

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-04	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	FB post for Vijayadashami		
Category:	Digital Marketing		

Background

Vijayadashami also known as Dasahara, is a major Hindu festival celebrated at the end of Navratri every year. Vijayadashami is observed for different reasons and celebrated differently in various parts of South Asia. Vijayadasami reveres either Durga's or Rama's victory over evil depending on the region. Vidyambharam, a popular ritual among Hindus, is celebrated on Vijayadashi Day, the last day of Navratri Puja in Kerala. As a promising builder Dreamflower want to give Vijayadashami FB Post

Communication Objective

In the southern, eastern and northeastern states of India, Vijayadashami marks the end of Durga Puja, remembering goddess Durga's victory over the buffalo demon Mahishasura to restore and protect dharma. As a promising builder Dreamflower want to give Vijayadashami FB Post

Target Audience

Everyone

Focus of Communication

The post should reflect the feeling of Vijayadashami

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Dreamflower want to give VijayadashamiFB Post size : Usual FB post size

Check List

NA

Comments if any

NA

Deadline

04.10.19