

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-27	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	International Day for Older Persons		
Category:	Digital Marketing		

Background

International Day for Older Persons is on 1 st October. SCMS is already doing many initiatives for elderly people. SCMS also runs a biannual conference on aging well in January. So doing a social media post will help, <https://scmsgroup.org/icaw>.

Communication Objective

To communicate the importance of the day

Target Audience

General Audience, Parents and students

Focus of Communication

International day for older persons is on October 1st

Proposition

Greeting everyone for this day

Reasons why consumers will believe/buy

Since elders are very respected in India. Indian Society values such messages

Deliverables/Execution Specifics

1200x 1200 social media post

Check List

<https://scmsgroup.org/icaw> google

Comments if any

Please provide a creative post on same which suits the brand

Deadline

27-09-2019