

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-18	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Bibitha
Project Title :	Carry Bag		
Category:	Printing		

Background

Dream Flower is a prominent builder in Kochi who completed 50 projects on time in Kochi and its vicinity. Prompt and timely delivery of projects on time is a highlighted point about the builder. They want a carry bag for their customers

Communication Objective

- Dreamflower housing projects want a carry bag for their customers to put their agreement & other documents

Target Audience

NA

Focus of Communication

We want to do branding of Dream flower in the carry bag

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Dreamflower housing projects want a carry bag for their customers to put their agreement & other documents. We want to do branding of Dream flower in the carry bag. size 33 (H) x 46 (W) x 4 (D) cm size one side four colour printed + matt laminated 2 piece carry bag using 300 gsm art card with die cutting and bag making

Check List

NA

Comments if any

NA

Deadline

18.10.19