

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-25	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Santhosh Thrissur
Project Title :	My Home TCR Expo		
Category:	Exhibition		

Background

Asset Homes is setting up a stall in the Mathrubhumi My home Expo 2019

Communication Objective

To let the visitors of the stall know about the various projects in Trissur

Target Audience

Visitors to Mathrubhumi My home Expo 2019

Focus of Communication

To let the visitors of the stall know about the various projects in Trishur

Proposition

Corporate communication along with the ready to move in and ongoing projects

Reasons why consumers will believe/buy

Asset Homes is always synonymous to quality

Deliverables/Execution Specifics

A 6x3 stall Side panels (2)- 3m width X 8 ft high Centre panel - 6m width X 8ft high One side panel- Any luxury amenity with Prithviraj Another Side panel - Precious, Gitanjali and Galleria (all equal importance) Centre panel - Same as the one in My Home TVM Expo

Check List

Please check My Home TVM Expo stall

Comments if any

NA

Deadline

25.10.2019