

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-29	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Kerala Piravi		
Category:	Digital Marketing		

Background

Kerala Piravi celebrated on the first of November every year to commemorate the creation of Kerala State

Communication Objective

A feeling of nostalgia and pride among the TG about a home in Kerala, preferably Asset Homes

Target Audience

All

Focus of Communication

A feeling of nostalgia and pride among the TG about a home in Kerala, preferably Asset Homes

Proposition

A feeling of nostalgia and pride among the TG about a home in Kerala, preferably Asset Homes

Reasons why consumers will believe/buy

Asset Homes gives you the best homes across Kerala

Deliverables/Execution Specifics

SM post 900*600

Check List

NA

Comments if any

NA

Deadline

29.10.2019