

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-11	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Pramod
Project Title :	SSET- Mechanical Engineering Auto Show Social Media Post		
Category:	Digital Marketing		

Background

SSET is the Engineering college that comes under the brand SCMS. The mechanical engineering department of SSET is conducting a workshop on FUTURE TECHNOLOGIES On 15 th and 16 th October. The brand needs to promote the same among the digital audience

Communication Objective

The communication objective is to promote the event among the target audience

Target Audience

Mainly Mechanical engineering Students, Automobile enthusiasts, well-wishers

Focus of Communication

To inform everyone concerned about the Autoshow and get everyone excited about the same.

Proposition

The details of the autoshow so that everyone concerned will get an idea of the same.

Reasons why consumers will believe/buy

The reason the consumer will like it is there are good number of viewers and people who appreciate such events.

Deliverables/Execution Specifics

1200x1200 social media post, focusing on the event

Check List

Social media post shared with details of the same, made by their students

Comments if any

Please make an attractive social media post that shows all the details of the event

Deadline

11-10-2019