

Advertising Strategy Partner Feedback

Final Video Link: https://youtu.be/GjU_bgH2Vml

What is the challenge?

To create awareness regarding the changes occurring in the Main and Danforth area via YouTube.

Opportunity.

This challenge presents an opportunity to show evidence of change, a brief history of the land, and how much change the land has undergone. There is a rich history here and this area is a historical gem and I get to present it as such.

Insight.

The insights stem from personal experiences, the physical changes that I've seen being done to the land. I experience the noise, the mess that has been made, the disturbance of wildlife but I also see a bright future for this area. My insight is first hand encounters with the contemporary history of the area.

Role

This will spread awareness of the changes and educate those who view the video of these changes and history.

What they believe

Currently the area does not look as beautiful as it once was, they believe this to be run down and an eyesore.

What we want them to believe

This is a beautiful area with a thriving community and can still provide the goodness it once did to families all the way since the 19th century.

Idea and support for execution.

By interviewing local members of my community, family members and consulting Toronto Archive information I will compile this information to a video that highlights the changes undergoing in the land that has given so much and how my family is doing what it can to give back.

Show Before / after pictures

Video showcase the idea

Interviewing mom and sister

Different perspectives.

Use my DJI Mavic drone to capture the beauty of the area.

Videos of bunnies.

Tone of voice

Inspiring and uplifting shows that everything is changing. Change isn't necessarily a bad thing and has the potential to do good.

Metrics

Upload to youtube generate views, likes, shares, and comments. Connect with other members of the community.