

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-17	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Faruqu KA
Project Title :	Leaflet for Asset Floris		
Category:	Outdoor		

Background

Proolutions is the marketing activity partner of Asset Homes. They are planning to do an activity, promoting Asset Floris among the doctors and staff of Aster Medcity.

Communication Objective

To let the customers know more about Asset Floris project and generate leads/calls for the same.

Target Audience

Doctors and Staff of Aster Medcity

Focus of Communication

To let the customers know more about Asset Floris project and generate leads/calls for the same.

Proposition

The Haven of Harmony is here!

Reasons why consumers will believe/buy

Asset Homes has always been synonymous with quality, luxury and choice.

Deliverables/Execution Specifics

A4 single fold leaflet. Asset Floris In tune with the times Aesthetic design, contemporary in style, with all modern facilities that meet international standards of quality - that is Asset Floris you. With an elegant, sleek lifestyle of luxury of utmost quality and ultimate comfort, Asset Floris offers a warm ambience both indoors and outdoors. Page 1 H/l : The Haven of Harmony is here! Vis : Elevation Shot of Asset Floris, Image of Prithviraj, Insurance + Warranty - Conditions Apply Call : 98464 99999 Page 2 H/L: In tune with Life Less stress and more quality life time - that is life at Asset Floris of you; with premium educational institutions, hospitals, transportation hubs, shopping malls and places of worship, all at a short distance. Rest assured you are one step closer to being at the core of Kochi's bright future. Vis : Use proximity chart, location map Page 3 H/L: In tune with the times Aesthetic design, contemporary in style, with all modern facilities that meet international standards of quality - that is Asset Floris you. With an elegant, sleek lifestyle of luxury of utmost quality and ultimate comfort, Asset Floris offers a warm ambience both indoors and outdoors. Vis : Images of luxury amenities Page 4: Asset Delight Contact details Call : 98464 99999 Corporate address Email website QR code

Check List

Please refer the moon grace A4 leaflet attached.

Comments if any

NA

Deadline

18.10.2019