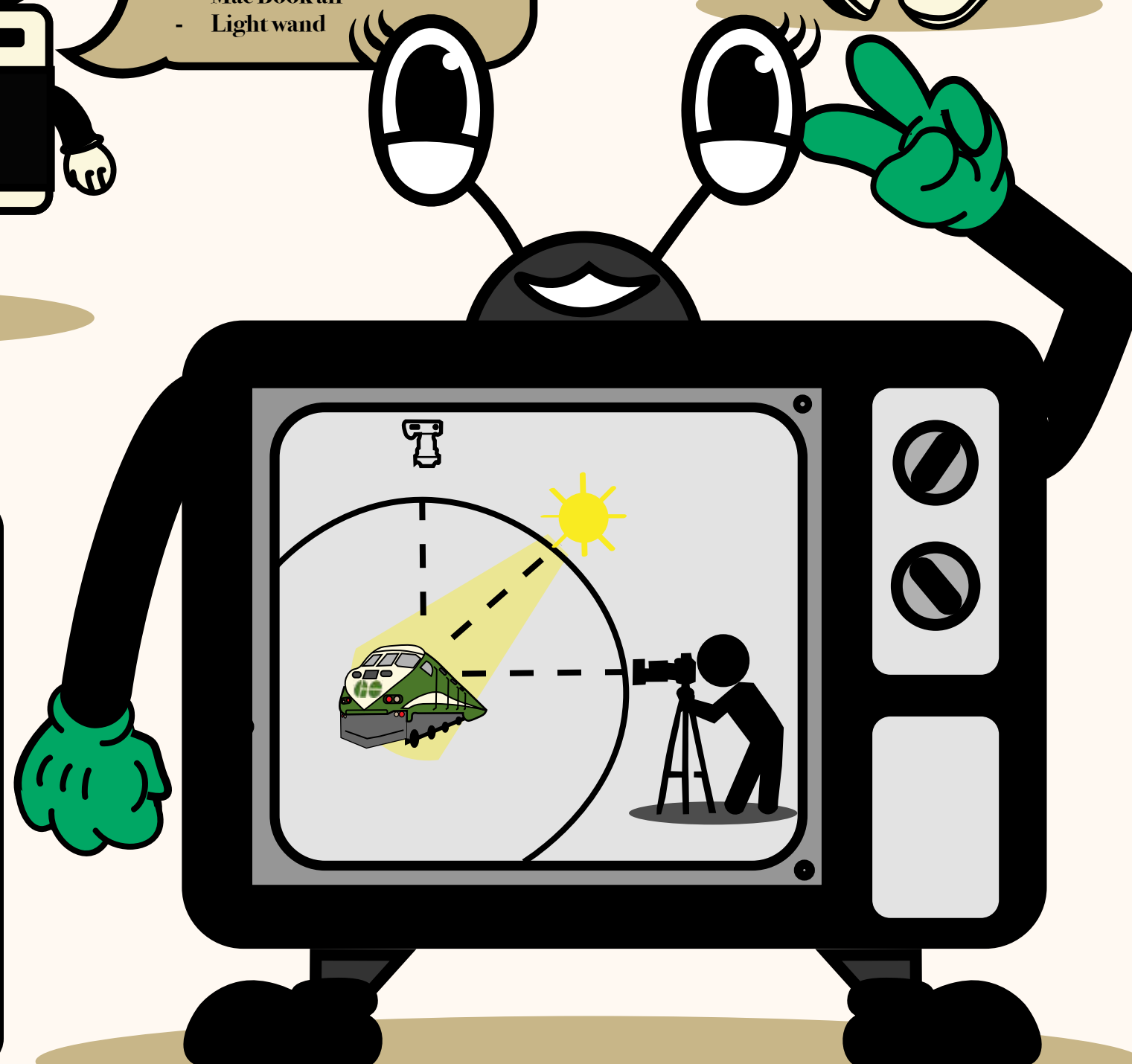
My task and role

One of the highlights of my process was composing an original song to accompany the visuals. I wanted the music to evoke the same feelings of warmth and energy that one experiences when stepping into the café. Crafting the perfect melody and lyrics added an extra layer of creativity to the project and helped elevate the overall viewing experience.

