

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Vinod Thrissur Branch
Project Title :	Backdrop for Onam Celebration		
Category:	Outdoor		

Background

Asset Homes is sponsoring an onam celebration by a resident's association in thrissur

Communication Objective

Let the TG know that Asset Homes is the only builder to offer DA2+ quality, 10 year home warranty and 25 year insurance

Target Audience

prospective Customers

Focus of Communication

Let the TG know that Asset Homes is the only builder to offer DA2+ quality, 10 year home warranty and 25 year insurance

Proposition

Let the TG know that Asset Homes is the only builder to offer DA2+ quality, 10 year home warranty and 25 year insurance

Reasons why consumers will believe/buy

Asset Homes has always been synonymous with quality, luxury and affordability.

Deliverables/Execution Specifics

Back drop The Corporate Ad (red) needs to be adapted to 10X6 backdrop

Check List

Corporate Ad

Comments if any

NA

Deadline

30.09.2019