





Packaging Design Brief for GlamPackConsult

Hi There,

Thank you for choosing GlamPackConsult for your packaging.

Let us get to you know better. Let us meet your passion, vision and expectations.

To do so, tell us, in as many words as you feel comfortable to share, what we need to know about your goals, your brand and your product?

So where do we begin? How about from the start?

- When you of the product you thought of ?
- Product description
- The challenge you're facing
- What you want the packaging design to achieve
- Your target audience
- What the company does
- How your product differs from the competition

Feel free to answer what you can, just remember that the more you can offer in the first instance here, the better.

Project Objectives

In a scale of 1 to 5 How would you rate the importance of the below mentioned objectives, where 1 is least important and 5 is most important.

- Increasing brand awareness
- Generating more sales
- Launching a new product
- Improving shelf appeal
- The company is rebranding
- A new addition to an existing product range

Target Audience/Markets

Who your target audience is, as these are the people buying your products.

Therefore, every part of your packaging design from the colours used through to the language, needs to speak directly to your target audience.

You need to consider:

- Brands/influencers they buy or follow
- Their fears
- What their hobbies and interests are

This enables you to position the design of your packaging around their needs and preferences.

Project Specific Information

Project specific information can be tricky to outline in a packaging design brief as you don't want to restrict the project too much.

- **The type of products you're going to be packaging**
- **What is the product consistency**
- The size of the packaging
- The type of packaging you need (Bottle, cap, pumps, boxes, wrap, sleeve, pouch, etc) [Please refer to a separate sheet for more elaborated specifications for types of packaging]
- The type of material you want to use for the packaging
- The information that needs to be displayed
- How the packaging will open/ close

- What are the brand guidelines
- What is the message you're trying to convey
- Would your packaging be printed or labelled

Scope or Size of the Project

Is it a complete overhaul? Are you creating something new?

Examples of work you like

Showing your agency examples of work you like gives them an insight into what you're trying to achieve with your own packaging design.

As a result, include some examples of work that you like which could be in the form of links to other websites or screenshots of packaging.

Competitor Information

It's good to include some competitor information as you need to know what is happening on the shelf (or online platform) around you.

Try listing out:

- Their name
- Website link
- What you like about them
- What you don't like about them
- How you see yourself in relation to them
- Their position in the market (are they a leader, disrupter, or small player?)

Project Timescales

Use a table like the one below to outline your projects or if additional time lines needed to be added please add

Deadline for packaging design brief submissions	[date]
Invited GlamPackConsult to present proposal	[date]
GlamPackConsult confirmed appointed agent for sourcing packaging	[date]
Confirming suppliers/Vendors and placing orders	[date]

Samples to be received for testing compatibility and sustainability with the product [This process usually takes b/w 1-2 weeks]	[date]
Confirmed Lead time from suppliers/ETA	[date]
Project requested availability date ready	[date]
Plan production	[date]

Project Budget

Include a suggested budget, if possible, if not, a budget range.

Project Design

Have you considered the different elements required to complete your packaging design project such as :

- Do you have art designer for the artwork?
- Would there be a different artwork on the bottle/tube/jar and/or on the unit carton or shipper?
- What format would be available to be used for artwork (i.e. PDF, AI)?

Required Response

Please let GlamPackConsult, know what you're expecting in return, when, and how to submit it.

This could be as simple as:

- A written response to the brief
- Examples of relevant work
- Testimonials from happy clients

Do you have any concerns? You see, goals and objectives focus on where you want to be, while concerns are usually current and when addressed they can be resolved/reassured.

Kindest regards,

Beatris Moshkovich

GlamPackConsult

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