

PACKAGING DESIGN BRIEF

When briefing your design specialist about the development of your packaging brief, you need to think carefully about developing a guide that will influence any designer you choose to work with your way of capturing in words what you want your brand to stand for.

PACKAGING & COMMUNICATIONS BRIEF

PRODUCT BACKGROUND

(keep this brief, focusing on the facts and insights that will give the designer something useful and distinctive that they can work with)

CORE ISSUES ABOUT THE PRODUCT

(what are the main reasons for creating the product - what pain points of the consumer are you fulfilling with your product?)

OBJECTIVES

(be really clear about exactly what you are wanting to convey, rather than just a general list)

TARGET AUDIENCE

(who do you want to speak to eg. consumer, trade - in Australia or overseas? Try to bring them alive by talking about what your brand will do for them - refer to your customer avatar)

KEY MESSAGES/CORE ESSENCE

(what do you want to say, that really makes your brand different? Use your Brand Model as inputs here)

STONE OF VOICE

(You need to think about both your brand's personality and the people who are receiving the message)

DELIVERABLES

In-Store: On what shelf/in what kind of display cabinet? How many facings will you normally get in-store?/ What packs will usually be alongside it?

DESIGN CONSIDERATIONS

Physical or graphic elements eg. logo, colours, graphic devices, and whether there is flexibility in the design of these elements. Technical Specs: Dimensions/Printing method/ Number of colours

PHOTOGRAPHY STYLE

(Are you using stock images or want your own? Should they be lifestyle/product focused? Do you require photography to be commissioned?)

TIMINGS

(When do you want the design completed by - work backwards from when you need the product on the shelf and take into account the printing delivery time)

BUDGET

CONTACT DETAILS

Include details of your printer or any other third party that is relevant