

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-14	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Meena Raveendranath
Project Title :	Inauguration of Dubai Office		
Category:	Brand Design		

#### **Background**

Asset Homes' Dubai office is being inaugurated on Saturday, 19th October, 2019 at 11AM, by Asha Sharath. The new office is at Asset Homes Pvt. Ltd, City Space Real Estate office 1206., 12th Floor, Shoba Ivory - 2, Business Bay, Dubai, UAE. RSVP - +971 556795000 / + 971 505376454

#### **Communication Objective**

An invitation to be sent via email for customers and prospective clients in Dubai

#### **Target Audience**

customers and prospective clients in Dubai

#### **Focus of Communication**

Asset Homes arrives in Dubai with the best homes in Kerala. Getting a home in Kerala is going to be more easy with Asset @Dubai

#### **Proposition**

Asset Homes arrives in Dubai with the best homes in Kerala. Getting a home in Kerala is going to be more easy with Asset @Dubai

#### **Reasons why consumers will believe/buy**

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

#### **Deliverables/Execution Specifics**

Mailer invitation Colour Should be of superior quality and needs to stand out Venue branding, radio ads can also be anticipated

**Check List**

Mandatories Date - Saturday, 19th October, 2019 Time - 11 AM Address - Asset Homes Pvt. Ltd, City Space Real Estate office 1206., 12th Floor, Shoba Ivory - 2, Business Bay, Dubai, UAE. RSVP - +971 556795000 / + 971 505376454

**Comments if any**

NA

**Deadline**

14.10.2019