

## creative brief

**project description** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**brand name** \_\_\_\_\_

registered trademark?

**type of package**  corrugated box (  e-flute  b-flute )  clam-shell  brick pak

blister pack  skin pack  other \_\_\_\_\_

**packaging supplier** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**flavor/type/categories** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**legal requirements** \_\_\_\_\_  
\_\_\_\_\_

nutrition statement  ingredients

copywrite \_\_\_\_\_

other \_\_\_\_\_

**UPC number(s)** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**schedule** what is the scheduled launch date? \_\_\_\_\_

**budget** \$ \_\_\_\_\_

**client contacts** who are the primary contacts for the project? and their responsibility?

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\_\_\_\_\_

**positioning** how is the company and/or the product positioned in the market?

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is there a need for repositioning?

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**audience** who is the target audience?

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secondary audience?

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historically, what is the purchasing behavior?

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**personality** what is the brand's personality and relationship with the target audience?

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**visuals** are there visual identifiers that are intrinsic to the brand?

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**benefits** what is the primary benefit from this product?

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does the product solve a consumer problem?

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does the product have a clear competitive advantage?

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a competitive disadvantage?

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**consumer perception** how do consumers view the brand and/or the product?

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**competition** how does your *brand* compare to the competition?

strengths

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weaknesses

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how does the *product* compare to the competition?

strengths

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weaknesses

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**the sales department** how does your sales staff position the product?

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**support material** useful web sites, literature or product samples

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anything else we should know?

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