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CLIENT BRIEFING FORM

Project Information

Brand name, range of products, project leader, etc

Project Objectives

What is the objective of the project?

SCOPE AND TIMINGS

What is the background/history behind this project?

What is required to be developed and by when?

Research requirements



Communication Objectives

What is the product proposition / benefits?

What are the brands core values / current equity?

What are positioning strategies you would like to explore?

What single word or phrase summarises what you want to communicate?

What part will packaging play in the brand's total communication plan?

Are you looking for evolution, revolution or innovation?

What are the current packaging strengths and weaknesses?

Target Audience

Who buys this brand / product and why? - Demo Group

Describe a typical user



Competition

Who are the main competitors?

Look and Feel

How would you describe the look and feel of this new brand / product?

Does this follow the brand family look or does it create its own unique feel?

Mandatory Information

Brand name, variant info, net weight, legal info, etc

Hierarchy of Information

What is the hierarchy of information for the selling faces of the pack?

How strongly should the sub-brand be communicated in relation to the brand?

Are there product claims required and how strongly should they be communicated?



PLACEMENT/MERCHANDISING/CONSUMER TOUCH POINTS

How and where will the pack be merchandised in stores?

TECHNICAL ASPECTS

What printing method will be used?

What die lines are required?

REFERENCE MATERIAL

Do you have visual reference material to help explain parts of your brief (e.g. web sites, competitor packs, packaging forms, etc)