

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-21	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Pramod
Project Title :	PGDM ad for Business World Magazine		
Category:	Print Advertising		

**Background**

SCMS Group of institutions is a major brand in Kerala in the field of education. It has colleges in the field of engineering, management, arts, Polytechnic, etc. Pgdm which is the management course that SCMS offers, is looking for getting student admissions for the year 2020. The marketing communication has to go in top magazines to attract the maximum number of target audience for the same.

**Communication Objective**

The communication objective is to create an ad focusing on major highlights of the PGDM course from SCMS cochin school of Business. The major highlights can include their placements, social activities, facilities, etc.

**Target Audience**

The target audience will be aspiring management students, Parents.

**Focus of Communication**

The focus of communication can be the major USP'S of SCMS. The elements that SCMS can induce in a student which will help the student for a better future. can include their Placement stats which is good, The value addition they provide in terms of international tie-ups and encouraging the students to be socially responsible.

**Proposition**

The one thing we can say to achieve this may be focusing on aspects they are strong at without being over-dependent on their placement communication.

**Reasons why consumers will believe/buy**

The reason the consumers will be attracted by the communication is that it is a time when the students are looking for an admission process and these messages will be helpful for the target audience to understand the brand.

**Deliverables/Execution Specifics**

19.7cm x27.3 cm bleed size

**Check List**

[www.scms.edu.in](http://www.scms.edu.in)

**Comments if any**

We have gone with an idea of focusing more on the placements through their previous ads. The client wants to project their course with a different approach than the idea of only making the student's Placement ready. It should be such that the students can become more of a complete package that is able to create value to the world by imbibing the culture of SCMS

**Deadline**

22-10-2019