

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Faruqu KA
Project Title :	Prelaunch of Asset Alpine Maple		
Category:	Brand Design		

Background

Asset Homes is launching the second tower of its project Alpine Oaks called as Alpine Maple

Communication Objective

To let customers know about their new project Alpine Maple

Target Audience

Prospective Customers

Focus of Communication

A luxury apartment of the name Alpine Maple is being launched in Kakkanad, close to Alpine Oaks

Proposition

Luxury comes home!

Reasons why consumers will believe/buy

Asset Homes is all about luxury, quality and affordability

Deliverables/Execution Specifics

Alpine Oaks logo, A4 Ad, WA, Emailer - 900X600

Check List

NA

Comments if any

NA

Deadline

Alpine Oaks logo - 30.09.2019 Ad- 02.10.2019 WA- 01.10.2019 Emailer - 01.10.2019