

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-25	BRP:	Aswathy Das
Brand:	CCL Group	Contact Person :	Sathish Kurian
Project Title :	AIC and Mados Global Stationery		
Category:	Brand Design		

**Background**

AIC and Mados Global are the two subsidiary companies of CCL. They don't have a proper logo and brand collateral. The theme of Mados Global has already been given.

**Communication Objective**

To create their brand logo, business card, and letterhead.

**Target Audience**

Stakeholders of AIC and Mados Global.

**Focus of Communication**

N.A.

**Proposition**

N.A.

**Reasons why consumers will believe/buy**

N.A.

**Deliverables/Execution Specifics**

1) AIC business card and letterhead 2) Mados Global business card and letterhead

**Check List**

Yes.

**Comments if any**

Make it according to the given instructions and theme.

**Deadline**

25/10/19