

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-24	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	Childrens day FB Post		
Category:	Digital Marketing		

#### **Background**

Children's Day is celebrated across India to increase awareness of the rights, care and education of children. It is celebrated on 14 November every year as a tribute to India's First Prime Minister, Jawaharlal Nehru. Fondly known as Chacha Nehru among children, he advocated for children to have fulfilled education. On this day, many educational and motivational programs are held across India, by and for children. Dreamflower also want to salute the children as they are India's future promises.

#### **Communication Objective**

Children's Day is celebrated across India on 14 November every year as a tribute to India's First Prime Minister, Jawaharlal Nehru. On this day, many educational and motivational programs are held across India, by and for children. Dreamflower also want to salute the children as they are India's future promises.

#### **Target Audience**

Dreamflower customers & their vendors

#### **Focus of Communication**

The post should reflect the feeling that how we care & consider the children

#### **Proposition**

Happy Children's day with cute images & catching wordings

#### **Reasons why consumers will believe/buy**

Dream Flower is a builder who keeps their promises & completed 50 projects on time in Kochi and its vicinity

**Deliverables/Execution Specifics**

Dreamflower want to salute the children on Children's day with FB Post. Size: 900\*600 Language of Communication: English Colour

**Check List**

NA

**Comments if any**

NA

**Deadline**

11.11.19