

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

Date:	2019-11-02	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Site Hoardings Moongrace		
Category:	Brand Design		

**Background**

Moongrace is the newly launched project in EKM. They require site hoardings for the same to be placed in site.

**Communication Objective**

Basic communication about Moongrace.

**Target Audience**

Everyone who visits the site

**Focus of Communication**

Ultimate in Elegant Lifestyle on MG Road

**Proposition**

Ultimate in Elegant Lifestyle on MG Road

**Reasons why consumers will believe/buy**

Asset Homes is always synonymous with luxury and quality

**Deliverables/Execution Specifics**

Hoarding

**Check List**

NA

**Comments if any**

NA

**Deadline**

02.11.2019