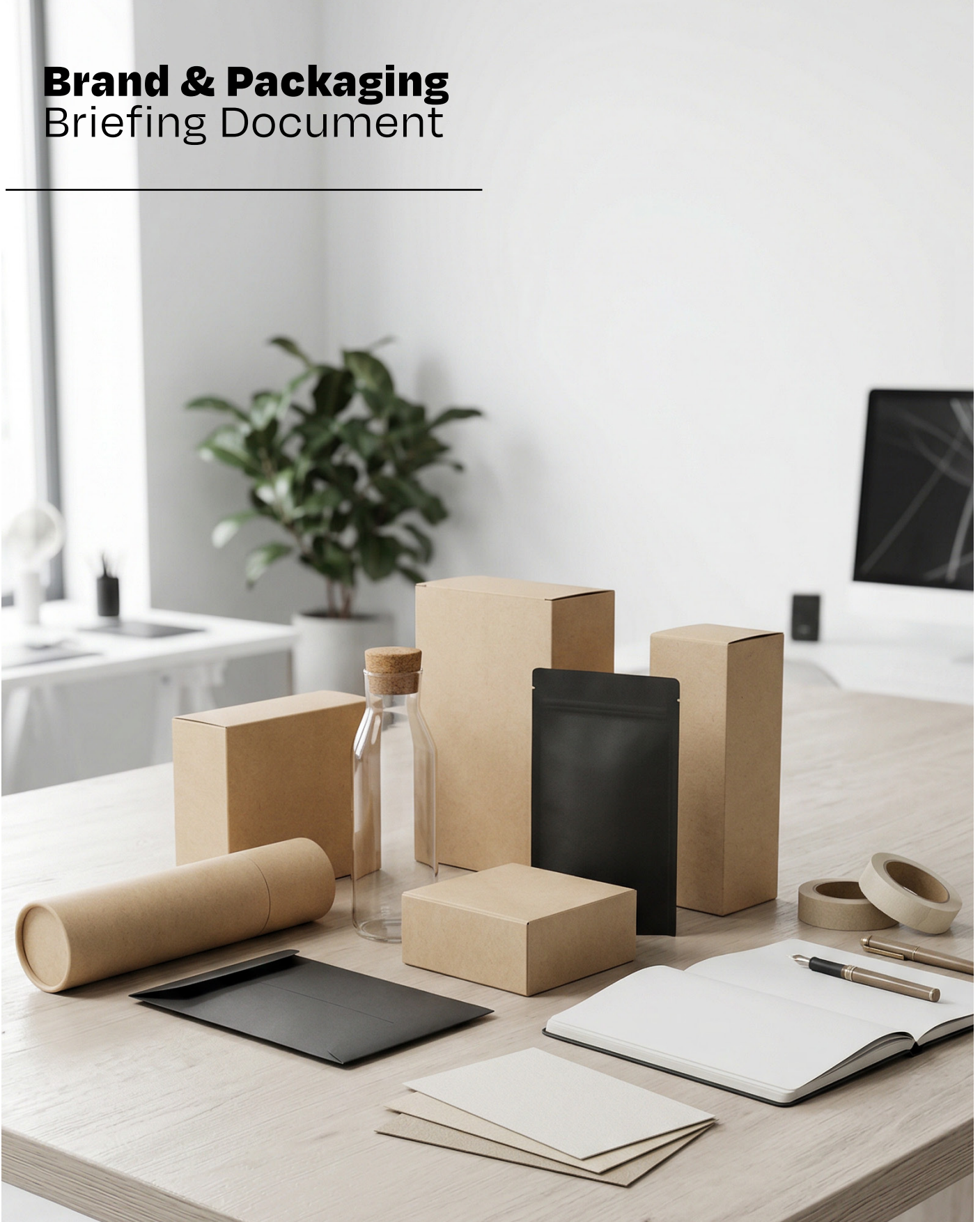




**Brand &
Packaging
Design.**

Brand & Packaging Briefing Document



The Brief

Clarifying the brand

BRANDING STRATEGY & DESIGN
COMPETITOR & TARGET MARKET RESEARCH
LOGO, BRAND & PACKAGING DESIGN
WEBSITE - SOCIAL MEDIA IMAGERY
SALES PRESENTATIONS
MERCHANDISE

Name:

Email Address:

Phone Number:

Company name:

Concept Deadline: dd-mm-yyyy

Final Art Deadline: dd-mm-yyyy

Launch Deadline: dd-mm-yyyy

Brand Name:

1. Project & Business Context

Describe your company in one line.

