

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-11	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Deril John
Project Title :	Leaflet for Kannur		
Category:	Print Advertising		

Background

Asset Homes has 28 ongoing projects across 15 towns of Kerala. They would like to scale their sales with active promotions of their various projects on a location basis.

Communication Objective

Want to let customers know about the projects in Kannur

Target Audience

Prospective customers in Kannur

Focus of Communication

The TG must be able to find out about the various projects of Asset Homes in Kannur

Proposition

about the various projects of Asset Homes in Kannur

Reasons why consumers will believe/buy

Asset Homes is always synonymous with quality, luxury and choice

Deliverables/Execution Specifics

A4 leaflet Front side - Raintree (Work in progress) Back Side - Senate (Work in progress) & Grandstand (Ready to move in) Please refer the attached calicut flyer

Check List

NA

Comments if any

NA

Deadline

11.10.2019