

## **Organic BPS**

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

|                 |                                       |                  |             |
|-----------------|---------------------------------------|------------------|-------------|
| Date:           | 2019-10-24                            | BRP:             | Sameera Lal |
| Brand:          | Dreamflower Housing Projects Pvt.Ltd. | Contact Person : | Fazil       |
| Project Title : | Kerala Piravi FB Post                 |                  |             |
| Category:       | Digital Marketing                     |                  |             |

#### **Background**

Kerala Piravi marks the birth of the state of Kerala in India. The state of Kerala was created on November 1, 1956. November 1 is therefore known as Kerala Piravi Dinam (day) in the state. On Kerala piravi day the spirit of Malayalam is dawned in the heart of every Malayalee. It is a proud moment since it is a commemoration of God's own country. As a builder in kerala state Dreamflower want to give a social media creative or fb post in Kerala piravi day

#### **Communication Objective**

Keralites celebrates November 1st as Kerala Piravi day. The name Kerala was formed from the term 'Kera' means coconut tree, and 'alam' means land. ... On Kerala piravi day the spirit of Malayalam is dawned in the heart of every Malayalee. It is a proud moment since it is a commemoration of God's own country. As a builder in kerala state Dreamflower want to give a social media creative or fb post in Kerala piravi day

#### **Target Audience**

Dreamflower Customers & their vendors

#### **Focus of Communication**

The post should reflect the cultures or specialities of Kerala

#### **Proposition**

"Kerala piravi aashamsakal" or like that

#### **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**

Dreamflower want to give fb post in Kerala piravi day Size: 900\*600 Language of Communication: English Colour

**Check List**

NA

**Comments if any**

A generic Kerala Piravi message or with the brand in the creative

**Deadline**

28.10.19