

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-01	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	Edapally signal board		
Category:	Outdoor		

#### **Background**

Dream Flower is a prominent builder in Kochi who completed 50 projects on time in Kochi and its vicinity. Prompt and timely delivery of projects on time is a highlighted point about the builder. They need signal boards at Edapally

#### **Communication Objective**

To inform the people about their new project Magnum Opus & the speciality of the same

#### **Target Audience**

Everyone

#### **Focus of Communication**

Branding of Dreamflower & their new project Magnum Opus

#### **Proposition**

NA

#### **Reasons why consumers will believe/buy**

50 completed projects itself is a remarkable achievement. Keep on delivering promises are the prime quality of any builder.

#### **Deliverables/Execution Specifics**

Medium - Outdoor Size : 8 X 4 we have to mention Magnum opus logo, elevation, Amount Dreamflower logo & Mobile number : 93870 88144

**Check List**

I will mail previous signal board material

**Comments if any**

NA

**Deadline**

02.10.19