

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Vinod Thrissur Branch
Project Title :	Lift Branding Thrissur		
Category:	Outdoor		

Background

Need lift branding for the projects Asset Gitanjali and Asset Precious

Communication Objective

Need lift branding for the projects Asset Gitanjali and Asset Precious

Target Audience

Customers of the projects

Focus of Communication

Need lift branding for the projects Asset Gitanjali and Asset Precious

Proposition

Need lift branding for the projects Asset Gitanjali and Asset Precious

Reasons why consumers will believe/buy

Asset Homes is synonymous with quality,luxury and affordability

Deliverables/Execution Specifics

Need lift branding for the projects Asset Gitanjali and Asset Precious(new elevation) 21.5cm Width and 29.5cm Height

Check List

Please check earlier lift branding

Comments if any

NA

Deadline

30.09.2019