

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-29	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Hands-on Clay Workshop for Semester 1 -SSA college		
Category:	Digital Marketing		

Background

SSA is an architecture college of SCMS which deals with the architecture stream. They make creative workshops for their students for enhancing their knowledge. Date: 02nd & 9th November 2019 Time: Full day Venue: Clayfingers Pottery Studio, Thrissur Title: Hands-on Clay Workshop for Semester 1

Communication Objective

To communicate the workshop details which is happening to the SSA students

Target Audience

SSA Architecture students

Focus of Communication

The target audience should get the information from the post and poster from creative, which should have a clay workshop creative to justify the title.

Proposition

The one thing we can say to achieve this can be the details about the workshop and the mandatory details

Reasons why consumers will believe/buy

SSA is a prominent college in the field of architecture which always does such kinds of lectures and workshops

Deliverables/Execution Specifics

1200x1200 social media size, a4 poster size for the college notice board

Check List

SCMS School of Architecture facebook page. Time: Full day Venue: Clayfingers Pottery Studio, Thrissur Title: Hands-on Clay Workshop for Semester 1

Comments if any

please make a creative with SSA logo and a Clay-Workshop background.

Deadline

29-10-2019