

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-25	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEcon Emailer-3 rd mailer campaign		
Category:	Digital Marketing		

Background

TiEcon is happening on 4th and 5th October. Since we are handling the digital part and also as they are dependent mainly on digital media for registration conversion. We need to promote the TiEcon very aggressively in digital media.

Communication Objective

The communication objective is to get the maximum number of registration for TiEcon

Target Audience

Entrepreneurs, Management students, Aspiring Entrepreneurs

Focus of Communication

The target audience should feel there are many eminent speakers in the event. They should see the highlight factors and the speaker list and get attracted to join the event

Proposition

Major highlight factors such as TiE Kerala Awards, Capital Cafe Highlights, etc. should be given. The speakers which we have highlighted in previous ads such as Subramaniyan Swamy, Kiran Bedi, Sajan Pillai, etc., can also be highlighted.

Reasons why consumers will believe/buy

This will work as customers will get attracted by the speakers' popularity and also with the key highlights of TiEcon

Deliverables/Execution Specifics

Emailer size which we usually do, in more of a vertical manner giving highlight points, speaker photos(similar to newspaper ad) and also providing the group booking discount offer message.

Check List

www.tieconkerala.org TiEcon newspaper ad draft

Comments if any

Please use the newspaper ad draft we created as reference

Deadline

25-09-2019