

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-14	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Pramod
Project Title :	No Horn Days campaign		
Category:	Digital Marketing		

Background

SCMS is a pioneer in the field of education with 43 years of experience. SCMS is a brand that is interested and active in a lot of social activities, so the 'No horn days' is a campaign which they are involved in which is conducted mainly by IMA cochin and NISS, SCMS and AOI cochin are associated in this campaign. We need to promote a brand's such activity.

Communication Objective

The communication objective is to promote the 'No horn day 'Campaign ' which is happening on Nov 1,2 & 3.

Target Audience

The target audience are students and General audience(main)

Focus of Communication

The focus of communication is that it should reflect the parties involved in the campaign.

Proposition

The main proposition is to show the main information related to the campaign and parties involved in the campaign.

Reasons why consumers will believe/buy

The social causes like this needs awareness campaign and digital promotion to have a widespread

Deliverables/Execution Specifics

1200x1200 social media post

Check List

The details of the social media post can be taken from the referenced post. Please give the logos of the concerned involved organization if possible
<http://www.newindianexpress.com/cities/kochi/2018/apr/27/kochi-mg-roads-seemati-maharajas-metro-station-stretch-sanitised-1806935.html>

Comments if any

Please do a creative post with the details available from the reference.

Deadline

14-10-2019

