

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-04	BRP:	Jayakrishnan B
Brand:	Aswani Lachmandas Group	Contact Person :	Neha Jain
Project Title :	Raymond's Ad		
Category:	Print Advertising		

Background

Raymond's, an international apparels and clothing's brand have their showroom in kochi too.

Communication Objective

Increase sales through branding

Target Audience

Readers

Focus of Communication

Raymond is the best clothing and apparels brand

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Indian Express - 16.3X25 TOI - J2 -52.5 x 32.9

Check List

Resize given artwork

Comments if any

Artwork mailed

Deadline

04.10.19