



A'DESIGN AWARD
WINNER 2020
GOLD



KEEP YOUR ITEMS ORGANIZED

Creative Brief packaging

Client:

Delivered on:

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.

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) Do you have the **Dimensions** for the packaging and its **Outlines Scheme** (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?

FULL DETAILS QUESTIONNAIRE

- 1) Is this a **Re-brand** or a **New Product**?
- 2) 2.1) What is the **Product**?
2.2) Who is the **Intended Audience**?
- 3) Who are your **Competitors**?
- 4) 4.1) What makes you **Different**?
4.2) Why would someone choose your product over another option?
4.3) What difference does your product make?
4.4) How does it make someone feel – first impression?
- 5) Are your suppliers, copackers or private labelers all **Lined Up** or are you still **Exploring** production options?
- 6) 6.1) Have you finalized what bottle, jar, box can, tube, or bag you will be using?
6.2) Do you need help with sourcing this?
- 7) 7.1) Do you have your **Dielines (outlines)** ready?
7.2) Do you have the **Dimensions** there?
- 8) What is the **Printing Method** in your printing house for this packaging production (the name of printing machine would be awesome!)
- 9) 9.1) Is your **Body Copy** complete?
9.2) How about your **Name** and **Tagline**?
- 10) Do you have a print ready **Logo** or any other **Ggraphics** that you want to use?
- 11) How does this product **Represent** your company?
- 12) **Rational vs. Emotional** appeal – what makes your product a smart buy, but, also the right choice emotionally?

ADDITIONAL NOTES

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I'm In

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