

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-01	BRP:	Sameera Lal
Brand:	Soman's leisure Tours India Pvt.Ltd	Contact Person :	Penta Kuriakose
Project Title :	Dubai ad		
Category:	Print Advertising		

Background

Somans' Leisure Tours is a leading outbound tour operating company in Kerala. They want to give 5 insertion classified ad in Manorama All Kerala

Communication Objective

They want to give Dubai ad

Target Audience

Everyone

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

5 insertion classified ad in Manorama All Kerala

Check List

NA

Comments if any

NA

Deadline

02.10.19