

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-10	BRP:	Sameera Lal
Brand:	Kochukudy Nutmeg Plantations	Contact Person :	Jossy
Project Title :	Karshakasree ad		
Category:	Print Advertising		

Background

Started 3 decades back, by Mr. George Mathew, Kochulcudiyil Nutmeg plantation has conducted research in nutmeg plants since its formation. The Kochukudy Nutmeg Nursery under the leadership of Mr. Jose Mathew, has been actively propagating the high yielding variety among the farmers of the State.

Communication Objective

The Kochukudy variety of nutmeg has many advantages over other varieties. They have to show their specialities through a full page ad in Karshakasree magazine

Target Audience

Every Karshakasree readers

Focus of Communication

Everyone who reads karshakasree magazine must notice the advertisement & they also want to increase the sale of their product .

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Full Page advertisement in Karshakasree Magazine. Colour. They have to show their specialities .

Check List

Reference ad

Comments if any

NA

Deadline

10.10.19