

Digital Marketing Project

Brand Name: REGALIS

Product: Luxury Watch

Created Using AI Tools

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Introduction

- This project is based on digital marketing using AI tools.
 - I created my own brand named REGALIS.
 - The project includes poster design and video advertisement.

Brand & Product Details

- Brand Name: REGALIS
 - Product: Premium Luxury Watch
 - Category: Fashion & Accessories
 - USP: Royal look, stylish design, premium quality

Advertisement Poster

- Poster designed using Canva.
 - AI generated product image used.
 - Poster shows brand name, product and special offer.
 - Theme is royal and premium.

Video Advertisement

- Poster converted into a short video advertisement.
 - Attractive promotional video for social media.
 - Shows product, offer and 'Shop Now' option.

Digital Marketing Strategy

- Platforms Used: Instagram and YouTube.
 - Offer: Royal Sale – Up to 30% OFF.
 - Target Audience: Young adults and professionals.
 - Goal: Increase brand awareness and sales.

Tools Used

- ChatGPT / AI tools for content creation.
 - Canva for poster designing.
 - AI Video Tool for video advertisement.
 - Google Drive for project submission.

Conclusion

- This project helped me understand digital marketing.
 - AI tools make advertising easy and effective.
 - Digital marketing helps brands reach more customers.

Project Files & Link

- All project files (PPT, Video & Poster) are available at the link below:
 - Google Drive Link:
 - <https://drive.google.com/file/d/13-cDvMxdjtghO72XjbegV7k-1IRhNpra/view?usp=drivesdk>

Thank You

- Thank You