

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-24	BRP:	Jayakrishnan B
Brand:	Hyundai	Contact Person :	Bennett Dcunha
Project Title :	Test drive activation		
Category:	Events/Activation		

Background

Hyundai wants to increase thier test drive in the Malabar region and Trivandrum.

Communication Objective

Increase test drive

Target Audience

Public

Focus of Communication

We should make the public to take a test drive

Proposition

na

Reasons why consumers will believe/buy

na

Deliverables/Execution Specifics

On-ground activation concepts

Check List

na

Comments if any

They have original goodies of Chelsea we can use it for activities.

Deadline

24.10.19