

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-25	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Tactical campaign of Promoting scms based on Kochi's ranking on lonely planet		
Category:	Digital Marketing		

Background

The opportunity is that Kochi is ranked 7th among the first 20 ranking of places to visit in the world. It is the only place from the country included in the list. It is a proud moment for the state as well as for all the individuals in the state. SCMS is a brand that belongs to this city so they want to promote this news, thereby can get their name promoted as well.

Communication Objective

Communication objective is to tactically promote the SCMS brand by promoting the news of SCMS being ranked 7th in lonely planet site for places to visit and travel in 2020.

Target Audience

Parents, students, well-wishers

Focus of Communication

The focus of communication is to promote the news of Kochi ranking in the list and effectively promoting the brand through the same. The lonely planet has described Kochi such that, "It's a delightful place to explore, laze in arty cafes and relax at some of India's finest homestays and heritage hotels," Lonely Planet wrote about Kochi. "It's also an important center for Keralan arts." Popular sites to visit in Kochi include Paradesi Synagogue, the Chinese Fishing Nets, Hill Palace Museum, Princess Street, and David Hall.

Proposition

Indian's especially people from Kerala will be very proud of this achievement and would appreciate the is achievement.

Reasons why consumers will believe/buy

This lonely planet is very famous site among the world of travellers and has a description and details of what to see and do in each place. This ranking has declared Kochi to be one of the most desired places in the country. So it should be promoted

Deliverables/Execution Specifics

1200 x1200 social media post

Check List

<https://www.insider.com/best-cities-to-travel-to-lonely-planet-2019-10#7-kochi-india-4>

Comments if any

Kochi included in list of Lonely Planet top 10 cities for 2020; the only name from India- week magazine title

Deadline

25-10-2019