

## **Organic BPS**

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

Date:	2019-10-28	BRP:	Joby Antony
Brand:	ACC	Contact Person :	Murali
Project Title :	Campaign for Marathon for ACC cement dealers--Build strong and stay healthy(theme)		
Category:	Events/Activation		

#### **Background**

ACC Limited is India's foremost manufacturer of cement and ready mixed concrete with a countrywide network of factories and marketing offices. Established in 1936, ACC has been a pioneer and trend-setter in cement and concrete technology. There are always some engagement activities that these types of companies do to engage their revenue contributors i.e their dealers. This year they have come up with an idea to do a marathon with the theme 'Build Strong stay healthy'.

#### **Communication Objective**

The communication objective is to create a campaign for a marathon for ACC dealers. This is as part of engaging their dealers. Health & Safety (H&S) of employees and all stakeholders is an overarching value at ACC.

#### **Target Audience**

ACC dealers have a dealer network of almost 300 numbers from Kerala

#### **Focus of Communication**

Health & Safety (H&S) of employees and all stakeholders is an overarching value at ACC. It is a vital part of ACC's journey towards Sustainable Development. There is a continuous effort to measure and improve Safety Management Systems to avoid accidents from the part of the company. So as to extend this communication furthermore we need to brand this campaign accordingly.

#### **Proposition**

The proposition is to create an engaging campaign which will prompt the dealers. The Theme of the campaign is to 'Build Strong Stay Healthy'

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

The reason the consumers will buy the same is because the advantages of marathon include Strengthen Heart. Increases your heart's ability to circulate blood and oxygen to the brain and muscles. ... Body fat benefits. Running long distances is a way to burn lots of calories. Mental benefits.

### **Deliverables/Execution Specifics**

Campaign proposal for the marathon whose theme is 'Build Strong Stay Healthy'

### **Check List**

<https://www.acclimited.com/sustainable/health-and-safety> <https://www.acclimited.com>

### **Comments if any**

we can work on ideas on how to brand this campaign and can create ideas that will prompt their dealers to participate for the same.

### **Deadline**

28-10-2019