

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	World Mental Health Day		
Category:	Digital Marketing		

Background

October 10, is a day celebrated as world mental health day. The theme of this year is 'Suicide Prevention'. World Mental Health Day is a day for global mental health education, awareness, and advocacy against social stigma. SCMS being a pioneer college in the field of education and very active in the social causes doing a digital social media work will boost the brand.

Communication Objective

Communication objective is to greet everyone for the mental health day. The mental health is something really important considering the social situations nowadays, so the target audience needs a convincing message which can help them to get awareness about mental health.

Target Audience

Students, Parents, well-wishers

Focus of Communication

To promote the day considering the theme Suicide prevention in a creative manner which can enhance the reputation of the brand.

Proposition

To create awareness among the target audience the importance of having good mental Health

Reasons why consumers will believe/buy

The reasons why consumers will buy this thought is that it is a socially relevant day.

Deliverables/Execution Specifics

1200x1200 social media post

Check List

www.google.com

<https://www.who.int/news-room/events/detail/2019/10/10/default-calendar/world-mental-health-day-2019-focus-on-suicide-prevention>

Comments if any

please do a creative post based on the year theme and have a consideration for the brand SCMS in the creative

Deadline

