

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-24	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	FB post for Deepavali		
Category:	Digital Marketing		

Background

Deepavali is a four to five day-long festival of lights, which is celebrated by Hindus, Jains, Sikhs and some Buddhists every autumn in the northern hemisphere (spring in southern hemisphere). One of the most popular festivals of Hinduism, Diwali symbolises the spiritual "victory of light over darkness, good over evil and knowledge over ignorance. Dreamflower is a builder whose tag line is "building dreams, blooming happiness", they want to share their happiness through deepavali FB post as Deepavali is a festival of light & happiness

Communication Objective

Dreamflower is a builder whose tag line is "building dreams, blooming happiness", they want to share their happiness through deepavali FB post as Deepavali is a festival of light & happiness

Target Audience

Every well wishers of Dream flower

Focus of Communication

Everyone who see the post must feel the happiness of Deepavali

Proposition

Eye catching image & mind blowing caption

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Normal fb post size, post should reflect the feeling of Deepavali

Check List

NA

Comments if any

NA

Deadline

24.10.19