

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-25	BRP:	Sameera Lal
Brand:	PNB Metlife	Contact Person :	Biju Dani
Project Title :	Wanted ad		
Category:	Print Advertising		

Background

Sanil from metlife wanted to give a classified ad in manorama TVM edition on 30.10.19

Communication Objective

NA

Target Audience

NA

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Sanil from metlife wanted to give a classified ad in manorama TVM edition on 30.10.19. Matter attached

Check List

NA

Comments if any

NA

Deadline

28.10.19