

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-22	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Deril John
Project Title :	Light Boards		
Category:	Outdoor		

Background

PKS Heritance is a luxury apartment of Asset Homes in Kozhikode. This is an ongoing project.

Communication Objective

We need to design two light boards for this project.

Target Audience

Visitors to the project site

Focus of Communication

To impress the visitors of the project site with the grandeur of the project.

Proposition

Luxury is Asset

Reasons why consumers will believe/buy

Asset Homes has always been synonymous with Luxury, quality and choice.

Deliverables/Execution Specifics

2 Lightboards 7 ft height * 4 ft width 1.PKS Heritance night view 2.Asset Logo and DA2+ communication.

Check List

NA

Comments if any

NA

Deadline

22.10.2019