

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-14	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Archa Kottayam
Project Title :	Mont Paradiso Site Expo		
Category:	Printing		

Background

Site Expo is happening at Asset Mont Paradiso from 22nd Oct to 31st Oct, Time 10 AM to 6 PM. We need to deliver collaterals for the same.

Communication Objective

Site Expo is happening at Asset Mont Paradiso, from 22nd Oct to 31st Oct, Time 10 AM to 6 PM. We need to deliver collaterals for the same.

Target Audience

Doctors, Professors and other prospective clients

Focus of Communication

TG must know about the Site Expo and special offers

Proposition

Luxury invites you

Reasons why consumers will believe/buy

Asset Homes is always synonymous with luxury, quality and choice.

Deliverables/Execution Specifics

1. Invitation for Site Expo Size : A4 2. Leaflet of Mont Paradiso, already done with colour options

Check List

Contact numbers - Alex : 99465 52347 , Kottayam Branch number : 99465 99999

Comments if any

NA

Deadline

11.10.2019