

General Project Information

1. Project reference and/or Product name:

2. Nature of product:

3. State briefly the **Key Communication Objectives** for the packaging of this product.

Brand Related Questions

4. What is the **Product Brand** to appear on the box?

5. What is the **Range Brand** to appear on the pack?

6. If a **Corporate Brand** (umbrella brand) is to be used on the main part of the pack, specify which:

7. If a **Symbol of Guarantee** is to be printed on the pack design, specify which; and where on the pack it should appear:

8. If any **Brand Identifiers** will be used to support the Corporate or Product Brands, state their nature: (Brand Identifiers include symbols, logotypes, house colors, panel shapes proprietary container shapes, etc.)

Product Related Questions

9. What is the **Product Category Name** to appear on the package(s)?

10. What is **the Unique Selling Proposition/Key Consumer Benefit** of the product?

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11. What are **the Competitive Packages** on the market and their approximate market share?
 (Provide examples of main competitors' packs)

12. Cross the square that corresponds to the relative quality level of your product as compared with competitors' products
 Higher quality than competition Lower quality than competition

13. Cross the square that corresponds to the relative price level of your product as compared with competitors' prices
 Higher price than competition Lower price than competition

14. Cross the square that corresponds to the degree of sophistication (or popularity) which you think your pack design should reflect
 Very sophisticated design Very popular design

15. If illustrations or photographs are to be used on the pack design, please check the box that most describes what you intend to do. (you may check more than one box)

- Product in use Product on its own
 Surrounded by props Photo of the products benefit

what type of props?

what are the main ingredients?

16. What is the co-efficient of visual weight on the main face of the pack of these specific elements, or number them in order 1-4?
 Product category name % Product brand % Illustration % Key Consumer benefit/USP %

17. Is the product going to be supported by **visual media advertising**?
 Heavily Moderately Only a little

18. What **point of sale** factors, including shelf space availability, display or dispenser position, will the pack need to take into consideration?

19. Are any of the following text types to be incorporated onto the front of the pack, or in the same field for vision?
 Explanatory sub-titles or texts relating to the product or brand

Weights/volumes Flash "New" Other

Product Related Questions

20. Is your product going to be bought by one person for use by another?

Yes No If yes, who is purchaser

Market segmentation by sex

21. Is your product aimed more particularly at: Women Men Both men and women

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Market segmentation by age

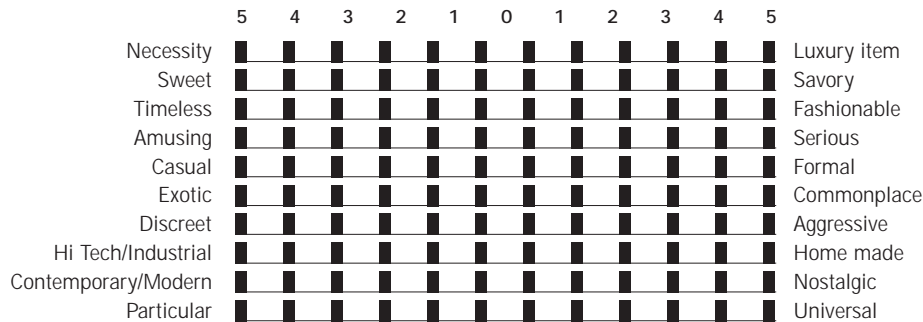
22. Is your product aimed more particularly at one or more of the following age segments:
- Infants Pre-school children School children Teenagers Adults Seniors

Market segmentation by socio-economic group

23. Cross the squares that correspond to the socio-economic groups your product is aimed at:
- Highest income group Lowest income group

24. If your product is associated with any particular leisure activity or situation, please specify:

25. In your opinion, taking all previous considerations into account, what global image should the overall design of the package (structural and surface design combined) project to the potential customer?



Technical Questions

26. Please specify the **type of pack** you are going to use: (carton, jar, can, etc)
-
27. Have you obtained a sized drawing of the pack with all glued and print areas, folds, cut-outs and perforations indicated accurately?
- Yes No
28. Which **printing method** do you propose to use for the package?
- Offset Rotogravure Flexography Letterpress
29. How many colors do you intend using?
-
30. If any of these colors is metallic, please specify:
-

Technical Questions

31. Cartons: length x width x height (measured from middle of fold to middle of fold) x x inch / mm (circle one)
32. Label: length (excluding gluing area) x width x inch / mm (circle one) position of gluing area and size in mm
33. Bag pouch: width x height (including seams) x inch / mm (circle one) width of seams in mm
34. Lithographed can: Size drawing from supplier **obligatory**

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Glossary of Terms

Some of the terms are universal with marketing language. Some are particular to work within the food and beverage industry. All should be understood to obtain the most from this document.



- Corporate brand
- Product brand/Range brand
- Product category name

Artwork Checklist

- | | | |
|---|--|---|
| <input type="checkbox"/> Promotional text of flash | <input type="checkbox"/> Declaration of nutritional value | <input type="checkbox"/> "How to open" text |
| <input type="checkbox"/> "New" flash | <input type="checkbox"/> Storage instructions | <input type="checkbox"/> Expiry date |
| <input type="checkbox"/> Number of servings or portions | <input type="checkbox"/> Recipes | <input type="checkbox"/> Obligatory RDA information |
| <input type="checkbox"/> Cooking time | <input type="checkbox"/> Reference to other products or product ranges | <input type="checkbox"/> Registration symbol where applicable |
| <input type="checkbox"/> Price indication | <input type="checkbox"/> Address of producer | <input type="checkbox"/> UPC/EAN code |
| <input type="checkbox"/> Weight indication | <input type="checkbox"/> Trademark owner's reference | |
| <input type="checkbox"/> Advertising text on back panel | | |

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Notes: You may use the space below to summarize the text used on the package.