

## **Organic BPS**

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

Date:	2019-10-28	BRP:	Joby Antony
Brand:	Wallframes	Contact Person :	Anand
Project Title :	Hoarding for Thiruvalla		
Category:	Outdoor		

#### **Background**

Wall frames is a premier art gallery in Ernakulam, they promotes and showcases the work of hundreds of artists. Their work involves showcasing new and emerging artists alongside classic, well-established pieces. By providing a space in which to display their latest works, artists appreciate our role in sharing their creative aspirations with a wider audience.

#### **Communication Objective**

The communication objective is to promote the brand through the outdoor hoarding. We should mainly give Christian image as it is for Thiruvalla which is a Christians Populated area.

#### **Target Audience**

The target audience are people who are looking for such wall paintings for their houses, especially the people who have newly build the house

#### **Focus of Communication**

The focus of communication is to communicate the beauty and quality of the artwork that is provided by the Wall frames.

#### **Proposition**

The proposition is to show their artwork with a Christian background image and to create a hoarding with a suitable caption for the same.

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

The consumers who are looking for quality artwork will be able to appreciate the work

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

25 feet width x 20 ft height

**Check List**

[www.wallframes.com](http://www.wallframes.com)

**Comments if any**

Please go the reference which will be provided

**Deadline**

25-10-2019