

Organic BPS
Project Brief Document (PBD)

| | | | |
|-----------------|------------------------------|------------------|-------------|
| Date: | 2019-09-25 | BRP: | Aswathy Das |
| Brand: | Muthoot Pappachan Group | Contact Person : | Rohit |
| Project Title : | Higher Purpose Slide | | |
| Category: | Purpose Branding Consultancy | | |

Background

MPG purpose retreat was conducted in June during which the higher purpose was defined. the revised higher purpose needs to be explained in 5 slides along with the financial service details of MPG.

Communication Objective

Conveying Higher Purpose to the stakeholders

Target Audience

N.A.

Focus of Communication

N.A.

Proposition

N.A.

Reasons why consumers will believe/buy

N.A.

Deliverables/Execution Specifics

slides explaining the higher purpose of MPG

Check List

N.A.

Comments if any

MPG logo in the first slide. Higher purpose in Malayalam.

Deadline

25/9/19