

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-29	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Tishana A S
Project Title :	Trivandrum Hoardings		
Category:	Brand Design		

**Background**

Need hoardings for projects in Trivandrum

**Communication Objective**

A brief idea about the various projects

**Target Audience**

All

**Focus of Communication**

Quality is Asset

**Proposition**

Quality is Asset

**Reasons why consumers will believe/buy**

Asset Homes is always synonymous with quality and luxury

**Deliverables/Execution Specifics**

Two Hoardings - 40\*25 Legacy and Volga hoarding Size: 40" X 25" Matter: Quality is Asset elevations of both projects Volga and Legacy Common matter: 25 yrs insurance/ 10 yr warranty/ CRISIL DA2+ individual matter: VOLGA- Nearing Completion LEGACY- Handing over on December 2019 Volga hoarding Size: 40" X 25" Luxury is Asset Nearing Completion, right arrow-just 1 Km from here 25 yrs insurance Crisil DA2+ 10 Year home warranty Asset Logo in large and bold

**Check List**

NA

**Comments if any**

NA

**Deadline**

NA