

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-27	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	4 X 8 board		
Category:	Outdoor		

Background

Dream Flower is a prominent builder in Kochi who completed 50 projects on time in Kochi and its vicinity. Prompt and timely delivery of projects on time is a highlighted point about the builder. Magnum Opus is the new & 59th project which had stone laying on 1st of September.

Communication Objective

- Goal of the board is to generate maximum sales enquiries for the new project Magnum Opus and also want to cement their position as the prompt and timely builder in Kochi who delivered their 50th project also on time.
- 50th projects delivered again on time is the key point to highlight in the communication. Timely delivery is a big question even for the leading builders too.
- Opportunity is that the board may create a buzz among the viewers that the builder is solid and and trust worthy.

Target Audience

Clients who are looking for midsized/mid budgeted luxury apartments in and around Kochi Metro.

Focus of Communication

The customer should get the feel that the builder is solid and trustworthy. The company launching new projects in residential locations and handing over affordable luxury homes on the promised time. A customer who is looking for a new luxury home in the mid sized/mid budgeted segment, Dream Flower shall be their first choice in Kochi.

Proposition

Highlight the delivery of 50th project as prime in the communication and setting new best promises to keep it again.

Reasons why consumers will believe/buy

50 completed projects in 15 years itself is a remarkable achievement. Keep on delivering promises are the prime quality of any builder.

Deliverables/Execution Specifics

4 X 8 boards - 2 numbers one board with Magnum opus elevation & the other with 50 completed projects on time

Check List

NA

Comments if any

NA

Deadline

27.09.19