

KEEP YOUR ITEMS ORGANIZED

Creave Brief packaging 2019

Client: [REDACTED]

Delivered on: [REDACTED]

Submitted by: Garry Veda

www.GarryVeda.com

We are a professional design studio with over 12 years of design creation experience. Every client project is handled and created with a systems approach and technologically correct parameters by real genuine artists who are passionate about their work.

Understanding our client's needs is the first step our creative designers take to turn an idea into a work of art.



Why GarryVeda design?

With every project we begin, we always keep our core vision in mind. That is, to create a one-of-kind piece of art, that will forever, be timeless in design. You can find our work in retail stores, supermarkets, ecommerce sites, and advertisements in over 50 countries worldwide. We believe that a timeless design with superior aesthetics, can not only stand the test of time, but also leave a great impact on the world.

Basics	Fill-in here
Client:	
Overall task description	
Time-table data (start/1st stage)	
Priority	
Notes & Wishes	

QUICK-START QUESTIONNAIRE

- 1) What **country** market is yours?

- 2) How does your **actual product** look (once you have its photo)? Or please show us **another actual product** photo with the same construction and dimensions of the item.

- 3) A little bit (a few words) about your **product marketing aspects, positioning, Target Audience**. What are the main **Advantages** (describe, please)?

- 4) Who are the **Main Competitors** for your product?

- 5) What are the main aspects and tasks that are to be solved with the design by its visual communication parameters?

- 6) Describe your vision of the preferable style - full colors, limited colors, images style (once needed), (for example: hand/made/craft feeling or casual, etc.)

- 7) The dimensions for the packaging and its outlines (usually printing house should provide you this files).

- 8) What is the printing method in your printing house for this packaging production (the name of printing machine would be awesome!)

- 9) Is there any color limitations for the printing?
May the PANTONES gold/silver/bronze, etc., be used?

DETAILED DISCUSSION POINTS

Reasons why: what are the most compelling reasons to believe, to try, to buy?

List the rational and emotional reasons for consumers to believe what you say, to try the product, to buy the service. Include all major copy points and visual evidence listed in order of relative importance to the consumer.

- **Objective:**
- **Strategy:**
- **Priority of Communication:**
- **Net Takeaway:**
- **Mandatory Elements:**
- **Nice To Haves**

Tone and Image: The overall graphical styling points.

- Funny and casual, or formal and buttoned-up, or...
- What do the audiences believe or think, before you start communicating with them?
- What tone and imagery should we use to engage them?
- Specific visual goals?

Focus: what's the most important thing to say or show?

Here you want to identify the single most persuasive statement, or compelling visual, you can present to achieve the objective. Keep it simple. Avoid generalities.

PHILOSOPHY & TECHNIC

Also: what else might help the creative team?

Here's where you can include consumer insights, memorable quotes, a description of the brand personality, positioning tag lines, creative thought starters, terms of the direct response offer, result expectations, and mandatory elements such as the logo and website address.

Include sources for additional research.

TECHNICAL DESIGN PARAMETERS:

All production elements to be executed by GarryVeda design:

- Packaging dimensions and outline (do you have the packaging shape already?)
- Mandatory elements (source files or description)
- Text information to be placed on packaging
- Mandatory statements
- Deliverables (file formats)

MAIN COMPETITORS DESCRIPTION:

Show us your main competitors examples.

PREFERRED DESIGN SAMPLES:

Please, attach several designs samples you like (you can use any product, any brand on any market).



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Who We Are

One word each other and smart to turn

understanding team fully educated the art into the tool World needs.

 **12**
years of experience



2570
projects done



134
3+ years regular worldwide clients



unique
management & production system

So What?

Example: Logo (brand) + are fully created with the with the client where we set to deliver the project in

Packaging for a 7 SKU New Product Line upmost care. Proper communications specific design stages were implanted in the most efficient and timely manner.

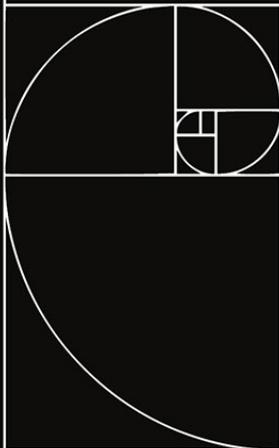
 **dozens**
of variations



WorldWide
leading design studios quality level



exact
task developing & terms fulfilling



portfolio



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I'm In

 Worldwide  garry.veda@gmail.com  [garryveda](#)

The golden ratio scheme limits the space like real label/packaging is limited. Though all the information is layouted.