enchant*d
studios

"Powerful Product Promo Engine" – How To Edit

Updated 7th August 2012

- -

Congratulations and thank you for purchasing Powerful Product Promo Engine!

With this editable template you can present your new product in an energetic, mechanical, typographic, stylish, kinetic way with your company logo at the heart of the machine.

Ideal if your company is presenting a new product or demo. This promo can show what the new product, as well as your company, can offer potential clients.

Features :

- Economica Font INCLUDED
- Change Background Color Easily
- Simple to Edit + FAQ Guide
- 7 Title Text Placeholders
- 18 Descriptive Text Placeholders (5 of which are placeholders to describe video/ image content)
- 5 Video/Image Placeholders
- 2 Logo Placeholders (1 for the new product and 1 for the main company identity)
- High Definition 1080p
- No Plugins Required
- After Effects CS4 and above

The After Effects project file has colour coded, markered layers which guide you in the right direction when trying to edit the significant elements.

Enchanting graphic design for screen and print

enchant*d
studios

Can't think what to use it for?

Why not use impactful marketing keywords for the title text placeholders, backed up by short and concise descriptive text. Here are my suggestions for incorporating powerful product promotional copy:

- This is the **(new) product** – use your new product name or logo in this space
- 01 – **It's Powerful** – describe the product in 5 short phases highlighting the core product attributes – be succinct
- 02 – **It's Attractive** – outline who the product is aimed at (who it attracts) using the five text fields (global/local customers, multilanguage?)
- 03 – **Generates Demand** – use couple of lines of text to portray why the product will work (the power, or benefits of the product)
- 04 – **and Increase Sales** – use couple of lines of text suggest how the product will profit the client (main benefit)
- 05 – **It's an Innovation** – use few of lines of text explain why this product is different to others on the market (pushes existing boundaries)
- 06 – **That Delivers Results** – use the five video/image placeholders to show some examples of the product, in action, along with caption text
- 07 – **Plus it's Easy to use** – use few of lines of text to describe how simple the product is to implement, appealing to its target audience
- Logo – the **main logo** – Perhaps add a final strapline here too

Short, snappy text is key to ensuring this promo works at its best. Be ruthless with your copy and remove any extraneous text to make the key messages stronger.

- -

Fonts used in the preview :

If you like the font used in the preview video (which works perfectly) you'll need to have the font Economica installed. This is a free font and I've bundled it with this product.

Here is a web link to the font : http://www.fontsquirrel.com/fonts/economica

Enchanting graphic design for screen and print

enchant*d
studios

Music used in the preview :

If you like the fantastic music used in the preview video you'll need to purchase it from the following link : http://audiojungle.net/item/ready-for-the-show/2579323?WT.ac=portfolio_item&WT.seg_1=portfolio_item&WT.z_author=jhunger

Thanks to JHunger for the use of this track which fits superbly into the sequence with its 'clockwork' sound.

- -

Here's a quick guide on how to get this file to work for you :

- -

01. Where do I start?

You can double-click Main Composition and should be able to carry on from here using the color coded layers (see point 02) and markers as a guide.

- -

02. What can I edit and what shouldn't I mess with?

Start with the folders _Logos EDIT THESE, _Text EDIT THESE and _Video EDIT THESE or go to Main Composition which shows the color coding of layers, and subsequent pre-comps, as follows:

Red   Edit in this Composition (you can edit this layer directly here, it will affect the sequence globally)

Blue   Edit in Pre-Composition (double-click this layer until you reach a Red layer)

Brown   No need to change (try not to make changes to these layers as they will adversely affect the sequence)

Enchanting graphic design for screen and print

03. How do I change the (green) background colour?

Simply go to Main Composition and edit the Fill effect on the Change Background Color Here layer. This is a global change.

- -

04. I need to change the text

Simply go to the _Text EDIT THESE folder and choose the composition related to the text you want to change. Compositions are named appropriately (chronologically) so you should be able to find the text layer you are looking for extremely quickly. All text elements are contained within their own compositions and any new text should not extend beyond the bounds of the text composition you are editing.

- -

05. I want to add in my logo

Simply got to _Logos EDIT THESE folder and place your logos on the top layer of each composition (Main Central Logo and The New Product), fitting them within the composition bounds. Remove or turn off the existing layers. This is a global change.

REMEMBER to enable the Motion Blur and 3D layer switches for any new layers you add. If you don't know where these are you can : Select the layer and choose Layer > Switches > Motion Blur THEN choose Layer > 3D Layer.

Email : simon@enchantedstudios.co.uk
www.enchantedstudios.co.uk

06. I want to add images or video

You have five placeholders for this – choose your best 5 images/videos. Double-click the compositions within the folder _Video EDIT THESE and import your work into these. Use the text placeholders beginning 'Text 06 Video Description XX', inside the folder _Text EDIT THESE, to add captions to the respective videos/images.

REMEMBER to enable the Motion Blur and 3D layer switches for any new layers you add. If you don't know where these are you can : Select the layer and choose Layer > Switches > Motion Blur THEN choose Layer > 3D Layer.

- -

07. What do I render?

Place _Render This 1920x1080 into the render queue and adjust your render settings according to your required output file type. Hit render!

- -

Thanks again for purchasing, enjoy!

simon@enchantedstudios.co.uk

Enchanting graphic design for screen and print