

Checklist

FOR RETAIL PACKAGING CLIENTS

- **Homework before briefing a designer**
- Research your closest competitors
- Define your audience / Identify your ideal customer
- Find the true size of your market
- Identify your USP
- Test products - get legal advise on copy & claims
- Price your product - calculate all cost involved

- Create your logo + branding + packaging in one go.
- Supply vector format of your logo + Brand Guidelines

- **Production;**
- Packaging protection of product - transit/handling proof
- What type of packaging material (glass-plastic-paper)
- Size and shape of packaging
- Visibility of product - window or imagery
- Product photography for print not screen
- Eco-friendly packaging vs cost vs availability
- Get indicative production quotes - quantities - MOQ

- **On pack product details:**
- Romance copy about the product
- Tagline written for buyers memory
- Selling points or product benefits
- Usage directions
- Ingredients/Materials
- Nutritional Information (for food)
- Production and expiration dates
- Bar code GS1 approved
- Association marks
- Product certifications
- Manufacturer info

- **Create a launch plan**
- Sell Sheet to send to retailers
- Test material - showcase the real product in store
- Promotional display - shelf shipper
- Outer packaging bulk orders - different barcodes

Checklist

PACKAGING DESIGN BRIEF

1. OVERVIEW

This is sort of like a pitch, where you're introducing your brand and your product.

Provide your brand name, story, and how you plan to communicate and establish your brand through your products packaging. If you do not have these, this can be part of the briefing document, see brand design brief template.

2. THE OBJECTIVES OF YOUR PACKAGING DESIGN PROJECT

Consider how your current product packaging looks, and how you would like it to look in the future. What are your business goals. What does the packaging need to do. In aesthetic terms, it's not about what you think looks 'good', it's about identifying what your audience responds to best.

3. YOUR TARGET AUDIENCE AND MARKET

Who are you wanting to pick your products off the shelf? Do you need help with creating a customer persona?

4. THE PROBLEM YOU'RE FACING

The objective of your packaging design project is one thing, but the problem you're facing as a business is something else entirely. Both are important to list. Start with;

Does your product packaging have anything that sets it apart from competitors?

Does your product packaging reflect the price tag of the product?

5. PROJECT SPECIFIC INFORMATION

Some things to consider:

Your brand guidelines, previous artwork, dielines from printers

Where your brand is positioned in the market. The message you're trying to convey

Describe the products you're going to be packaging and what type of material you want to use. The size and how it needs to be used/opened. The copy information (Name, descriptor, NIPS, legal etc) that needs to be displayed

6. EXAMPLES OF WORK YOU LIKE

Include some packaging design examples that you like the look of. This could be in the form of links to other websites, screenshots, or a Pinterest board.

7. COMPETITOR INFORMATION

Regardless of what you're selling, there will always be other companies in the same space who are competing for the attention of your customers.

8. PROJECT TIMELINES

When do you want to launch and work backwards from there. Roughly estimate that it will take 6 weeks for a relatively small project, and this includes 1 or 2 products that need packaging. If there are more products/ product ranges then it would usually take up to 12 weeks to work out how everything fits together in a product family.

9. PROJECT BUDGET

By being clear with your budget early on, you can make sure everyone is on the same page before you get deeper into the project. And, that's the fairest way of doing business.

10. PROJECT DELIVERABLES

What files does your printer require or do you require print production?

How many units will be produced?

Do you require prototypes or physical mock-ups?

11. CONTACT INFORMATION

Detail the main point of contact for the agency. They should understand the goals, timelines, competitor information, target audience, and anything else that is relevant to the project. Detail preferred way of communicating, e.g. in person, on-line video conferencing, email, phone, text. Include what are the best hours in the day to communicate.