

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-06	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Vijayadasami day social media post		
Category:	Digital Marketing		

Background

SCMS is a pioneer college in education with 43 years of experience. Since Vijayadasami is widely celebrated across the country the scms group of institutions will need to promote this from their side.

Communication Objective

The communication objective is to celebrate the Vijayadashami day and greet the well-wishers and associated people.

Target Audience

Students, Parents, well-wishers

Focus of Communication

Since this day is very popular and relevant for the Indian people we need a creative post wishing everyone for the same.

Proposition

Greeting everyone for the Vijayadashami day

Reasons why consumers will believe/buy

Since Vijayadashami is a widely celebrated one across the country and this greeting will work with the audience

Deliverables/Execution Specifics

1200x1200

Check List

www.google.com

Comments if any

Please do a creative connecting the day with brand

Deadline

6-10-2019