

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-25	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Birthday Cards November		
Category:	Brand Design		

Background

Asset Homes sends out customised Birthday cards to its employees

Communication Objective

Customised Birthday Cards to employees

Target Audience

Employees

Focus of Communication

Customised Birthday Cards to employees

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Birthday Cards

Check List

NA

Comments if any

NA

Deadline

25.10.2019