

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-27	BRP:	Jayakrishnan B
Brand:	Ahalia	Contact Person :	Bhuvanedran
Project Title :	Money exchange Hoardings & Poster		
Category:	Outdoor		

Background

Ahalia Finforex , a financial service provider with a legacy of 20 years in the sector. Ahalia provides different services like loans, Forex, Money transfer, wealth management and travel solutions.

Communication Objective

To let people know more about Ahalia money exchange services and use it.

Target Audience

People who transfer money

Focus of Communication

Ahalia money exchange is the best option when it comes to money exchange/transfer Highlights: To & fro Money Exchange to any part of the world Currency exchange Authorized money exchange/transfer company 20 years experience Prompt reach

Proposition

Authorized money exchange firm with a legacy of 20 years

Reasons why consumers will believe/buy

Company holds NBFC (Non-Banking Financial Company) and FFMC (Full-Fledged Money Changer) licenses from the Reserve Bank of India. Started money exchange/Transfer service 20 years back

Deliverables/Execution Specifics

Hoardings and Wall posters.

Check List

Refer previous hoardings of money exchange

Comments if any

Rework caption and name Use Asha Sharth's image (Costume Saree)

Deadline

30/09/2019