

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-05	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Vijaya Dashami		
Category:	Digital Marketing		

Background

Dussehra/Vijayadashami is celebrated at the end of Navratri every year. Vijayadashami is always considered as the most auspicious day to begin something in life.

Communication Objective

Wishes for a new and successful beginning

Target Audience

All

Focus of Communication

Wishes for a new and successful beginning

Proposition

Wishes for a new and successful beginning as well as good over evil

Reasons why consumers will believe/buy

Asset Homes always complies with righteousness and responsibility.

Deliverables/Execution Specifics

WhatsApp - 900*600 Two options 1. Wishes for a new beginning 2. Generic Vijayadashami greetings

Check List

NA

Comments if any

NA

Deadline

05-10-2019