

Producing an ACER laptop advertisement video

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Abstract: In the fiercely competitive information technology market, building an effective advertising video for Acer products is a necessary task. This project aims to research and implement a suitable advertising strategy based on competitor analysis and modern user needs. The approach includes market research, digital trend analysis, and video content prototyping. The expected outcome is to develop an advertising video capable of increasing brand awareness and driving revenue for Acer.

Keywords: technology advertising, video marketing, market research, Acer, brand strategy