

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-08	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	international day for girl child		
Category:	Digital Marketing		

Background

SCMS is an educational institution with 43 years of experience in the field of education. Since October 11 is an international day for the Girl child, as an educational institution they can promote this day.

Communication Objective

The communication objective is to greet the audience and to promote the women empowerment in the society

Target Audience

Parents, students, well-wishers

Focus of Communication

we want the target audience to appreciate the effort the brand who are willing to promote such a day

Proposition

The main thing we can say to achieve this is to make a creative post promoting the girl child empowerment

Reasons why consumers will believe/buy

The above proposition will work with the consumers as Indian society is very sensitive to such matters

Deliverables/Execution Specifics

1200x1200

Check List

www.google.com

Comments if any

Please make a creative post which will promote the girl child empowerment in the society

Deadline

11-10-2019