

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

Date:	2019-10-01	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Tishana A S
Project Title :	Mathrubhumi My home Expo 2019		
Category:	Outdoor		

**Background**

Asset Homes is setting up a stall in the Mathrubhumi My home Expo 2019

**Communication Objective**

To let the visitors of the stall know about the various projects in Trivandrum

**Target Audience**

Visitors to Mathrubhumi My home Expo 2019

**Focus of Communication**

To let the visitors of the stall know about the various projects in Trivandrum

**Proposition**

Corporate communication along with the ready to move in and ongoing projects

**Reasons why consumers will believe/buy**

Asset Homes is always synonymous to quality

**Deliverables/Execution Specifics**

A 6x3 stall Side panels (3)- 3m width X 8 ft high Centre panel - 6m width X 8ft high Centre panel - Corporate communications Side panels - Projects - Nearing Completion - Hillcrest Volga, Legacy, Orchestra/ Work Commenced - Sovereign, Sunny Days Can also add luxury amenities

**Check List**

Projects - Nearing Completion - Hillcrest Volga, Legacy, Orchestra/ Work Commenced - Sovereign,  
Sunny Days Use images of Prithviraj and Asha Sharath

**Comments if any**

NA

**Deadline**

01.10.2019