

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-25	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Deepavali		
Category:	Digital Marketing		

Background

Deepavali is celebrated as a victory of good over the evil

Communication Objective

To wish all customers a happy deepavali

Target Audience

All

Focus of Communication

Lighting the lamps of goodness in every home

Proposition

Let the auspicious lights of the season lead your way to homes where everything happy and prosperous begins

Reasons why consumers will believe/buy

Asset Homes is always about luxury, quality, choice and much more.

Deliverables/Execution Specifics

FB post 900*600

Check List

NA

Comments if any

NA

Deadline

20.10.2019