

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-21	BRP:	Sameera Lal
Brand:	Pathanjali Herbal Extracts	Contact Person :	Anu
Project Title :	Scroll ad		
Category:	TV/Theatre Advertising		

Background

Pathanjali Herbal Extracts Pvt. Ltd has unique set of products to its name which are of high medicinal value curing scars, sores, ulcers etc. The products have been used and experienced by people from all walks of life including distinguished and eminent personalities. They need scroll ad

Communication Objective

Pathanjali herbal extracts need scroll ad in ACV

Target Audience

Everyone

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Pathanjali herbal extracts need scroll ad in ACV. Attached is the advertisement. ACV will give addition spots in Election counting day

Check List

NA

Comments if any

NA

Deadline

21.10.19