

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-01	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Birthday Cards		
Category:	Printing		

Background

Asset Homes sends Birthday cards to their employees

Communication Objective

Asset Homes sends Birthday cards to their employees

Target Audience

Staff of Asset Homes

Focus of Communication

That Asset remembers their birthday

Proposition

Birthday Card

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Birthday Cards

Check List

Check older Birthday cards

Comments if any

NA

Deadline

01.10.2019