

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

Date:	2019-10-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Realview - November		
Category:	Brand Design		

**Background**

Realview Newsletter is being sent across every month

**Communication Objective**

Realview Newsletter is being sent across every month

**Target Audience**

All customers

**Focus of Communication**

Content is already given. We need to rework on the design

**Proposition**

Content is already given. We need to rework on the design

**Reasons why consumers will believe/buy**

Realview Newsletter is being sent across every month

**Deliverables/Execution Specifics**

E-PDF of Realview Newsletter

**Check List**

NA

**Comments if any**

NA

**Deadline**

30.10.2019