

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	FB Post for International day Elderly persons		
Category:	Digital Marketing		

Background

International days are occasions to educate the public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity. October 1st is celebrated as International elderly day. The International Day of Older Persons is an opportunity to highlight the important contributions that older people make to society and raise awareness of the opportunities and challenges of ageing in today's world. 2019 theme is that "The journey to age equality". This theme aims to Explore societal and structural changes in view of life course policies: life-long learning, proactive and adaptive labour policies, social protection and universal health coverage. Dream Flower is a builder who is concerned about human values and cares for elderly people

Communication Objective

October 1st is celebrated as International elderly day. Dream Flower also want to salute elderly people. So they need a FB post to show their love & gratitude towards the old age people

Target Audience

Dreamflower Customers & their vendors

Focus of Communication

The post should reflect their love & care towards the elderly people

Proposition

The only thing to show in this Fb post is to express their love & gratitude towards the elderly people

Reasons why consumers will believe/buy

Dream Flower is a builder who keeps their promises & completed 50 projects on time in Kochi and its vicinity

Deliverables/Execution Specifics

Size: 900*600 Language of Communication: English Colour Dreamflower needs a FB post for International day of elderly people to show their love & gratitude towards them

Check List

NA

Comments if any

First time we are doing fb post for International day for elderly people for Dreamflower . We have to do such a wonderful creative.

Deadline

30.09.19