

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Sameera Lal
Brand:	Mercy	Contact Person :	Mercy
Project Title :	Obituary ad		
Category:	Print Advertising		

Background

A new client Mercy working in Crompton Greaves. She want to give an obituary ad in Manorama & Mathrubhumi

Communication Objective

To inform people about the "Sanchayanam" of her mother in law

Target Audience

Everyone

Focus of Communication

To inform people about the "Sanchayanam" of her mother in law

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

B/w ad in Manorama & Mathrubhumi. we have to do 2 different sizes. 3.8 w X 10 h & 8 w X 5 h

Check List

NA

Comments if any

NA

Deadline

30.09.19