

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-14	BRP:	Sameera Lal
Brand:	Pass Corporate services Pvt.Ltd.	Contact Person :	Jayaraj
Project Title :	Classified ad		
Category:	Print Advertising		

**Background**

Pass Corporate services need 11 insertion ad in manorama all kerala edition

**Communication Objective**

NA

**Target Audience**

NA

**Focus of Communication**

NA

**Proposition**

NA

**Reasons why consumers will believe/buy**

NA

**Deliverables/Execution Specifics**

Pass Corporate services need 11 insertion ad in manorama all kerala edition. Oct 16,23,30,Nov 6,13,20,27,Dec 4,11,18,30

**Check List**

NA

**Comments if any**

NA

**Deadline**

14.10.19