

DESIGN PROJECT DETAILS

Company and Brand Name	
Project Name	
Project Contact	
Date Brief Issued	

PROJECT REQUIREMENTS OVERVIEW

PROJECT OVERVIEW | *Outline the key aspects of the project*

PROJECT OBJECTIVES | *Explain what the design being briefed needs to achieve*

TARGET AUDIENCE | *List your target consumer groups & use your Consumer Personas to paint a picture of each group*

CONSUMER INSIGHT | *Share your consumer insight – highlight the functional, social and emotional needs that motivate each target group*

BRAND POSITIONING | *Use your Product Strategy Workbook to explain what you know to be your unique selling proposition*

DESIRED REACTION | *Define the emotions and reactions that you wish your design to evoke in your target customers*

COMPETITOR ANALYSIS | *Share the research you completed in your Benchmarking and Product Strategy Workbook to demonstrate what your competitors are doing*

SPECIFIC PACKAGING REQUIREMENTS

PACKAGING EXAMPLES | *Collect a range of visual examples of packaging that you like & explain what elements appeal to you – for inspiration these could be from any sector, but also include direct competitors in your target sector*

CREATIVE MUST-HAVES | *List the elements which absolutely must be included in the design*

PACKAGING OBJECTIVES | *Outline the goal of the packaging for your product and brand*

PRACTICAL PRODUCTION DETAILS | *Include the target design budget, desired costs per pack, print and printer details etc*

PACK SPECIFICATIONS | *Explain*

- 1. what type of packaging you need the design for – e.g. box, sleeve, label, pouch*
- 2. what materials you will be using e.g. board, in-mold labelling, adhesive label, plastic pouch or bottle*
- 3. the size & shape of packaging desired, include a keyline/dieline drawing if you have one or indicate if you wish the designer to initiate this*
- 4. the on-shelf orientation of the pack (i.e. displayed with the front face or side face forwards)*

PACK COPY | *List the information that needs to be on the pack*

Title:
Product descriptor:
Marketing copy:
Size:
Ingredients:
Nutritionals:
Cooking and storage instructions:
Contact details and addresses:
Recycling information:
Legal or regulatory information required:
Translations:
Other:

MESSAGING HEIRARCHY | *Explain the sequence of your trigger messages – this will be based on your target consumers' purchasing decision making*

DESIGNER DELIVERABLES | *List the deliverables that you require – these might include 2D/flat designs in PDF or other formats for review and checking, 3D images and/or design boards to seek feedback from consumers or buyers at your target customers, physical mockups for trade shows etc. Print-ready files for your nominated printer.*

All your requirements will attract a corresponding cost.

TIMELINE | *Set out your Project Timeline, list the key milestones such as consumer research dates, presentations to important clients, trade exhibitions and define the file to print and launch dates*

OTHER | *Include any other information you feel is important for the designer to know*