

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-22	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Sunil Kumar V
Project Title :	FB post announcing Oman Visit		
Category:	Digital Marketing		

Background

Asset Homes conducts overseas sales tour to pitch potential customers who are looking to buy homes in Kerala.

Communication Objective

To let existing and potential customers know that the Asset Homes Senior Management team is in Oman, so that they can contact, know more and buy homes from Oman itself.

Target Audience

Existing and Potential NRI customers from Oman

Focus of Communication

TG must feel that Asset Homes Team has arrived in Oman with the widest choice of best homes from Kerala.

Proposition

Asset Homes Arrives in Oman with the best homes in Kerala from 24th to 27th October 2019

Reasons why consumers will believe/buy

Asset Homes is a name synonymous with quality and the widest choice of homes in Kerala. Undoubtedly the No.1 builder in Kerala, this is the golden opportunity for home buyers from Oman to have direct interactions with the sales team and buy their dream homes

Deliverables/Execution Specifics

FB post 900*600

Check List

Please check the earlier Qatar and Dubai visit posts

Comments if any

NA

Deadline

22.10.2019