

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	SCMS group brochure		
Category:	Brand Design		

Background

SCMS Group of institution is an educational institution group who have institutions in different verticals of education such as engineering, management, arts, polytechnic etc. Since they are such a big group in the field of education, they will need a good brochure that contains all their details to show their prospective targets and also needs it , when contacting the international institutions for MoU purpose.

Communication Objective

The communication objective is to do a corporate brochure for the SCMS group which contains all their details in brief about the SCMS. This brochure is going to be used locally for attracting the target audience , during placement contacts and in the international visits and presentations.

Target Audience

Admission Targets, Parents, Wellwishers, International college members, companies for placement purpose

Focus of Communication

The target audience should understand what SCMS is all about. Their values, their courses, faculties, the extracurricular activities that are happening in the colleges, etc.

Proposition

The details about the SCMS group of institutions.

Reasons why consumers will believe/buy

The reason the consumer will believe this because SCMS is a group having multiple colleges in different verticals. It will be helpful for everyone to get an idea about SCMS group when they see this corporate brochure.

Deliverables/Execution Specifics

The client want the brochure to be in Landscape format, so we can choose the size. The pictures used need to full bleeded and they would like to have an attractive design format that can suit their local as well as their international audience

Check List

There are previous brochures available for the same. The client has marked the things that he doesn't want in the new brochure which we can discuss.

Comments if any

The client want this design to be totally of different style from what they used to have in previous times. We need to present the brochure in such a way that it fits the local and global audience.

Deadline

1-11-2019