

Organic BPS
Project Brief Document (PBD)

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|-----------------|----------------------|------------------|--------------|
| Date: | 2019-10-29 | BRP: | Swetha Umesh |
| Brand: | ASSET HOMES | Contact Person : | Resmi |
| Project Title : | Leaflet for Thrissur | | |
| Category: | Brand Design | | |

Background

An A4 leaflet is needed for Thrissur projects

Communication Objective

To let the TG know about three projects in Thrissur

Target Audience

Prospective customers in Thrissur

Focus of Communication

Luxury is Asset

Proposition

Luxury in every corner

Reasons why consumers will believe/buy

Asset Homes is synonymous with Luxury

Deliverables/Execution Specifics

A4 double side leaflet Front Page - Fortuna Back Page - Precious,

Check List

NA

Comments if any

NA

Deadline

30.10.2019