

Organic BPS
Project Brief Document (PBD)

Date:	2019-11-21	BRP:	Tom Jose
Brand:	Test Brand	Contact Person :	Sreejith
Project Title :	Test Project		
Category:	Test Category		

Background

test 1

Communication Objective

test 2

Target Audience

test 3

Focus of Communication

test 4

Proposition

test 5

Reasons why consumers will believe/buy

test 6

Deliverables/Execution Specifics

test 7

Check List

test 8

Comments if any

test 9

Deadline

test 8