

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	SCMS Diwali day GiF		
Category:	Digital Marketing		

Background

SCMS is a pioneer in the field of education with 43 years of experience . SCMS has a student population from all over the country especially in the field of management so they will be able to attract maximum audiences from across the country if they do such promotions in a widely celebrated occasion. It is on 27th October this year

Communication Objective

The communication objective is to greet everyone for the Diwali Day and giving a Gif will make this more visually appealing

Target Audience

wellwishers, students and Parents

Focus of Communication

The target audience should feel to visually appreciate the creative done for the day and since it is a day of lights this will help the brand promotion

Proposition

Greeting everyone involved for the Diwali day

Reasons why consumers will believe/buy

The consumers will believe this as the day 27 th October is the day of Diwali

Deliverables/Execution Specifics

1200 x1200 8 sec Gif for social media.

Check List

www.google.com

Comments if any

<https://www.youtube.com/watch?v=P3weLWM-zBU>(for music)

Deadline

24-10-2019