

## **Organic BPS**

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

Date:	2019-10-03	BRP:	Jayakrishnan B
Brand:	ISC	Contact Person :	Moses Yesudas
Project Title :	Media Barter Deliverable		
Category:	Digital Marketing		

#### **Background**

International Spice conference (ISC) is the world's leading knowledge dissemination platform unifying global spice fraternity. The fifth edition of ISC will be held at Kochi. Theme for the year is Beyond Traditions: Shaping a New Spice World.

#### **Communication Objective**

To get delegate registration through Food processing, food navigator and prepared food's online platforms.

#### **Target Audience**

Food processing, food navigator and prepared food's online platforms page visitors

#### **Focus of Communication**

International Spice Conference is a must attend event for people in spice industry because of the relevance of the topics it deal with and the networking opportunity to expand/increase their business.

#### **Proposition**

ISC is the world's leading knowledge dissemination platform and unifying global spice fraternity

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

1. Attend by 900+ delegates from 50 countries 2. Networking opportunities 3. Buyer-seller meets and Innovation pavilion

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

Prepared foods: 1. Headline - 10 words 2. Theme image with date, venue & logo - 230x141 pixel (maximum size 40kb) 3. Write-up 50 words Food navigator 1. Text ad for newsletter A. 50 characters write-up B. Theme image with date, venue & logo - 75x75 pixel C. UTM link 2. Background Banner A. 4 Banners - Size 300x1050 pixel (maximum size 1MB) - Theme, date, venue, discount, Stat B. UTM link for banners 3. Presential Banner A. 640x480 - Theme, date, venue, logo & 40% discount 3.

### **Check List**

NA

### **Comments if any**

File sizes of creatives shouldn't exceed limit

### **Deadline**

Prepared foods 4.10.2019 Food Navigator 8.10.2019