

Organic BPS

Project Brief Document (PBD)

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Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	World Habitat day		
Category:	Digital Marketing		

Background

The United Nations designated the first Monday of October of every year as World Habitat Day to reflect on the state of our towns and cities, and on the basic right of all to adequate shelter. Day is also intended to remind the world that we all have the power and the responsibility to shape the future of our cities and towns.

Communication Objective

Showcase our commitment and responsibility towards a sustainable habitat and future.

Target Audience

All

Focus of Communication

The theme of this year's World Habitat Day is Transform Waste into Wealth.

Proposition

Talk about how Asset's Waste management techniques have made them a responsible and environment-friendly builder. Or maybe we can highlight any alarming facts or issues about waste disposal and how we as citizens can bring about a change.

Reasons why consumers will believe/buy

Asset has always been the responsible builder

Deliverables/Execution Specifics

Options 1 how Asset's Waste management techniques have made them a responsible and environment-friendly builder. Option 2 highlight any alarming facts or issues about waste disposal and how we as citizens can bring about a change WhatsApp Two Options 900*600

Check List

NA

Comments if any

NA

Deadline

05-10-2019