

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

|                 |                                |                  |              |
|-----------------|--------------------------------|------------------|--------------|
| Date:           | 2019-09-24                     | BRP:             | Swetha Umesh |
| Brand:          | ASSET HOMES                    | Contact Person : | Rajeev       |
| Project Title : | ID Cards for Visitors and VIPs |                  |              |
| Category:       | Printing                       |                  |              |

**Background**

Asset Homes is moving to a new building

**Communication Objective**

Visiting Cards for Visitors and VIPs

**Target Audience**

Visitors and VIPs

**Focus of Communication**

Need to give a classy feel to the visitors about their new office beginning with the visiting cards

**Proposition**

Need to give a classy feel to the visitors about their new office beginning with the visiting cards

**Reasons why consumers will believe/buy**

Asset Homes is always synonymous with quality and luxury

**Deliverables/Execution Specifics**

Two Visiting Cards 1. For normal visitor with CARD No: GF 1 VISITOR ASSET LOGO 2. For VIPs CARD No: GF 2 VIP ASSET Logo The visiting cards must have a classy feel. VIP needs to be very premium. Both of different colours

**Check List**

NA

**Comments if any**

NA

**Deadline**

25-09-2019