

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

Date:	2019-09-23	BRP:	Jayakrishnan B
Brand:	Aswani Lachmandas Group	Contact Person :	Deepak Aswani
Project Title :	Obituary ad		
Category:	Print Advertising		

**Background**

29th Death Anniversary of Lachmandas B Aswani is on 28th of September .

**Communication Objective**

Obituary ad

**Target Audience**

Readers

**Focus of Communication**

29th death anniversary

**Proposition**

29th death anniversary

**Reasons why consumers will believe/buy**

Mr. Lachmandas B Aswani passed away on 24/09/1990

**Deliverables/Execution Specifics**

29th death anniversary re write the message Black and white ad 2 col X 10 (MM and Hindu)

**Check List**

Refer previous year's ad

**Comments if any**

nil

**Deadline**

23/9/2019