

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

Date:	2019-10-14	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Meena Raveendranath
Project Title :	Design Share Certificate		
Category:	Brand Design		

**Background**

Asset Homes is distributing shares to a few of its dear customers through OCCPS.

**Communication Objective**

We need to design share documents for the same.

**Target Audience**

People who buy shares from Asset Homes

**Focus of Communication**

The design should be of good standards, as a share document is a valuable document.

**Proposition**

An outstanding design

**Reasons why consumers will believe/buy**

Every share document is considered a valuable document.

**Deliverables/Execution Specifics**

The content is already given. We need to give an appropriate design for the same.

**Check List**

Please find the attached content.

**Comments if any**

NA

**Deadline**

15.10.2019