

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-14	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Sunildas
Project Title :	Limelight		
Category:	Printing		

Background

Limelight is an ongoing project in Edapally.

Communication Objective

Need to send A4 paper inserts. Front Page - Asset Limelight Back Page - All projects in Kochi

Target Audience

Prospective clients

Focus of Communication

TG must know that Asset Homes' Limelight is a luxury project close to the Metro

Proposition

Limelight is a luxury project close to the Metro

Reasons why consumers will believe/buy

Asset Homes is always synonymous with luxury, quality and choice.

Deliverables/Execution Specifics

PFA

Check List

Refer the latest Asset Castle leaflet

Comments if any

NA

Deadline

14.10.2019