

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	PGDM Ad for Business Today Magazine		
Category:	Print Advertising		

Background

SCMS is a pioneer in the field of education. They have colleges and have courses like management, engineering, polytechnic, etc. The SCMS PGDM Admission promotion has started need an advertisement for Business Today magazine.

Communication Objective

The communication objective is to show that there is a good amount of placement happening in PGDM and it will be beneficial for the target audience to join the college keeping this in mind.

Target Audience

Parents, Graduates looking for Management education

Focus of Communication

The focus of communication is to make the target audience feel that SCMS Pgdm is worth investing their money in terms of ROI , the placements and the learning curve they provide.

Proposition

The proposition is to make the course and its achievements in terms of placements known to everyone.

Reasons why consumers will believe/buy

The proposition will work because scms is a well known educational brand in the state and in south India. This will work with them.

Deliverables/Execution Specifics

19.7x 27.3 cm (Bleed Size), color single page ad for the magazine.

Check List

Can check the previous PGDM AD's made on placements which will have the complete info.

Comments if any

Can either use the similar content from our previous ads made on PGDM, will need to use a new image and Caption if found needed.

Deadline

14-10-2019