

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-24	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Tishana A S
Project Title :	Lift Branding for Asset Legacy		
Category:	Outdoor		

Background

Need lift branding for Asset Legacy

Communication Objective

Need lift branding for Asset Legacy

Target Audience

Customers

Focus of Communication

A4 lift branding

Proposition

Luxury is Asset Asset Legacy - Ready to move CRISIL DA2+ 10 yr home warranty 25 yrs Insurance

Reasons why consumers will believe/buy

Asset Homes is synonymous with Quality, Luxury and affordability

Deliverables/Execution Specifics

A4 lift branding

Check List

NA

Comments if any

NA

Deadline

30.09.2019