Overall, creating this cinematic promotional video for Smile Tiger Coffee was a rewarding experience that allowed me to combine my passion for storytelling with my love for music and visuals. I'm proud of the final result and confident that it will effectively contribute to the café's rebranding efforts, enticing new customers and delighting existing ones.

Equipment:

- Canon EOS R5 camera
- Canon power shot G7
- Tripod
- Light wand
- Mac Book air
- Light wand



Production Pre & Post

Pre-Production

My process began with research aimed at understanding Smile Tiger Coffee's brand identity, target audience, and the message we wished to convey with the rebrand. In collaboration with my group members, I delved into discussions to pinpoint the ideal focus for the promotional video within the allocated 1 minute and 30 seconds.

Following this initial phase, treatments and storyboards were crafted, ensuring that every shot encapsulated the essence of Smile Tiger Coffee's ambiance, offerings, and values. These storyboards outlined the visual elements and the mood, pacing, and any necessary text overlays.

Arrangements were made to secure filming locations and schedule shooting sessions that aligned with my group members, cafe hours of operations and running times of the GO Train.

In essence, the success of the project hinged on the meticulous research, planning, and collaboration undertaken to encapsulate the essence of Smile Tiger Coffee.

Production

Execution was my next step. But before arriving at the shot, I ensured that all necessary equipment was prepared and in working condition. I was filming ensuring to capture both landscape and portrait for varied video styles. Getting shots of the go station, outside the cafe and inside to give viewers a comprehensive overview of the Smile Tiger whole atmosphere.

Post-Production

Following the rough edit and revision stage, the final step in the creation of Smile Tiger Coffee's promotional video was the completion of the final edit. This phase involved integrating all elements, refining the footage, and adding finishing touches to ensure a polished and captivating end product. Incorporating feedback gathered from peers and group members. Their insights and perspectives provided valuable guidance for enhancing the video's impact and resonance with the target audience.

To finalize the video, various elements were integrated, including text overlays, color grading to enhance visual appeal, audio editing for seamless transitions, and the addition of background music to evoke the desired atmosphere. Each element was carefully selected and refined to complement the overarching narrative and brand identity of Smile Tiger Coffee.

The culmination of these efforts resulted in a compelling and visually stunning promotional video that effectively conveyed the warmth, energy, and essence of Smile Tiger Coffee's rebrand.

