



Packaging Design Brief

PROJECT NAME: _____

Challenge

<p>Project Objectives: Ideally quantified, time-bound targets (ie. increase market share, sales, listings etc.)</p>	
<p>Requirements for b² Retail Solutions: Role of agency to meet the objective.</p>	

Brand Strategy

<p>Target Market: Profile of target consumer – age, gender, locality, preferences.</p>	
<p>Unique Selling Proposition (USP): Single most important benefit of the brand to the target market.</p>	
<p>USP Support: Key research/product information to validate the USP.</p>	
<p>Communications Hierarchy: Items required in the design – list in rank and order.</p>	
<p>Brand Personality: Attach Brand Key or list primary brand attributes.</p>	
<p>Category Background: Competitors/market share, relevant history, future of category.</p>	

Research

<p>Pre-Design Research:</p>	<p><input type="checkbox"/> Existing <input type="checkbox"/> To be Conducted <input type="checkbox"/> None If existing, please attach research to brief.</p>
<p>Will the Concepts be Researched?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please outline research methods:</p>



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Executorial Details

<p>Dielines:</p>	<input type="checkbox"/> Existing <input type="checkbox"/> New & Available <input type="checkbox"/> Still to come (timing): _____ Dieline Number(s): _____																							
<p>Structural Package Samples:</p>	<input type="checkbox"/> Available <input type="checkbox"/> Unavailable Samples need to be returned after use.																							
<p>Regional Harmonization: Note: For maximum cost savings, artwork should not begin before the master design is approved.</p>	Master Artwork Approved? <input type="checkbox"/> Yes <input type="checkbox"/> No High Resolution Files Available? <input type="checkbox"/> Yes <input type="checkbox"/> No																							
<p>Copy:</p>	Copy Attached for all SKUs? <input type="checkbox"/> Yes <input type="checkbox"/> No Copy Approved by Internal Partners? <input type="checkbox"/> Yes <input type="checkbox"/> No (Marketing, Legal, Development) Translation? <input type="checkbox"/> Attached <input type="checkbox"/> To Come <input type="checkbox"/> Supplied by b ² Comments:																							
<p>Printing Method:</p>	<input type="checkbox"/> Offset <input type="checkbox"/> Gravure <input type="checkbox"/> Flexo <input type="checkbox"/> Silkscreen Special Print Methods: _____ Eg. Embossing, hotstamp etc. Number of print colors: _____ List PMS colors Printer: _____ Contact: _____																							
<p>SKU list: Complete chart or attach a list if additional space is required.</p>	<table border="1"> <thead> <tr> <th>Flavor</th> <th>Weight</th> <th>Comp. Code</th> <th>UPC</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>	Flavor	Weight	Comp. Code	UPC																			
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<p>Miscellaneous Requirements /Comments:</p>																								



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Digital Asset Management

Approvals via PDF:	Approvals can be made by PDF after initial design phase to save time and costs: <input type="checkbox"/> Yes <input type="checkbox"/> No
Digital Brand Center: Load files to our Digital Brand Center (if applicable) at the end of the project.	<input type="checkbox"/> Package 3Ds <input type="checkbox"/> Photography <input type="checkbox"/> Brand Logos <input type="checkbox"/> Trade Materials <input type="checkbox"/> Final Production PDFs <input type="checkbox"/> Shelf Set <input type="checkbox"/> Other: _____

Timing/Budget/Approvals

Key Timeline/Due Dates:	Phase:	Timeline:	(MM/DD/YYYY)
	Design Approval:		
	Sales Sample Artwork:		
	Production Artwork for Pre-Press/Approval:		
	Production Artwork to Printer:		
Budget:			
Approval Chain:	Design Approval	Sign-off Required By:	
	Production Art Approval	Sign-off Required By:	
	Pre-Press Approval	Sign-off Required By:	

Design Brief Created by: _____ Date: _____