

Scope of Work

Following will be the scope of work for the empanelled agencies:

Creating advertisement /promotional material for print media (newspapers, magazines, etc.) social media, television and radio campaigns.

Designing and copywriting (including photography, graphics, and language translation) and preparation of print-ready files/artwork for other publicity material like banners, hoardings, posters, brochures, leaflets, handbills, POP, danglers, stickers, information/tariff booklets, etc.

Page -design, editing/rewriting of copy, drafting of special features on KCA and Kerala Premier League / its activities / schemes etc.