

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

Date:	2019-10-30	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Fazil
Project Title :	Metropillar Branding		
Category:	Brand Design		

**Background**

Dream Flower is a prominent builder in Kochi who completed 50 projects on time in Kochi and its vicinity. Prompt and timely delivery of projects on time is a highlighted point about the builder. They need metropillar designs for their 5 new projects (Bel Canto, Santa Maria, Kalopsia, Cascia, Magnum Opus )& also 50 projects delivered on time

**Communication Objective**

- Goal of the posts is inform about their new projects.
- 50th projects delivered again on time is the key point to highlight in the communication..

**Target Audience**

Clients who are looking for midsized/mid budgeted luxury apartments.

**Focus of Communication**

The customer should get the feel that the builder is solid and trustworthy. The company launching new projects in residential locations and handing over affordable luxury homes on the promised time. A customer who is looking for a new luxury home in the mid sized/mid budgeted segment, Dream Flower shall be their first choice in Kochi. They need metropillar designs for their 5 new projects (Bel Canto, Santa Maria, Kalopsia, Cascia, Magnum Opus )& also 50 projects delivered on time

**Proposition**

Highlight the delivery of 50th project as prime in the communication and setting new best promises to keep it again.

**Reasons why consumers will believe/buy**

NA

**Deliverables/Execution Specifics**

Dreamflower needs metropillar designs for their 5 new projects (Bel Canto, Santa Maria, Kalopsia, Cascia, Magnum Opus )& also 50 projects delivered on time size : 9 X 5 Dreamflower logo must be on top & in 2 & 1/2 feet size . We do things differently on bottom & the mobile number is 9387088144 design should in black & golden colour combination

**Check List**

NA

**Comments if any**

NA

**Deadline**

30.10.19