

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-24	BRP:	Sameera Lal
Brand:	Beena	Contact Person :	Beena
Project Title :	Parppidam ad		
Category:	Print Advertising		

Background

Client needs to classified ad in Manorama Parppidam kochi edition on 26.10.19

Communication Objective

NA

Target Audience

Manorama Readers

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Client needs to classified ad in Manorama Parppidam kochi edition on 26.10.19. 1200 sq.ft 2BHK home with attached bathrooms, ground floor available for rent in Ashramam Road, Kalady for office /home use. Rs.12000/- (non negotiable). Garage also available. Contact: 99613 92555

Check List

NA

Comments if any

NA

Deadline

24.10.19