

Packaging Brief

For use in first meeting with client to scope out major project requirements;
and for comprehensive studio briefing.



Project title:	Briefing date:
Company:	Budget:
Brand:	PO number:
Product:	Client name:
Category:	Contact number:
Deadline:	Brief taken by:
Team and roles:	

OVERVIEW

Requirement summary:	
New artwork / update to existing artwork	New product(s) / new design for existing product(s)
Single product / range	Packaging for: Product / outer packaging / multi-pack
Description of product(s) and usage:	
Budget and/or cost per unit limitation	Sell price(s) of product (or, low or high price?)
Packaging material: Film / cardboard / metal / glass / solid plastic / other:	Packaging type: Bottle / carton / pottle / can / other:
Packing method: Hand / continuous / automatic / aseptic (sterile) / other:	Packaging size(s):

CRITICAL PATH (TIMELINE)

Working backwards from delivery, consider time allowances for:

- > In-store (or availability) date
- > Distribution
- > Product packing
- > Delivery
- > Printing and finishing
- > Pre-flighting file
- > Check barcode
- > Final proof checking and sign off
- > Prototyping / testing on production or filling line / tests for shelf life, odour transfer and/or product protection
- > Design, proofing (2D/flat and 3D mockups), and approval process
- > Research and competitor analysis
- > Briefing and gathering all components

THE PRODUCTS

Competitors: Who are the major and minor competitors? What are they doing right or wrong with their packaging?

Who will buy the product(s)? Demographics and psychographics.

(e.g. Who are they? Why do they need this product? What do we know about them? How do they feel? What do they like? What motivates them?)

Where will the product(s) be displayed / sold?

- > Key channels:
- > Store placement (e.g. shelf, dump bins, pallet):
- > Shelf height or restrictions:
- > Display parameters:

Consumer considerations	<ul style="list-style-type: none"> > Buying, transporting, storing, using, eating, disposing
Product considerations	<ul style="list-style-type: none"> > Purpose: containment, preservation, protection, distribution, presentation for communication/promotion/selling > Shelf life > Structural design > Protection from damage (e.g. fragility, dropping, crushing, shunting) > Protection of product contents, or protection from external environment and distribution (e.g. moisture, odour, liquid, temperature, light/UV, leaching) > Graphic design > End-use by consumer: convenient, dispensable, ergonomic, information > Legal and regulatory requirements
Process considerations	<ul style="list-style-type: none"> > Preservation of food, processing ability, interaction with processing > Quality assurance > Handling > Production line ability in making, forming, filling, closing > Nestable (when empty)
Distribution considerations	<ul style="list-style-type: none"> > Outer packing, unitisation, transport, logistics, storage conditions
Retailer considerations	<ul style="list-style-type: none"> > Storage, display, communication, bar coding, tamper-proofing, stackable
Environment considerations	<ul style="list-style-type: none"> > Resources used: energy, raw materials > Sustainability > Environmental responsibility > Minimisation > Waste: prevention, reduce, reuse, recycle, or disposable
Storage times and/or shelf life (under normal conditions/usage): <ul style="list-style-type: none"> > Manufacturing: > Warehouse: > Wholesale: > Retail: > End user: 	

PRODUCTION

Printing company + contact name and number:

If printing overseas:

- > Will there be language issues?
- > What print-ready file format does the printer require?
- > Who will be in attendance to do the press check?
- > Printing lead-time including freight:

Pack and/or label measurements: w x h x d (mm / inches)

Printing method: Offset / digital / screenprinting / flexographic / other

Who is managing the printing process? You / your client / a consultant / other

Stock / substrate:

- > Cardboard, solid plastic, film, glass, metal, other:
- > Weight:
- > What type/grade is considered most appropriate?
- > Will the packaging touch food contents (food-safe materials required)?
- > Will verification paperwork need to be supplied by paper/ink manufacturers and/or printing company?

Quantity(s):

Diecutting: Will the die line be supplied or will you need to create it?

Sealing: Is this required? How are the edges sealed? Is the top sealed? Does this affect the printable area?

Inks: Are food-safe inks required? The number of colours (4-colour, spot)?

Finishing: Is lamination or other special finishing required?

Special requirements or constraints:

CREATIVE DIRECTION

USP (unique selling point): What is the unique feature/benefit of the product?

Benefits: What are the main features/benefits of the product?

Brand: What are the qualities, values, essence and personality of the brand?

Company: What is the 'cultural attitude' or values of the company?

Tone: What tone/manner will fit this packaging?

Response: What do we want our target audience to:

- > Think:
- > Feel:
- > Do:

Interaction: How will the user interact with the product? Can they touch it? Is the product completely sealed? Would a die cut window be appropriate?

Proof: What are the facts or research that will reinforce what we say?

Challenge: What could go wrong? What do we need to avoid?

Existing collateral: Are there any existing collateral/campaigns/websites/promotions that we should use as a reference, or tie in with creatively?

Design considerations

Brand: (e.g. Logos, colours, fonts, images, bylines, etc.).

Dieline: Will the dieline be supplied or will you need to create it?

Barcode: Who will supply? *It is crucial to check that the barcode scans correctly before printing.*

Other codes: internal numbers, product codes, SKU number, stacking code.

Ingredients list

Legal requirements: Health, food and drug regulatory information; nutritional information, weight / volume; registration of trademarks.

Consumer labels and accreditations: What logos or information do you need to include?

Instructions: (e.g. “Keep refrigerated”, “shake well”, “refrigerate after opening”, serving size, serving suggestions)

Manufacturer’s name/address

Website

Copy: *(Note: ensure all copy is approved by client and legal before commencing design)*

Imagery: Photography, food styling, illustration.

‘Best before’ date: Yes / No

Packaging shape: Will your design have to allow for the curvature of the package or an irregular shape?

Range consistency: Will your design need to fit in with a range of products?

Special design requirements: (e.g. Price or promotional flash, multi-language copy, etc.)

NOTES