

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-01	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	FB post for Gandhi Jayanthi		
Category:	Digital Marketing		

Background

Gandhi Jayanti is a national festival celebrated in India to mark the birth anniversary of M.K. Gandhi born on 2 October 1869. It is celebrated annually on 2 October, and it is one of the three national holidays of India. The Un General Assembly announced that it adopted a resolution which declared that 2 October will be celebrated as the International day of Non Violence. Gandhiji's famous quote is that " My life is my message", like this Dream Flower also keeps their promises and become a model for everyone.

Communication Objective

October 2nd is celebrated as Gandhi Jayanthi. Dream Flower needs a FB post to express their love & respect for Gandhiji.

Target Audience

Dreamflower Customers & their vendors

Focus of Communication

The post should reflect their love & respect towards Gandhiji.

Proposition

The only thing to show in this Fb post is to express their love & respect for Gandhiji

Reasons why consumers will believe/buy

Dream Flower is a builder who keeps their promises & completed 50 projects on time in Kochi and its vicinity

Deliverables/Execution Specifics

Size: 900*600 Language of Communication: English Colour Dream Flower needs a FB post for Gandhi Jayanthi to express their love & respect for Gandhiji.

Check List

Previous Gandhi jayanthi posts

Comments if any

We have to do a FB post with their logo or with “D”

Deadline

01.10.19