

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-03	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Asset Homes Newsletter - September		
Category:	Printing		

Background

Asset Homes require Newsletter that needs to be sent across its customers, vendors and other stake holders

Communication Objective

Asset Homes have always strived to keep close relationships. Not just between human and human, but also with environment, technology and what not. Our customers have always been very important and we look forward in keeping in touch with them on a regular basis. Our newsletter is our point of communication to ensure that we let all our existing customers and employees informed about the various activities of Asset Homes. Be it the news with regards to the various projects across Kerala, the various initiatives that we partake, the creatives of our employee workforce (a source of encouragement) and a direct message from our Managing Director.

Target Audience

Existing customers, prospective clients, employee work force,

Focus of Communication

Saying Thank You to our customers. The customer must feel that they are being honored by the client. The customers/employees must feel that the brand is having an acumen towards its purpose to be a responsible builder. Asset Homes has conducted Gratitude Meetings across various NRI branches. (Gratitude Meeting is an event where Asset Homes MD meets up with existing customers, thanking them for their support and introducing two offers - Home warranty for 10 years, - Home insurance for 25 years, as well as celebrating the recent upgradation of DA 2+ CRISIL rating) Various training programmes were also held.

Proposition

Building relationships responsibly.

Reasons why consumers will believe/buy

It is not always common that a builder and its MD reach out to its customers saying thank you. After the handing over of the project, the real estate builder normally do not maintain contact with their customers. So it is a first of its kind. Hence Asset Homes will instill a sense of belongingness and trust with this newsletter.

Deliverables/Execution Specifics

News Letter Print/ Design/ E- PDF A4 size Colour

Check List

The Edit Matrix regarding the page flow. Art/Literature by the employees

Comments if any

NA

Deadline

4th October 2019