

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-05	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Deril John
Project Title :	New project in Kannur		
Category:	Brand Design		

Background

Asset Homes is coming up with a super luxury project in Kannur located at Onden Road.

Communication Objective

A new name is needed for a super luxury project in Kannur located at Onden Road. Other collaterals like logo, brochure, pre-launch ad, Whatsapp, FB, Mailers and like wise

Target Audience

All

Focus of Communication

A super luxury project in Kannur located at Onden Road is coming up. We need to provide all brand collaterals for the same.

Proposition

A name that creates a feeling that the project is exotic.

Reasons why consumers will believe/buy

Asset Homes is always synonymous with quality, luxury.

Deliverables/Execution Specifics

A name on the lines of Exotica, Eminence and like wise Could be a malayalam/sanskrit name as well\

Check List

NA

Comments if any

NA

Deadline

10.10.2019