

PACKAGING DESIGN REPORT



DRAFT:

DATE:

CREATIVITY

Inspiration:

Contribute all that inspires us and what we want to permeate to the project.

Inspiration should be different from market research, much more open and daring.

Brand:

Graphic and visual values. Concepts that are associated with the brand.

Codes to be respected by the designer.

Color code:

When it is predetermined or when it is part of the inspiration.

Format:

If it is defined or has to have a specific characteristic, such as the product must be exposed through a window.

Texture:

It is part of the experience we want to offer.

The sensations to the touch.

MARKETING

Objectives:

Objectives of this campaign or launch.

Target cost:

Defining it often avoids having to go backwards in conception or design.

Timing:

A project timing scheme will help everything go more smoothly.

Content:

Putting the content, size and photo (when you don't have it physically) will help to better define the format, the accommodation of the products...

Type of sale:

Regular sale, one shoot, Christmas campaign...

Distribution:

National, international, large centers, own stores...

Launch:

The scope of the project in units.

STRATEGY

Target:

Defining our target or ideal consumer will help us a lot to define visual codes.

Similar products:

A little benchmarking to find out what is being done in the market.

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