

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-10	BRP:	Jayakrishnan B
Brand:	GYOF	Contact Person :	Maya Varghese
Project Title :	Standee		
Category:	Print Advertising		

Background

Vertigrove is a product by Grow Your Own Food. Grow Your Own Food, has come up with an innovative, smart and creative solution for growing safe healthy after 2 years of research and practise (with poly houses and greenhouses), alongside resolving the rising solid waste management in your households - Vertigrove, smart vertical gardens, a perfect companion in your journey towards healthy living.

Communication Objective

To communicate about the products and its variants to public

Target Audience

Public

Focus of Communication

Best product or medium for planting in limited space

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

The print file of standees

Check List

3x6 standees designed on May 29th

Comments if any

Designed by Suresh

Deadline

10.10.19