

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-28	BRP:	Nikhil
Brand:	TiE Kerala	Contact Person :	TiE Kerala
Project Title :	Project-100		
Category:	Exhibition		

Background

n

Communication Objective

i

Target Audience

k

Focus of Communication

h

Proposition

i

Reasons why consumers will believe/buy

l

Deliverables/Execution Specifics

p

Check List

i

Comments if any

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Deadline

n