**CREATIVE BRIEF FOR PACKAGING/LABEL DESIGN**

**Dear sirs, please fill out this brief as detailed as possible and answer all the questions because it impacts directly the quality of our collaboration and the final result. Thank you in advance!**

1 Date:

2. Client (Company):

3. Product name and description:

4. History of Trademark:

5. Product range (name and describe all products within the range):

6. Reasons for development – please choose one of the options:

- creating a new product

- adding products to a range

- redesign of an existing product

7. Product details

- Price range:

- Points of sales:

- Sales areas/regions:

8. Product USP – Unique Selling Point (key features of your product and how it is different from the competitors):

9. Product status – please choose one of the options:

- economy

- middle

- upper middle

- premium

- ultra premium

10. Target Audience, its key features (sex, age, income level, hobby, life style):

11. Main competitors:

12. Barriers and cliches in the mind of customers we have to overcome:

13. Hierarchy of the information on the label/packaging (what should the customer see first on the label, second, third):

- Trademark

- Range name

- Product name (type/ taste)

- Product category (wine/ beer/ whiskey etc.)

14. Mandatory elements on the label (inscriptions, signs, logos, conditions etc.):

15. Special requirements and restrictions for the label (size, form, material, printing method etc.):

16. Type of bottle/ package (point the type and enclose technical drawing):

17. Please attach existing label design examples you prefer:

18. Additional suggestions:

Thank you!