

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-09-20	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Sunildas
Project Title :	Paper Inserts for Asset Castle		
Category:	Printing		

**Background**

Asset Homes has 28 ongoing projects across 15 towns of Kerala. They would like to scale their sales with active promotions of their various projects on a location basis.

**Communication Objective**

Want to let customers know about the project Asset Castle with actual photographs.

**Target Audience**

Prospective customers in Kottayam, Chottanikara & Thripunitra

**Focus of Communication**

The TG must be able to find out that villas are available from just Rs 85 lakhs

**Proposition**

DA2+ quality comes home at just Rs 85 Lakhs

**Reasons why consumers will believe/buy**

Asset has always been providing affordable housing with quality

**Deliverables/Execution Specifics**

Flyer - A4 size Theme : Villas starting from 85 lakh. ( Include actual photos ) 2nd page : All projects in Kochin. Hoarding - with the same communication (Small hoarding 10x10 size in different locations) WhatsApp and E Mailer 900\*600 Villa starting from Rs 85 lakhs

**Check List**

Please use the actual photographs of the project.

**Comments if any**

NA

**Deadline**

24.09.2019