

Organic BPS

Project Brief Document (PBD)

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Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	Future Tech Expo Typo Logo		
Category:	Brand Design		

Background

TiEcon which is organized by TiE Kerala is happening on 4th and 5th October 2019. The Future Tech Expo is a part of TiEcon Event which needs to have identity of its own to create an impact among its audience

Communication Objective

To attract more attention to this Exhibition which is mainly targeting startups. Here there is a provision for Startups to be part of this, by doing that become part of TiEcon Kerala 2019.

Target Audience

Startups, Entrepreneurs, Aspiring entrepreneurs

Focus of Communication

Focus of communication should be such that this expo has a characteristics similar to TiEcon event, branding it as a TiEcon event highlight

Proposition

Clearly indicating the Future tech expo part. The future tech Expo is an exhibition encouraging startups and emerging entrepreneurs, branding this will give it an identity.

Reasons why consumers will believe/buy

This a part of TiEcon event and since TiEcon is South India's Largest Entrepreneur's Event. This will work with audience

Deliverables/Execution Specifics

Typo logo for 'Future Tech Expo' .

Check List

www.tieconkerla.org TiEcon Program Schedule

Comments if any

Keep the logo very simple and will appreciate if it has some characteristics of parent Event

Deadline

24-09-2019