



CREATIVE BRIEF

Keep your responses as short as possible. It does not have to be lengthy to include all the relevant information.

Client name: _____

BACKGROUND / OVERVIEW

e.g. What is your product? What is the market for your product?

OBJECTIVE AND PURPOSE OF COMMUNICATION

e.g. Is there a particular brand emotion you want to evoke? Would you like to achieve a price premium for your product?

WHAT DO YOU WANT TO SAY TO YOUR AUDIENCE?

e.g. What is the general message you are trying to convey with your packaging and label?

WHAT ARE THE SUPPORTING RATIONAL AND EMOTIONAL REASONS FOR YOUR AUDIENCE TO BELIEVE WHAT YOU ARE SAYING?

e.g. Certificates? Pictures? Story?

TARGET AUDIENCE: WHO ARE YOU TALKING TO?

e.g. Describe the majority of your customers.

IMPORTANT DETAILS / MANDATORY INCLUSIONS

e.g. Logo, company contact details, nutritional panel, weight, impact testing requirements, language requirements, etc.

WHAT DO YOU NEED AND WHEN DO YOU NEED IT?

e.g. Deadlines for each stage of the production process from conception to delivery.

OTHER SUPPORTING INFORMATION?

e.g. Examples of previous packaging, promotional materials, examples of competitor packaging and promotional materials, books for reference.

Please email completed form to: design@mypak.com

CONTACT MYPAK

Email: enquiries@mypak.com