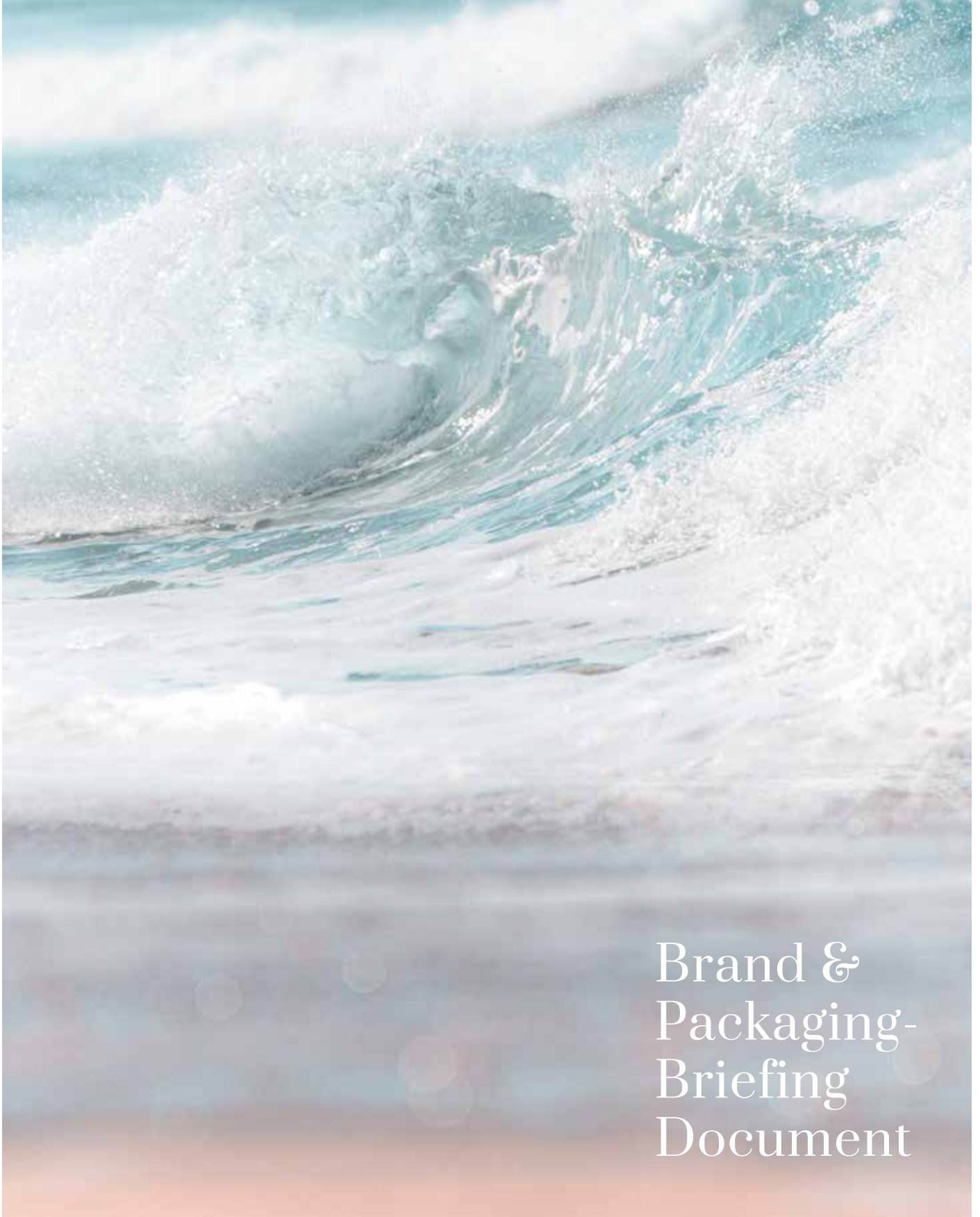




MEDALTALLY

**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:

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 getting customers?

Do you know how much it's costing you to get a new customer?

Current Situation - Issues - Problems: What is working and what is not.

Project Desired outcome: What is the ultimate goal of this?

Where do you want to grow this business to in the next 12 months



The Brief

Clarifying the brand

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

Do you have brand guidelines Y/N

Do you have any Brand assets/website? Please provide relevant digital files, Style Guide, URL of website/social media accounts.

Do you have Product Specifications & form?

Do you have examples for reference?

Who is your ideal Target audience

Competitor list – who do you admire

How are you different from them?

When is it required? Time Frames.

What is the Budget?

How important is it to your Business?

Do you need a pay-plan?

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MERCHANDISE

PACKAGING MANDATORIES

For each product a Datasheet with the below info will be required.
Let me know if you need help with this.

Product info: Descriptor copy, Romance copy, taglines, Claims, Use by, Storage advise, Allergen Advice

Legal info. – Company name, Manufacturerers Name, Ingredients, NIPS, Country of Origin

Barcodes – Do you have your barcodes ready? Do you need help getting them?

Pack codes

Website URL

Social Media handles

PRODUCTION

Do you have your bags/bottles/pack form 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



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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]

What should Your Brand contain?