

## **Organic BPS**

### **Project Brief Document (PBD)**

|                 |                   |                  |             |
|-----------------|-------------------|------------------|-------------|
| Date:           | 2019-10-04        | BRP:             | Joby Antony |
| Brand:          | SCMS              | Contact Person : | Indu Nair   |
| Project Title : | World Habitat Day |                  |             |
| Category:       | Digital Marketing |                  |             |

#### **Background**

October 7 ,is celebrated as world habitat day. Since this is a main day considering the current environment scenario, Scms, who is a pioneer in educational institution can do a social media post on this day.

#### **Communication Objective**

The communication objective is to greet everyone for the world habitat day.

#### **Target Audience**

Well-wishers, Students, Parents

#### **Focus of Communication**

The focus of communication is to make the target audience aware of the importance of the day

#### **Proposition**

This year's theme is ' frontier Technologies as a tool to transform waste to wealth'.

#### **Reasons why consumers will believe/buy**

The reason why consumers will believe this is because the environment conservation is becoming a main concern now a days and as expressed in theme there need to have a serious check to transform this waste to health

#### **Deliverables/Execution Specifics**

1200x1200 social media posts based on world habitat day.

**Check List**

<https://www.un.org/en/events/habitatday/>

**Comments if any**

Please google to sufficient references needed

**Deadline**

4-10-2019