

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-17	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Tishana A S
Project Title :	LED Backdrop 20*8		
Category:	Outdoor		

#### **Background**

Need an LED Brackdrop of size 20\*8. Creative has already been done. Need to make a slight correction.

#### **Communication Objective**

Need an LED Brackdrop of size 20\*8. Creative has already been done. Need to make a slight correction.

#### **Target Audience**

Visitors to Asset Homes TVM branch

#### **Focus of Communication**

Need an LED Brackdrop of size 20\*8. Creative has already been done. Need to make a slight correction.

#### **Proposition**

Need an LED Brackdrop of size 20\*8. Creative has already been done. Need to make a slight correction.

#### **Reasons why consumers will believe/buy**

Asset Homes is synonymous with quality, luxury and choice.

#### **Deliverables/Execution Specifics**

Need an LED Brackdrop of size 20\*8. Creative has already been done. Need to make a slight correction.

**Check List**

Check the LED backdrop done for TVM or TSR

**Comments if any**

NA

**Deadline**

17.10.2019