

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-03	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	FB post for World Habitat Day		
Category:	Digital Marketing		

Background

The United Nations designated the first Monday of October of every year as World Habitat Day on the basic right of all to adequate shelter. The Day is also intended to remind the world that we all have the power and the responsibility to shape the future of our cities and towns. This year October 7 is considered as world habitat day. 2019 theme is " Frontier Technologies as an innovative tool to transform waste to wealth". As a builder Dreamflower want to show the importance of world habitat day through FB post.

Communication Objective

The goal of the post is to show the importance of world habitat day

Target Audience

Customers & Vendors

Focus of Communication

World Habitat Day is also intended to remind the world that we all have the power and the responsibility to shape the future of our cities and towns. This year October 7 is considered as world habitat day. 2019 theme is " Frontier Technologies as an innovative tool to transform waste to wealth". We want to show in the fb post, that shelter is the basic need of everyone

Proposition

Catching image & caption

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

This year October 7 is considered as world habitat day. 2019 theme is " Frontier Technologies as an innovative tool to transform waste to wealth". As a builder Dreamflower want to show the importance of world habitat day through FB post.

Check List

NA

Comments if any

NA

Deadline

03.10.19