

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-17	BRP:	Jayakrishnan B
Brand:	Ahalia	Contact Person :	Bhuvanedran
Project Title :	Office Branding		
Category:	Brand Design		

Background

Ahalia Finforex is shifting their corporate office to a new building at MG Road kochi

Communication Objective

Office branding

Target Audience

Customers and public

Focus of Communication

Customers and public should understand Ahalia office is functioning in the building

Proposition

na

Reasons why consumers will believe/buy

na

Deliverables/Execution Specifics

Branding board- 8'x38'.4" (Logo, Asha sarath image & image of hospital) Vinyl sticker - 178"x91"(Ahalia logo)

Check List

refer brochure for hospital image

Comments if any

na

Deadline

17.10.19