

Organic BPS

Project Brief Document (PBD)

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Brand:	Wallframes	Contact Person :	Anand
Project Title :	Wall frames 2nd anniversary Campaign		
Category:	Printing		

Background

Wallframes 2nd anniversary of thiruvalla showroom is on 9th November 2019. Last year on the same day they did various activities like giving anniversary offers and anniversary month sales promotion and branding activities for their store at Thiruvalla to drive maximum sales of their products.

Communication Objective

Communication objective is to communicate with everyone the 2nd-anniversary news and to boost their sales for the month with various activities and print , digital promotions for the month of November.

Target Audience

The target audience are Customers who have an aspiration for these kind of Wall paintings, NRI audience, People of Thiruvalla

Focus of Communication

The focus of communication should be creating a campaign to promote their sales for the 2nd year anniversary at Thiruvalla with 2nd year anniversary day and month used as background.

Proposition

The main proposition is to create a plan which suggest the kind of offers that can be given for the month starting from the anniversary day. There is a need for banners, promotion boards and leaflets to promote the day and offers. The digital promotion for the same also needs to be done

Reasons why consumers will believe/buy

The reason the consumers will take a serious note of this is because they are always looking for offers to buy certain things that they aspire. These aspirations can be converted into sales if we are able to promote this occasion with proper promotion tools

Deliverables/Execution Specifics

The promotion needed for the campaign may include Leaflets, Social media posts (1200x1200), 2nd year anniversary announcing roll down banner, Promotion offer coupons and cards, branding boards etc

Check List

Last year references are available

Comments if any

Please go through the references and we need to figure out different ways to make this a successful campaign.

Deadline

4-11-2019