

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

Date:	2019-11-01	BRP:	Jayakrishnan B
Brand:	ISC	Contact Person :	Moses Yesudas
Project Title :	Marketing Brochure		
Category:	Brand Design		

**Background**

In ISC 2020 website we have created banner spots to sell it to Hotels in Kochi and other interested parties.

**Communication Objective**

We have to create a brochure to sell this banner spots.

**Target Audience**

Hotels in Kochi and other interested candidates.

**Focus of Communication**

It is the best place to advertise.

**Proposition**

NA

**Reasons why consumers will believe/buy**

NA

**Deliverables/Execution Specifics**

2 Page brochure size A4

**Check List**

Refer sponsorship brochure

**Comments if any**

Content flow: \*Intro about AISEF \*ISC 2020 Theme \*Top-notch decision-makers chart \*Website reach \*Pages available with banner spots with total visits and sessions \*Page layout and banner spot with dimensions \*Keep below-given points: 1. Banner spots will be given exclusively for 5 months 2. Banner spots will be allotted on first come priority basis 3. Creatives should be in Jpeg, PNG or GIF formats.

**Deadline**

4.11.19