

## **Organic BPS**

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

Date:	2019-09-30	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEKerala -KPMG start up clinic social media post		
Category:	Digital Marketing		

#### **Background**

TiEcon Kerala 2019 is happening on 4th and 5th October. The TiE Kerala people are conducting lot of events to accelerate the marketing push. The part of this TiE Kerala-KPMG start-up clinic is to going to be organized in the Event

#### **Communication Objective**

To communicate there is a free camp one-on-one happening on the event conducted in the partnership of KPMG -TiE Kerala.with best consultants from KPMG

#### **Target Audience**

Entrepreneurs, Startups

#### **Focus of Communication**

The Target audience should feel to participate in the event just to attend the camp

#### **Proposition**

Highlight the speciality of this camp that is to mentor Startups on a one-on-one basis

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

KPMG being pioneers in consulting and TiE Kerala office being the one who promotes entrepreneurs this is a chance to Startup to get mentored

#### **Deliverables/Execution Specifics**

1080x1080 social media post ,1200x627 (Linkedin post)

**Check List**

The mail of the brief send by the client [www.tieconkerala.org](http://www.tieconkerala.org)

**Comments if any**

TiEcon Kerala 2019 will host the KPMG "Step in -Step up" Startup Clinic on 5th October 2019 at the Shani 2 Hall of Le Meridien, Kochi. Participating Startups can Step in and meet KPMG consultants from various practices such as Tax, Audit, Deal advisory, etc., who will leverage their expertise to provide one on one consultation to entrepreneurs to resolve some pertinent difficulties they face. Step in and book a 30-minute slot for a One to One discussion with an expert from KPMG. Step up your organization to the next level of growth!! (The content provided by client)

**Deadline**

30-09-2019