

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-31	BRP:	Sameera Lal
Brand:	Soman's leisure Tours India Pvt.Ltd	Contact Person :	Penta Kuriakose
Project Title :	Europe ad		
Category:	Print Advertising		

Background

Soman's Leisure Tours needs 3 insertion classified advertisements in all kerala edition

Communication Objective

NA

Target Audience

Everyone

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Soman's Leisure Tours needs 3 insertion classified advertisements in all kerala edition. Matter attached

Check List

NA

Comments if any

NA

Deadline

31.10.19