Organic BPS

Project Brief Document (PBD)

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Brand: ASSET HOMES Contact Person: Rajeev

Project Title: ID CARDS - OCTOBER 2019

Category: Brand Design

Background

We need to make ID cards for the new employees attached. Format is just the same as we do earlier

Communication Objective

We need to make ID cards for the new employees attached. Format is just the same as we do earlier

Target Audience

Employees and customers of Asset Homes

Focus of Communication

We need to make ID cards for the new employees attached. Format is just the same as we do earlier

Proposition

We need to make ID cards for the new employees attached. Format is just the same as we do earlier

Reasons why consumers will believe/buy

We need to make ID cards for the new employees attached. Format is just the same as we do earlier

Deliverables/Execution Specifics

ID cards for 5 employees Address and images are attached with the brief.

Check List

Earlier ID cards

Comments if any

NA

Deadline

NA