Describe the product. Is it multiple products?

Why is it good, why should consumers buy it?

Where is it sold and what is the price?

How are you currently reaching customers or partners?

Current situation: What is working well?

What is not working or holding the brand back?

Desired outcome:

What is the goal of this rebrand or packaging project?

Where do you want this part of the business to be in 12 months?

Who is the ideal Target Audience:



2. Brand Strategy Foundations

Do you know what your Brand stands for already?

Do you have Brand Positioning, Values, Mission, Vision, Personality?

Use single words that resonate the most with you. Don't overthink - Gutfeel is best. This is a starting point, we will refine it along the way. Think of the word Brand as a verb rather than a noun.

-Brand Positioning

Who is your ideal target market - where do you play?

-Brand Values

Your brand values help shape what makes your brand different, individual and irresistible to your prospects.

-Brand Mission/Purpose

Why did you start the brand? A reason for being beyond making money.
This will connect with consumers on a more emotional level.

-Brand Vision

A statement that paints a picture of the future of your brand

-Brand Personality: [> eg. Authoritative, helpful, trusted, confident, approachable, etc.]

Perception of Your Brand to outsiders - A set of human characteristics attributed to your Brand making it more relatable for your target audience.

-Facts & Symbols: [> eg. colours, flashes, history, symbols]

The Brief-p3

Clarifying the brand

BRANDING STRATEGY & DESIGN
COMPETITOR & TARGET MARKET RESEARCH
CORPORATE DESIGN - STATIONERY
WEBSITE - SOCIAL MEDIA IMAGERY
SALES PRESENTATIONS
MERCHANDISE

3. Your Story & Market Relevance

How did the company/brand start and why?

What problem does it solve?

Why do people buy your product or ingredient?

What motivates them to share, recommend or post about it?

What does your Brand stand for and are you clear and consistent in portraying this on all touchpoints?

Who are your inspirational brands, who do you admire?

**Who are your main competitors? Please provide URLs
How are you different from them?**



The Brief-p4

Clarifying the brand

BRANDING STRATEGY & DESIGN
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CORPORATE DESIGN - STATIONERY
WEBSITE - SOCIAL MEDIA IMAGERY
SALES PRESENTATIONS
MERCHANDISE

4. Brand Assets & Practical Information

Do you have existing brand guidelines?

Do you have any current brand assets? (logos, fonts, imagery, scientific diagrams, product sheets)

Do you have a website or social channels for each brand? Provide URLs.

Do you have existing product print and form specifications?

Do you have examples for reference? Images or actual product would be helpful.

When are deliverables required?

What is the approximate budget?

How critical is this project to the business right now?

5. Packaging-Specific Requirements

Packaging Copy

Descriptor, Romance copy, Claims (legally approved), Directions, Storage, Allergen Advice

Legal Information/Mandatories

Company name, Manufacturer, Ingredients, NIP, Country of Origin, URLs, Social handles

Do you already have barcodes in vector format? Do you need assistance?

Do you have pack codes?

PRODUCTION

Do you have your pack form (pouches/bags/bottles/tubes/sachets) ready?

Do you have die-lines ready?

Do you have old editable artwork?

Does it need imagery? Do you have imagery print ready? Is a photoshoot required?

Printer details:

Dielines per product:

Print specifications:

Digital/Offset/Flexo

Quantities:

CMYK/Pantone

Extra's - Varnishes/Foiling/Embossing

9. Brand Matrix

If your Brand was a mode of transport, what would it be and what colour? Why?

If your Brand was a house, what would it be and where would it be situated? Why?
> What is your favourite interior of the house and why?

If your Brand was a holiday, what & where would it be? Why?

If your Brand was a celebrity, who would it be and why?

If your Brand was a fashion Brand, What would that be and why?