

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-09	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Diary Back page proof check		
Category:	Content		

Background

Proof Check the back page of the Diary attached

Communication Objective

Proof Check the back page of the Diary attached

Target Audience

Proof Check the back page of the Diary attached

Focus of Communication

Proof Check the back page of the Diary attached

Proposition

Proof Check the back page of the Diary attached

Reasons why consumers will believe/buy

Proof Check the back page of the Diary attached

Deliverables/Execution Specifics

back page of the Diary

Check List

NA

Comments if any

NA

Deadline

09.10.2019