

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Gandhi Jayanthi		
Category:	Digital Marketing		

Background

The celebration of the beloved father of our nation's birthday.

Communication Objective

Instill the lessons of Gandhi in our daily life like truth, simplicity and peace. These principles align with the morals of Asset Homes.

Target Audience

All

Focus of Communication

TG must feel a sense of trust towards the brand.

Proposition

Gandhi's principles have never vanished, they reappear in the deeds of Asset Homes

Reasons why consumers will believe/buy

The lessons of Gandhi in our daily life like truth, simplicity and peace align with the morals of Asset Homes.

Deliverables/Execution Specifics

Two options Option 1 See if you can bring any of his principles and connect it with Asset's motto, as we have been following this principle that has made us responsible and successful with the trust of more than 3000 families across the world. Option 2 A direct option highlighting any of Gandhiji's achievement and convert that into a typographical route. WhatsApp - 900*600 Two Options

Check List

NA

Comments if any

NA

Deadline

30-09-2019