

Organic BPS
Project Brief Document (PBD)

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|-----------------|--------------------|------------------|--------------|
| Date: | 2019-10-31 | BRP: | Swetha Umesh |
| Brand: | ASSET HOMES | Contact Person : | Sunildas |
| Project Title : | Asset Alpine Maple | | |
| Category: | Brand Design | | |

Background

Asset Homes is launching its new project Alpine Maple at Kakkanad.

Communication Objective

Pre launch of Asset Alpine Maple

Target Audience

prospective customers

Focus of Communication

Pre-launch of Asset Alpine Maple Something in the lines of Asset Alpine Oaks

Proposition

Pre-launch of Asset Alpine Maple

Reasons why consumers will believe/buy

Asset Homes is always synonymous with quality and Luxury

Deliverables/Execution Specifics

Refer to the Alpine Oaks

Check List

NA

Comments if any

NA

Deadline

31.10.2019