

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-04	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Wall of Fame		
Category:	Printing		

Background

Need to design certificate for Asset Wall of Fame for May 2019

Communication Objective

Need to design certificate for Asset Wall of Fame for May 2019

Target Audience

Employees of Asset Homes

Focus of Communication

Recognition of good work

Proposition

Mrs. Indu Rajesh, Manager-Asset Delight received the Performer Award under the initiative of Wall of Fame in September 2019 in recognition of her dedication, commitment and leadership to the meticulous coordination and successful execution of warranty scheme and OCCPS scheme initiated by the company.

Reasons why consumers will believe/buy

Mrs. Indu Rajesh, Manager-Asset Delight received the Performer Award under the initiative of Wall of Fame in September 2019 in recognition of her dedication, commitment and leadership to the meticulous coordination and successful execution of warranty scheme and OCCPS scheme initiated by the company.

Deliverables/Execution Specifics

Mrs. Indu Rajesh, Manager-Asset Delight received the Performer Award under the initiative of Wall of Fame in September 2019 in recognition of her dedication, commitment and leadership to the meticulous coordination and successful execution of warranty scheme and OCCPS scheme initiated by the company. A4 Asset Wall of Fame

Check List

A4 Asset Wall of Fame

Comments if any

NA

Deadline

NA