

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-18	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	PGDM ad for The week magazine		
Category:	Print Advertising		

Background

SCMS is a pioneer in the field of education with various colleges and courses. The PGDM from SCMS is a main course in the college, SCMS cochin school of Business. Since the admission season has started for the 2020 batch, the brand is trying to promote aggressively for getting maximum admissions.

Communication Objective

The communication objective is to attract maximum admission for PGDM from SCMS.

Target Audience

The target audience is Aspiring management students and parents.

Focus of Communication

The focus of communication is to make the students to get attracted towards the PGDM course.

Proposition

The main proposition is to promote the PGDM placement and Accreditation details and their key highlights as given in their previous ads.

Reasons why consumers will believe/buy

The students will believe this because PGDM admissions are open and SCMS placements will attract many people.

Deliverables/Execution Specifics

19x27 ,cms

Check List

PGDM mat bulletin ad, outlook ad, Business today ad

Comments if any

Please do a creative with all the details given highlighted like placements mainly

Deadline

18-10-2019