

Letter of Proposal for Video Advertisement Concept

Dear [Client's Name],

I hope this message finds you well. I am excited to present a compelling video advertisement concept aimed specifically at family-oriented viewers. Our vision revolves around the theme of 'Togetherness' which highlights the joys and bonds of family life.

Concept Overview

The advertisement will feature a heartwarming story showcasing a family participating in a weekend picnic. As they engage in various fun activities, we will visually emphasize your brand's product as an integral part of their joyful moments, reinforcing the message that [Your Brand] brings families closer together.

Target Audience

Our primary audience will be parents aged 25-45 who value quality family time and seek products that enhance their experiences together.

Key Message

'[Your Brand]: Creating Moments that Matter'. This tagline will resonate with families and encourage them to choose our product as part of their cherished memories.

Visual Style

Bright, warm colors and natural settings to evoke feelings of nostalgia, love, and connection. The video will blend light-hearted music with real family moments, making it relatable and engaging.

Call to Action

We will end the advertisement with a clear call to action, inviting viewers to visit [Website URL] for exclusive family offers, alongside a special hashtag for social media sharing to boost engagement.

I am looking forward to discussing this proposal further and exploring how we can collectively bring this concept to life. Thank you for considering our vision for your brand.

Warm regards,

[Your Name]
[Your Title]
[Your Company]
[Contact Information]