

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Resmi
Project Title :	Floris Brochure correction		
Category:	Printing		

Background

Floris is an upcoming luxury project in Thrissur

Communication Objective

update the Floris brochure

Target Audience

Customers of Floris

Focus of Communication

Need to make some corrections in Floris Brochure

Proposition

Need to make some corrections in Floris Brochure

Reasons why consumers will believe/buy

Need to make some corrections in Floris Brochure

Deliverables/Execution Specifics

Floris Brochure - JPEGs and print files

Check List

NA

Comments if any

NA

Deadline

01.10.2019