

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-23	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Archa Kottayam
Project Title :	Leaflet design for Asset Gateway		
Category:	Printing		

Background

We need to design a leaflet design for Asset Gateway, Pathanamthitta

Communication Objective

To drive sales of Asset Gateway

Target Audience

Prospective customers

Focus of Communication

Frontpage Project Elevation. Catchy tagline - (Theme: Safer place for parents, Quality and Greenery view) 10-year warranty and 25 years insurance - logos Special offer for Teachers and Doctors. Add numbers: 9946599999, Alex: 9946552347. Back Page Mention Delight services and projects in Kollam, Kottayam, and Kochi.

Proposition

Frontpage Project Elevation. Catchy tagline - (Theme: Safer place for parents, Quality and Greenery view) The 10-year warranty and 25 years insurance - logos Special offer for Teachers and Doctors. Add numbers: 9946599999, Alex: 9946552347. Back Page Mention Delight services and projects in Kollam, Kottayam and Kochi.

Reasons why consumers will believe/buy

Asset Homes is always synonymous with quality, choice and luxury

Deliverables/Execution Specifics

A4 leaflet

Check List

NA

Comments if any

NA

Deadline

22.10.2019