

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-09-23	BRP:	Sameera Lal
Brand:	Dreamflower Housing Projects Pvt.Ltd.	Contact Person :	Dhanya Vijayakymar
Project Title :	OLX Branding		
Category:	Digital Marketing		

#### **Background**

Dream Flower is a prominent builder in Kochi who completed 50 projects on time in Kochi and its vicinity. Prompt and timely delivery of projects on time is a highlighted point about the builder. They need OLX branding for their 3 new projects (Bel Canto, Santa Maria, Magnum Opus)

#### **Communication Objective**

- Objective of this communication to connect with the potential customers who really looking for budget homes in Kochi from a quality builder. OLX is such platform where we can connect with the actual buyers and sellers.

#### **Target Audience**

Clients who are looking for midsized/mid budgeted luxury apartments.

#### **Focus of Communication**

The customer should get the feel that the builder is solid and trustworthy. The customer should get a fair idea about the builder at a glance. • Delivered 50 projects on time • New projects launched at the best locations around • Best price These details shall be highlighted in loud

#### **Proposition**

Highlight the Project's name, Elevation in the communication.

#### **Reasons why consumers will believe/buy**

50 completed projects itself is a remarkable achievement. Keep on delivering promises are the prime quality of any builder.

#### **Deliverables/Execution Specifics**

Medium - Social Media OLX branding for their 3 new projects (Bel Canto, Santa Maria, Magnum Opus) Size - need two creative with these sizes - 540 x 300 (need the creative with less than 70 kb), 720 x 1180 (need the creative with less than 200 kb)

**Check List**

Attached the creative which OLX done for the same project. But the client didn't like it. So, we have to do a fresh creative for the same.

**Comments if any**

They need 2 creatives in total

**Deadline**

23.09.19