

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-14	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Sunildas
Project Title :	10*10 log board		
Category:	Brand Design		

Background

Need to design a 10ft * 10 ft board with Asset Logo, to be kept atop on one of its projects

Communication Objective

Need to design a 10ft * 10 ft board with Asset Logo, to be kept atop on one of its projects

Target Audience

All

Focus of Communication

Need to design a 10ft * 10 ft board with Asset Logo, to be kept atop on one of its projects

Proposition

Need to design a 10ft * 10 ft board with Asset Logo, to be kept atop on one of its projects

Reasons why consumers will believe/buy

Need to design a 10ft * 10 ft board with Asset Logo, to be kept atop on one of its projects

Deliverables/Execution Specifics

Size - 10ft * 10ft , logo board on top of building

Check List

NA

Comments if any

NA

Deadline

14.10.2019