

Organic BPS
Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Pramod
Project Title :	Learn how to protect you and your loved ones during a thunderstorm		
Category:	Digital Marketing		

Background

Kerala is a state which had faced problems with heavy rain and thunderstorm since last year. There is a need of awareness being provided for facing situations like this especially when there is a thunderstorm. SCMS which is an educational brand wants to do an awareness campaign to help the society.

Communication Objective

The communication objective is to provide awareness on how to protect oneself and others during a thunderstorm.

Target Audience

Students, parents, wellwishers

Focus of Communication

The focus of communication is to provide awareness on this topic

Proposition

The one thing we can do to achieve this can send a creative post which will make people read this and share this great information with others

Reasons why consumers will believe/buy

People are interested in creatives that are public-oriented. Since this post is general guidelines on how to protect oneself and others, this can be beneficial for the target audience.

Deliverables/Execution Specifics

Check List

The client has given the guidelines or the matters related to the topic. we can convey that with a creative for social media.

Comments if any

The reference content given by the client is provided below Move inside a safe building as soon as the skies show the warning signs of a thunderstorm. Do not stand in open spaces or hilltops. Even if you are stuck in such a place, bend down, cover your ears and place your neck between the knees. Do not stand under a tree when there is lightning and thunderstorm. Stay away from water bodies like rivers, canals, and ponds. Do not turn on the water taps. While traveling, roll down the windows and stay inside the vehicle. Do not go to the front yard or the terrace to pick up clothes from the cloth lines when the rain starts Disconnect the antenna of the television and the cables of phones. Switch off and unplug the computers and other electronic appliances. Do not touch any electric appliances when there is a thunderstorm. Do not stand near the window or door. Sit on the floor, in the center of the room, wearing footwear. Avoid taking baths when there is lightning and thunder. It is better to stay inside the house without touching the walls or floor. Remove all metals including ornaments from the body.

Deadline

21-10-2019