

Letter of Proposal for Video Advertisement

Date: [Insert Date]

To: [Recipient's Name]

[Recipient's Title]

[Company Name]

[Company Address]

Dear [Recipient's Name],

I am writing to present an innovative video advertisement concept for [Fashion Line Name]. Our goal is to capture the essence of your brand while engaging your target audience through visually stunning storytelling.

Concept Overview

The proposed video will feature a series of vignettes showcasing the [Fashion Line Name] collection set against dynamic urban backdrops. Each vignette will highlight the versatility and unique style of the clothing, inviting viewers to experience the brand's lifestyle.

Key Elements

- **Target Audience:** [Specify Target Demographics]
- **Visual Style:** Vibrant, modern, and aspirational
- **Music:** Upbeat and trendy background score
- **Call to Action:** Encouraging viewers to visit [Website/Social Media]

Production Timeline

We propose to begin shooting by [Start Date], with an estimated completion date of [End Date].

We believe this video advertisement will not only elevate [Fashion Line Name] but also resonate positively with your customers. Thank you for considering our proposal. I look forward to the opportunity to discuss this exciting concept further.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]