

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-08	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	DDUGKY Asset Homes		
Category:	Print Advertising		

Background

Asset homes will be launching a new initiative under the aegis of Ministry of Rural Development to train unemployed rural youths between 18 to 35 years having completed education ranging from 8th to 12th standard

Communication Objective

To let maximum number of people know about this unique programme and have maximum participation

Target Audience

unemployed rural youths between 18 to 35 years having completed education ranging from 8th to 12th standard

Focus of Communication

A rare opportunity to be skillful employees

Proposition

A rare opportunity to be skillful employees

Reasons why consumers will believe/buy

Asset Homes has always been synonymous with trust and social responsibility

Deliverables/Execution Specifics

Translation of the attached content Print Ad - Details would be given soon

Check List

NA

Comments if any

NA

Deadline

10.10.2019