

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-21	BRP:	Aswathy Das
Brand:	Muthoot Pappachan Group	Contact Person :	Thomas Muthoot
Project Title :	Ad poster muthoot fincorp		
Category:	Print Advertising		

Background

MPG has been doing posters for Muthoot Fincorp for some time. The poster is content-heavy and cluttered. We need to redesign the whole poster while keeping the pneumonic unchanged. Vidya Balan is their brand ambassador. The idea is to give importance to their gold loan specialties while keeping it to the point and classy.

Communication Objective

To redesign the posters.

Target Audience

Mostly women and the general public from rural and semi-urban localities all over India.

Focus of Communication

To understand the specialties of Muthoot Gold Loan.

Proposition

N.A.

Reasons why consumers will believe/buy

N.A.

Deliverables/Execution Specifics

Redesigned posters of Muthoot Fincorp Gold Loan.

Check List

YES <https://muthoot.com/>

Comments if any

To make it clutter-free. The matter has to be to the point and keep it classy. Present design is brand over-kill.

Deadline

21/10/19