

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-02	BRP:	Jayakrishnan B
Brand:	ISC	Contact Person :	Moses Yesudas
Project Title :	Mailer campaign		
Category:	Digital Marketing		

#### **Background**

International Spice conference (ISC) is the world's leading knowledge dissemination platform unifying global spice fraternity. The fifth edition of ISC will be held at Kochi. Theme for the year is Beyond Traditions: Shaping a New Spice World.

#### **Communication Objective**

To get maximum delegates for ISC 2020

#### **Target Audience**

Database of 5000 which includes previous year'd delegates, sponsors and exhibitors

#### **Focus of Communication**

International Spice Conference is a must attend event for people in spice industry because of the relevance of the topics of discussions and the networking opportunity to expand/increase their business.

#### **Proposition**

ISC is the world's leading knowledge dissemination platform and unifying global spice fraternity

#### **Reasons why consumers will believe/buy**

900+ delegates from 50 nations 70+ exhibitors Theme and sessions focused on the growth of industry A platform that brings buyers and sellers together and give opportunity make deals.

#### **Deliverables/Execution Specifics**

6 Info Mailers 10 Early bird countdown mailers Social Media posts

**Check List**

Refer previous mailers

**Comments if any**

Add 40% discount unit

**Deadline**

7.10.2019