

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-09-26	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	Designcon MMC speakers photos colour to B& W adaptation		
Category:	Digital Marketing		

#### **Background**

Designcon is happening on 28 th and 29th. Their design mainly has a black and white background so they need black and white image adaptation of MMC speakers to suit the theme for website purposes.

#### **Communication Objective**

There are 5 MMC speaker images which needs to be adapted to the Black and white format

#### **Target Audience**

Designers, architects etc

#### **Focus of Communication**

Should feel the theme of Designcon

#### **Proposition**

black and white theme is Evident in Designcon main

#### **Reasons why consumers will believe/buy**

Design theme is black and white

#### **Deliverables/Execution Specifics**

MMC speakers images to Black and White adaptations.

#### **Check List**

<https://tieconkerala.org/designcon/>

**Comments if any**

<https://tieconkerala.org/designcon/>- please visit the website

**Deadline**

26-09-2019