# **Organic BPS**

### **Project Brief Document (PBD)**

Date: 2019-09-19 BRP: Sameera Lal

Brand: Saviyo Contact Person: Saviyo

Project Title: Real Estate ad on saturday & sunday

Category: Print Advertising

### **Background**

A Real Estate Client

# **Communication Objective**

NA

### **Target Audience**

Malayala manorama Readers

### **Focus of Communication**

NA

### **Proposition**

NA

### Reasons why consumers will believe/buy

NA

### **Deliverables/Execution Specifics**

Classified ad with running matter in manorama kochi edition on coming 11 saturdays & sundays

### **Check List**

NA

# **Comments if any**

#### **Deadline**

19.09.19