

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-11	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Pradeep Guptha
Project Title :	Board for Dubai Office		
Category:	Brand Design		

Background

Asset Homes' Dubai office will be inaugurated by Asha Sharath on 16th October

Communication Objective

A new board for Asset Homes' Dubai office

Target Audience

Customers and prospective customers who visit the place

Focus of Communication

A new board for Asset Homes' Dubai office

Proposition

May be we can do three options 1. Logo with tagline and Asset Homes 2. Logo with Asset Homes 3. Logo with Asset Homes Pvt Ltd

Reasons why consumers will believe/buy

Asset is synonymous with quality and luxury

Deliverables/Execution Specifics

150cm length x 90cm width - board(Acrylic/Gypsum Board)

Check List

NA

Comments if any

NA

Deadline

11.10.2019