

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-24	BRP:	Jayakrishnan B
Brand:	ISC	Contact Person :	Moses Yesudas
Project Title :	Campaign materials for IPC		
Category:	Digital Marketing		

Background

As a part of ISC 2020, we are planning to do a campaign along with IPC to get registration for ISC 2020.

Communication Objective

To get delegate registration for ISC 2020

Target Audience

Traffic to IPC website and their database

Focus of Communication

ISC 2020 is a must-attend conference.

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Banner (sample attached) Mailer (Use the theme mailer, add 40% discount unit and bulk registration unit in that)

Check List

ISC 2020 Theme mailer IPC banner design

Comments if any

in banner give ISC logo unit + organizer logos + Date, venue + 40% logo unit (used for other banners)

Deadline

24.10.19