

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-01	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Gandhi jayanti social media post		
Category:	Digital Marketing		

Background

Scms is a pioneer institution in the field of education. Gandhi Jayanti is widely celebrated in the country, it is for this reason, we need to celebrate this from the SCMS Side as showing their respect towards mahatma.

Communication Objective

Objective is to greet everyone for the Gandhi Jayanti. There should be a brand identity that needs to be conveyed in the message.

Target Audience

Students, parents, Teachers, wellwishers etc

Focus of Communication

The target audience should get the message of Gandhi Jayanti more clearly conveyed from the brand side

Proposition

Gandhi Jayanti is on 2nd October and a brand message from SCMS will do the job

Reasons why consumers will believe/buy

The consumers will understand the message as it is widely celebrated in the country

Deliverables/Execution Specifics

1200x1200 social media post

Check List

www.google.com

Comments if any

use a creative approach to connect brand and this day

Deadline

1-10-2019