

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-28	BRP:	Sameera Lal
Brand:	Bildova	Contact Person :	Shyna
Project Title :	Parppidam ad		
Category:	Print Advertising		

Background

Bildova Ventures Llp is a Limited Liability Partnership firm incorporated on 04 January 2019.

Communication Objective

Bildova Ventures want to give parppidam ad in manorama kochi edition

Target Audience

Manorama readers in kochi

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

8cm width x 65 cm height ad in manorama kochi edition

Check List

NA

Comments if any

NA

Deadline

27.09.19