

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

Date:	2019-10-29	BRP:	Sameera Lal
Brand:	Olive Builders	Contact Person :	Eldho
Project Title :	Quarter Page ad		
Category:	Print Advertising		

**Background**

Olive Builders was launched in 1983 by Dr Mathai PV, a visionary committed to building world-class homes that match the aspiration of Indian home-buyers. They wanted to give a quarter page ad in Times of India 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**

Olive builders wanted to give a quarter page ad in Times of India all kerala edition. I will attach the advertisement when i get it

**Check List**

NA

**Comments if any**

NA

**Deadline**

29.10.19