

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-04	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	BSF		
Category:	Brand Consulting		

**Background**

BSF is a triannual series of lectures on sustainable development

**Communication Objective**

To invite audiences for the function

**Target Audience**

All - including existing customers as well as

**Focus of Communication**

Invitation About the speaker Topic Date Time Venue

**Proposition**

Sustainable development

**Reasons why consumers will believe/buy**

Asset Homes has always been synonymous with responsible building

**Deliverables/Execution Specifics**

Half Jacket Ad for BSF Colour 15.5 \*52 Memento Artwork PR

**Check List**

PLease refer the earlier ads

**Comments if any**

NA

**Deadline**

04.10.2019