

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-25	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	Designcon Social media Post MMC based		
Category:	Digital Marketing		

Background

Designcon is happening on 28th and 29 th on Calicut. MMC is an activity that is happening on the 28th . They need to promote MMC to get maximum registrations for that.

Communication Objective

Promote Mentoring Master classes of Designcon event

Target Audience

Design based audience like architects, designers, etc

Focus of Communication

Target audience should feel like to attend this mentoring classes to get understand and learn from the topics in discussion

Proposition

MMC is a highlight part of designcon event which will help the all concerned, who are trying to learn from the greats

Reasons why consumers will believe/buy

Eminent speakers and relevant topics of discussion

Deliverables/Execution Specifics

1080x1080 social media post

Check List

Emailer(Please adapt the emailer)

Comments if any

Please adapt the Emailer made for Designcon based on MMC

Deadline

25-09-2019