

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-24	BRP:	Sameera Lal
Brand:	Grand Homes	Contact Person :	Sivaji
Project Title :	Parppidam ad		
Category:	Print Advertising		

Background

Grand Homes needs to give a classified ad in Manorama parppidam_Kochi edition on 26.10.19

Communication Objective

NA

Target Audience

Manorama Readers

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Grand Homes needs to give a classified ad in Manorama parppidam_Kochi edition on 26.10.19.
Attached matter

Check List

NA

Comments if any

NA

Deadline

24.10.19