

## **Organic BPS**

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

Date:	2019-10-22	BRP:	Sameera Lal
Brand:	Soman's leisure Tours India Pvt.Ltd	Contact Person :	Soman
Project Title :	pitch for purpose branding		
Category:	Purpose Branding Consultancy		

#### **Background**

Somans' Leisure Tours is a leading outbound tour operating company in Kerala. They anchored in the year 1997 as a proprietorship concern and now they are in their 22nd year and have groomed themselves as Private Limited Company with Head Office at Cochin and branches in Trichur, Palakkad, Trivandrum, Calicut and Kannur. They take pride in maintaining the hospitable approach and the friendly atmosphere and transparency which has given them over 30,000 satisfied customers till now.

#### **Communication Objective**

To convince them that purpose branding can transform their business

#### **Target Audience**

Brand custodians of Soman's

#### **Focus of Communication**

what are the spaces / facts we can explore to build an emotional connect with target audience

#### **Proposition**

Reliability & personal attention are two things that differentiate them and get them repeat customers

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

credentials as a 2 decade old company with a large clientele who trust the brand

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

1. A campaign thought based on higher purpose 2. One creative based on the concept and a TV script

**Check List**

NA

**Comments if any**

NA

**Deadline**

22.10.19