

Organic BPS

Project Brief Document (PBD)

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Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Newsletter for November		
Category:	Brand Design		

Background

There are a number of players in the real estate industry in Kerala. Once a project is completed and delivered to the customer, the role of the builder seemingly ends. But Asset Homes wishes to build a continuing relationship with its customers, well-wishers, vendors, and employees. And for that as a platform that provides news on the various activities of the organization for the past month Asset Homes sends out a newsletter.

Communication Objective

Asset Homes have always strived to keep close relationships. Not just between humans, but also with environment, technology and whatnot. Our customers have always been very important and we look forward to keeping in touch with them on a regular basis. Our newsletter is our point of communication to ensure that we let all our existing customers and employees informed about the various activities of Asset Homes. Be it the news with regards to the various projects across Kerala, the various initiatives that we partake, the creatives of our employee workforce (a source of encouragement) and a direct message from our Managing Director.

Target Audience

Existing customers, prospective clients, well-wishers, vendors, employee work force

Focus of Communication

Beyond Square Feet is a triannual lecture series on sustainable development, held in association with World Environment Day, World Habitat Day and World Water Day. Ar. Christopher Charles Benninger delivered the Key Note address at Beyond Square Feet, held on 5th October 2019. The event had active participation from engineers, architects and the general public. So this communication would be the one in the cover page and the main highlight of the Newsletter.

Proposition

Sustainable building practices for a sustainable future.

Reasons why consumers will believe/buy

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

Deliverables/Execution Specifics

8 page newsletter

Check List

NA

Comments if any

NA

Deadline

21.10.2019