

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

Date:	2019-10-09	BRP:	Sameera Lal
Brand:	C United	Contact Person :	Ranjith
Project Title :	1 Col X 5 ad		
Category:	Print Advertising		

**Background**

C United want to give an advertisement of Prathiba college in Manorama TVM & CLT edition.

**Communication Objective**

NA

**Target Audience**

NA

**Focus of Communication**

NA

**Proposition**

NA

**Reasons why consumers will believe/buy**

NA

**Deliverables/Execution Specifics**

C United want to give an advertisement of Prathiba college in Manorama TVM & CLT edition. 3.8 cm width X 5 cm height. B/w ad

**Check List**

NA

**Comments if any**

NA

**Deadline**

09.10.19