

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-19	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Bibitha
Project Title :	Magnum Opus mailer		
Category:	Digital Marketing		

Background

Dream Flower is a prominent builder in Kochi who completed 50 projects on time in Kochi and its vicinity. Prompt and timely delivery of projects on time is a highlighted point about the builder. Magnum Opus is the new project which had stone laying on 1st of September. We have to do a mailer to inform people about their 59th project Magnum Opus.

Communication Objective

- Goal of the mailer is to generate maximum sales enquiries for the new project Magnum Opus and also want to cement their position as the prompt and timely builder in Kochi who delivered their 50th project also on time.
- 50th projects delivered again on time is the key point to highlight in the communication.

Target Audience

Clients who are looking for midsized/mid budgeted luxury apartments.

Focus of Communication

The customer should get the feel that the builder is solid and trustworthy. The company launching new projects in residential locations and handing over affordable luxury homes on the promised time. A customer who is looking for a new luxury home in the mid sized/mid budgeted segment, Dream Flower shall be their first choice in Kochi.

Proposition

Highlight the delivery of 50th project as prime in the communication and setting new best promises to keep it again. Also 59th Project & the elevation of Magnum Opus

Reasons why consumers will believe/buy

50 completed projects itself is a remarkable achievement. Keep on delivering promises are the prime quality of any builder

Deliverables/Execution Specifics

Medium - Social Media Size - Usual size of mailer

Check List

Previous Mailer

Comments if any

59th project Dreamflower Magnum Opus located at Perandoor Junction, Elamakkara. There are 42 Luxury flats (12 units of 3BHK & 30 units of 2BHK) in 31.5 cents of land.

Deadline

19.09.19