

Organic BPS
Project Brief Document (PBD)

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|-----------------|----------------------|------------------|----------------|
| Date: | 2019-09-30 | BRP: | Swetha Umesh |
| Brand: | ASSET HOMES | Contact Person : | Archa Kottayam |
| Project Title : | Leaflet for Kottayam | | |
| Category: | Print Advertising | | |

Background

Asset Homes need to increase the sale of projects in Kottayam

Communication Objective

Asset Homes need to increase the sale of projects in Kottayam

Target Audience

Prospective clients who are on the lookout to buy a villa/ flat

Focus of Communication

Asset Homes need to increase the sale of projects in Kottayam

Proposition

The luxury lifestyle that beckons you

Reasons why consumers will believe/buy

Asset Homes is synonymous with quality, luxury and affordability

Deliverables/Execution Specifics

A4 leaflet Front page Asset Mont Paradiso Back page Asset Chrisabelle and carol

Check List

NA

Comments if any

NA

Deadline

30.09.19