

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-03	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Pramod
Project Title :	Social media Invite and Backdrop for Subramanian swamy addressing program happening on 5th October		
Category:	Events/Activation		

Background

Scms is a pioneer institution in the field of education. This Saturday (5-10-2019) Subramanian Swamy is coming to Scms for a program where he will address the audience discussing his about his new book.

Communication Objective

The communication objective is to communicate with every program.

Target Audience

Invite friends, Business associates, Students.

Focus of Communication

The state of the Indian economy And RESET -Regaining India's Economic LegacyHis new book , need to inform all about this program which is happening on their seminar hall this Saturday.

Proposition

Subramaniam Swamy is very famous and a Rajya Sabha MP. He is coming to SCMS is big news and will have good audience for the same.

Reasons why consumers will believe/buy

The Subramanian Swamy is a very key personality in Indian politics so his involvement with SCMS will attract many people

Deliverables/Execution Specifics

backdrop - Backdrop Size- 24 ft width X 8 ft height (Leave 3 ft at bottom to avoid chairs), One side his phot image and other sider side the cover of his book. Social Media Post Invitation- 1200x1200(As an invitation)

Check List

Subramaniam Swamy

Comments if any

Can use Scms group logo in designing

Deadline

3-10-2019