

Video Advertisement Concept Pitch

To: [Client's Name]

From: [Your Name]

Date: [Date]

Subject: Pitch for Eco-Friendly Product Video Advertisement

Dear [Client's Name],

I hope this message finds you well. I am excited to present a concept for a video advertisement aimed at eco-friendly consumers that aligns with your brand's sustainable mission.

Concept Overview:

Our proposed video will showcase the transformative journey of an eco-friendly product, emphasizing its positive impact on the environment and community. The narrative will follow a relatable character who discovers the product, embraces its benefits, and inspires others to join the movement toward sustainability.

Target Audience:

This advertisement will specifically target eco-conscious consumers aged 25-40 who are passionate about sustainability and mindful consumerism.

Visual Elements:

- Vibrant nature scenes highlighting natural beauty.
- Close-ups of the product in use within everyday settings.
- Interviews with satisfied customers sharing their experiences.

Call to Action:

Ending with a strong call to action, we will encourage viewers to visit the website and learn more about how they can contribute to sustainability by choosing your product.

I believe this concept will resonate with your target market and strengthen your brand's commitment to an eco-friendly future. I look forward to discussing this idea further.

Best regards,
[Your Name]
[Your Contact Information]