

PACKAGING DESIGN BRIEF TEMPLATE



PACKAGING DESIGN BRIEF

Project Title

Date

Brand

Client Phone

Client Name

Client E-Mail

PROJECT OVERVIEW

Background

What is the current state of the packaging/product design? Why does it need to be changed?

Project Objectives

What are the package design needs?

Challenges

What are the hurdles you want the packaging to overcome?

STRATEGIC DETAILS

Marketing Objectives

What are the business goals you hope to achieve?

Target Audience

Who is the intended market for this packaging?

Brand Positioning

Identify key elements of the brand positioning. What is unique selling proposition?

Research And Insights

Are there any key research findings and/or insights that can be shared?

Competitive Set

Who are the primary competitors? What key elements of their branding make them stand out?

PACKAGING REQUIREMENTS

Package Design Objectives

What does the brand want to own from a category leadership perspective? What do they hope to achieve through their packaging?

Creative Mandatories

What are the design elements that the package design must include?

Number of Options

How many design options are required? Are there any mandatory options needed and if so, what are they?

Medium / Substrate Details

Include any additional information about the package materials and format. (E.g. Printing specs, number of colors, unique dieline, etc.)

Deliverables

What are the file types, dimensions or any specific deliverables formats the client is requesting?
