

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	International day for the elderly		
Category:	Digital Marketing		

Background

International Day for the elderly is celebrated on OCT 1.

Communication Objective

To honour the elderly both at home and in our society.

Target Audience

All

Focus of Communication

Asset Homes has always honoured the elderly especially with events such as Mathruvandanam and likewise. We also have homes that are friendly to our elders. So we want the TG to feel that at Asset we value our elders and our homes provide the perfect niche for them as well

Proposition

A perfect niche of comfort and convenience, for life.

Reasons why consumers will believe/buy

Our elder friendly homes

Deliverables/Execution Specifics

Two options for Social media posts 900*600

Check List

Please refer ads from Skyline, Sobha and Godrej

Comments if any

NA

Deadline

30-09-2019