

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-30	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Kerala piravi Social media post		
Category:	Digital Marketing		

Background

Kerala Piravi marks the birth of the state of Kerala in India. The state of Kerala was created on November 1, 1956. This is a widely celebrated day in the state.

Communication Objective

Kerala piravi greetings all the target audience

Target Audience

Students, Parents, wellwishers

Focus of Communication

To greet everyone for the Kerala piravi day

Proposition

The Kerala piravi greetings to all in the concerned day

Reasons why consumers will believe/buy

Since this is a widely celebrated event across the state.

Deliverables/Execution Specifics

1200x1200 social media post

Check List

give the Scms group mandataries, Kerala piravi greetings

Comments if any

Please create a creative ad connecting Kerala piravi and SCMS.

Deadline

30-10-2019