

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-29	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Pramod
Project Title :	International internet day		
Category:	Digital Marketing		

Background

SCMS is an educational brand with different colleges for different verticals of education. SCMS group is doing digital marketing aggressively to push their marketing.

Communication Objective

The communication objective is to do a social media post promoting the International Internet Day. International Internet Day has been famously celebrated to commemorate a momentous day in the history of telecommunications and technology. The time when history was being made, the Internet was known as ARPANET (Advanced Research Projects Agency Network). In the year of 1969 when Charley Kline, a student programmer at UCLA transmitted the first-ever message on the 29th of October in 1969.

Target Audience

Students, Parents, well-wishers

Focus of Communication

communicate international internet day to all

Proposition

The greeting everyone for the international internet day with a creative on internet way connecting SCMS

Reasons why consumers will believe/buy

The world is now so much dependent on the internet that it will be appropriate to celebrate this day and greet everyone for the same.

Deliverables/Execution Specifics

1200x1200 social media post

Check List

www.google.com

<https://www.calendarlabs.com/holidays/international/international-internet-day.php>

Comments if any

Please make a creative for the international internet day with connecting the brand SCMS

Deadline

29-09-2019