

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

|                 |                   |                  |             |
|-----------------|-------------------|------------------|-------------|
| Date:           | 2019-10-29        | BRP:             | Sameera Lal |
| Brand:          | Milan Design      | Contact Person : | Shirley     |
| Project Title : | Vanitha ad        |                  |             |
| Category:       | Print Advertising |                  |             |

**Background**

The Milan Design brand aims to weave in design sensibilities and add a touch of elegance to create designs that suit every heart, every trend, every age and every occasion. They want to give doublespread ad in vanitha All kerala & International edition.

**Communication Objective**

NA

**Target Audience**

NA

**Focus of Communication**

NA

**Proposition**

NA

**Reasons why consumers will believe/buy**

NA

**Deliverables/Execution Specifics**

Milan Design want to give doublespread ad in vanitha All kerala & International edition.

**Check List**

NA

**Comments if any**

NA

**Deadline**

30.10.19