Challenges & Success

Challenges

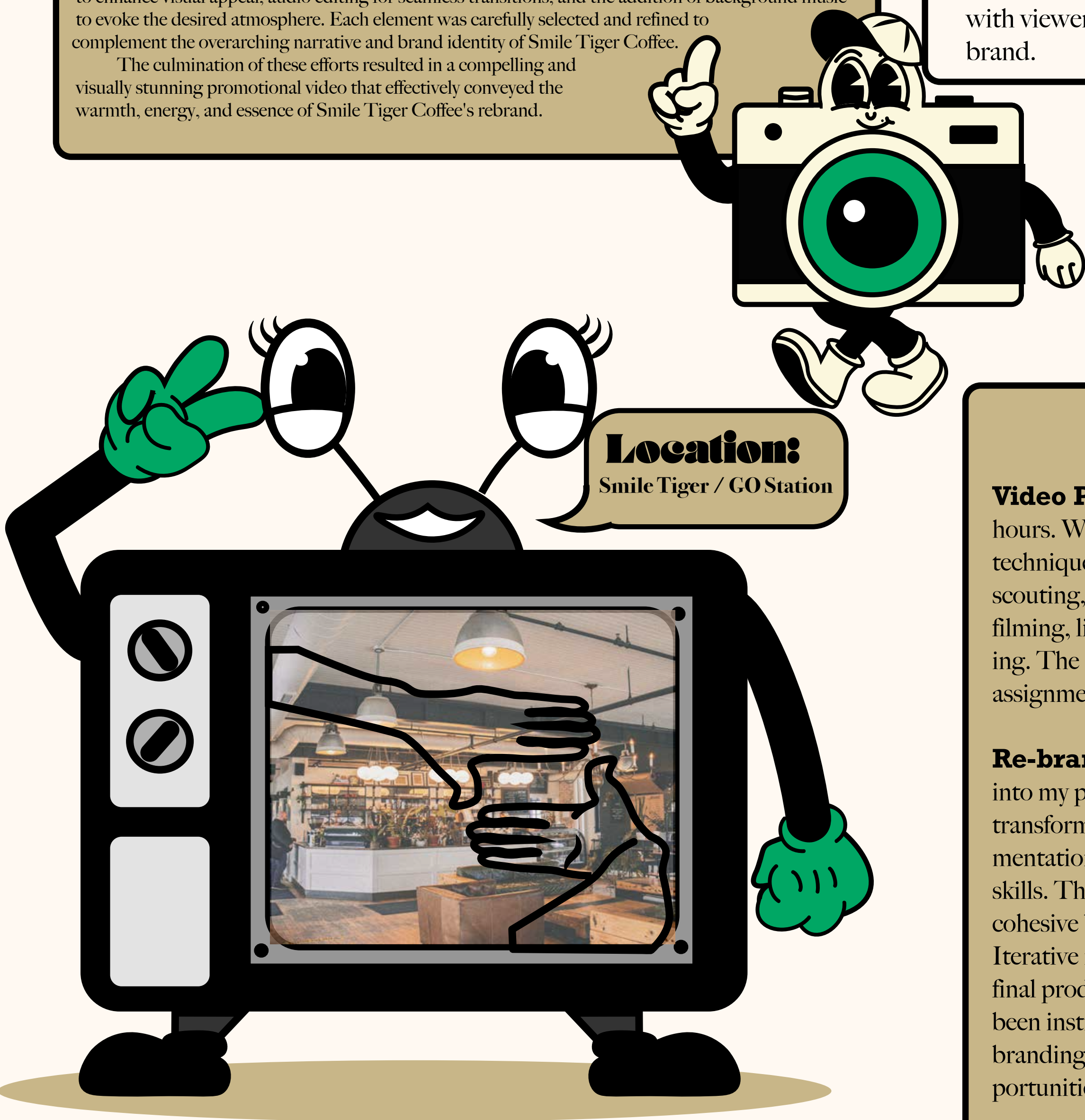
Capturing Atmosphere: Conveying the bustling energy and cozy ambiance of Smile Tiger Coffee presented a creative challenge, as it required careful consideration of lighting, composition, and framing to evoke the desired atmosphere.

Incorporating Feedback: Balancing diverse perspectives and feedback from peers and stakeholders while maintaining the video's coherence and vision demanded thoughtful deliberation and strategic decision-making.

Success

Collaboration: Collaborating with group members in my class fostered a collaborative environment, allowing for the alignment of creative vision and brand objectives throughout the project.

Creative Execution: Overcoming logistical challenges, the creative execution of the video successfully captured the essence of Smile Tiger Coffee, resonating with viewers and effectively promoting the café's re-brand.



Skills Acquired

Video Production: Added to my in-progress 10,000 hours. Working towards mastering video production techniques in all stages of production. From planning, scouting, storyboarding and more in pre-production to filming, lighting, and sound recording to finally exporting. The only way to get better is to practise, and this assignment gave me more practice.

Re-branding: Incorporating the rebranding project into my pursuit of mastering brand identity and brand transformation, refining my planning, design implementation, and execution of brand identity through film skills. Through research and collaboration, I crafted a cohesive brand identity that resonated with the brand. Iterative refinement, akin to video editing, ensured the final product surpassed expectations. This project has been instrumental in advancing my proficiency in re-branding, providing invaluable practice and growth opportunities within a dynamic and creative landscape.