

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-24	BRP:	Sameera Lal
Brand:	Megha Habitat	Contact Person :	Majeesh
Project Title :	Parppidam ad		
Category:	Print Advertising		

Background

Megha habitat wants to give a classified ad in Manorama Parppidam in Kochi & Gulf edition on 26.10.19

Communication Objective

NA

Target Audience

Manorama Readers

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Megha habitat wants to give a classified ad in Manorama Parppidam in Kochi & Gulf edition on 26.10.19. Matter Luxury villa for sale near Infopark 5Bhk 2650 +1300 Sqft Ready to occupy . Call - 86061 25444

Check List

NA

Comments if any

NA

Deadline

26.10.19