

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

Date:	2019-10-22	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Deril John
Project Title :	Sight Boards		
Category:	Outdoor		

**Background**

The sample flat in Asset Raintree is getting ready. As customers walk in to the sample flat, they must get a view about the various services and quality of Asset Homes.

**Communication Objective**

Customers must be made aware of the delight services, da2+ quality, status of other projects in Kannur and likewise.

**Target Audience**

Visitors to the sample apartment of Asset Raintree, Kannur

**Focus of Communication**

The communication must focus on Asset Delight Services Quality is Asset CRISIL DA2+ communication Senate Elevation Raintree Ariel Elevation

**Proposition**

Each site board must communicate the aforementioned objectives

**Reasons why consumers will believe/buy**

Asset Homes is always synonymous with Quality, Choice and Luxury

**Deliverables/Execution Specifics**

Site boards in the Sample apartment Lobby. Please find the specifications for each of the creative in the attachment.

**Check List**

NA

**Comments if any**

NA

**Deadline**

22.10.2019