

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-08	BRP:	Sameera Lal
Brand:	PNB Metlife	Contact Person :	Biju Dani
Project Title :	Wanted ad		
Category:	Print Advertising		

Background

PNB MetLife India Insurance Company Limited (PNB MetLife) is one of the leading life insurance companies in India. PNB MetLife brings together the financial strength of a leading global life insurance provider, MetLife, Inc., and the credibility and reliability of PNB, one of India's oldest and leading nationalised banks. PNB MetLife wide range of protection and retirement products through its Agency sales of over 7,338 financial advisors and multiple bank partners, and provides access to Employee Benefit plans for over 659 corporate clients in India. The company continues to be consistently profitable and has declared profits for last five Financial Years.

Communication Objective

we have to make a wanted ad for PNB Metlife. Posts are • 1. Financial consultants • 2. Team Leaders

Target Audience

Every Mathrubhumi readers

Focus of Communication

we have to make a wanted ad for PNB Metlife. Posts are • 1. Financial consultants • 2. Team Leaders

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Medium - Print , B/w ad Size - 3.9 cm width X 5 cm height advertisement in Mathrubhumi TVM edition. Attached same advertisement is 3.8 cm width. we have to do it in 3.9 cm width

Check List

attached same advertisement.

Comments if any

NA

Deadline

08.10.19