

# Efficient Interiors – Promotional Video

## Project Overview

Efficient Interiors is a car detailing business specialising in deep interior and exterior cleaning. This promotional video was created to help increase brand awareness and attract new customers by showcasing the quality, care, and attention to detail behind their services.

The video was designed for use on social media, particularly Instagram, with a focus on creating an engaging and visually appealing piece of content that reflects the brand's professionalism.

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## Concept & Planning

The project began with concept development and storyboarding to plan the structure and flow of the video. The aim was to clearly present the transformation process while maintaining a visually engaging and dynamic style.

Filming took place across two days due to weather conditions. Interior footage was captured first, followed by exterior shots on a clearer day to ensure consistent visual quality.

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## Filming

Footage was captured using a Canon camera, with multiple takes and angles recorded to provide flexibility during editing. The focus was on capturing both wide shots to establish the scene and detailed close-ups to highlight the precision of the cleaning process.

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## Editing & Post-Production

The video was edited in Adobe Premiere Pro, where clips were reviewed, selected, and refined to create a cohesive final piece.

A combination of techniques was used to enhance the overall quality and engagement of the video, including:

- **Transitions & Effects:** A range of dynamic transitions were used to create smooth and visually engaging scene changes.

- **Speed Ramping:** Applied throughout the video to emphasise key actions and synchronise movement with the music.
- **Stabilisation:** Warp Stabilizer was used to improve handheld footage and ensure a smooth, professional finish.
- **Sound Design:** Background music and sound effects were added to enhance immersion and overall impact.
- **Colour Grading:** A cinematic LUT was applied and adjusted to achieve a polished and consistent visual style.

Additional creative effects, such as split-screen comparisons, strobe effects, and visual overlays, were incorporated to add variation and maintain viewer engagement throughout the video.

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## Outcome

The final video successfully highlights the transformation process and attention to detail involved in the service, presenting the brand in a professional and engaging way.

Both the client and I were very satisfied with the outcome, and the video serves as a strong promotional asset designed to support business growth and attract new customers.