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The Packaging Brief Template



created by
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Packaging Design Brief for [Insert Company Name]

Overview

This is where you introduce your brand and product to your chosen agency.

Include details such as:

- Product description
- The challenge you're facing
- What you want the packaging design to achieve
- Your target audience
- What the company does
- How your product differs from the competition

The more you can offer in the first instance here, the better.

Project Objectives

Before your chosen agency can start designing packaging that aligns with your business goals, they need to understand what those goals are.

Goals can include things such as:

- Increasing brand awareness
- Generating more sales
- Launching a new product
- Improving shelf appeal
- The company is rebranding
- A new addition to an existing product range

By telling the agency the purpose behind the packaging design, they can create something that fulfills this objective.

Target Audience/Markets

[Check out this post](#) for a more detailed guide into creating customer personas.

You need to understand who your target audience is, as these are the people buying your products.

Therefore, every part of your packaging design from the colours used through to the language, needs to speak directly to your target audience.

You need to consider:

- Brands/influencers they buy or follow
- Their fears
- Their goals and objectives
- What challenges they're facing
- What objections they have to your business
- What their hobbies and interests are

This enables you to position the design of your packaging around their needs and preferences.

The Problem You're Facing

Goals and objectives focus on where you want to be.

The problem you're facing, focuses on the here and now.

Try to share as much information about the problems you're facing as you can.

For example, the problem might be something general such as:

“Our product packaging is getting buried beneath other brands on the market.”

However, for your agency to understand this better, you need to drill down into the specifics. Ask yourself:

- Does your product packaging look engaging and visually appealing?
- Does your product packaging have the correct logo and branding?
- Does your product packaging clearly present all of the relevant information?
- Does your product packaging feel high quality?
- Does your product packaging have anything that sets it apart from competitors?
- Does your product packaging reflect the price tag of the product?

Project Specific Information

Project specific information can be tricky to outline in a packaging design brief as you don't want to restrict the project too much.

After all, you're partnering with a team of experts so you want their input too.

However, there are some key things to consider such as:

- Where your brand is positioned in the market
- Your brand guidelines
- The message you're trying to convey
- The type of packaging you need (boxes, wrap, sleeve, pouch, etc)
- The type of products you're going to be packaging
- The type of material you want to use for the packaging
- The information that needs to be displayed
- The size of the packaging
- How the packaging will open/ close

Scope or Size of the Project

Is it a complete overhaul? Are you creating something new?

Features and Functionality

What is it you actually need your packaging design project to do?

Examples of work you like

Showing your agency examples of work you like gives them an insight into what you're trying to achieve with your own packaging design.

As a result, include some examples of work that you like which could be in the form of links to other websites or screenshots of packaging.

Competitor Information

It's good to include some competitor information as you need to know what is happening on the shelf (or online platform) around you.

Try listing out:

- Their name
- Website link
- What you like about them
- What you don't like about them
- How you see yourself in relation to them
- Their position in the market (are they a leader, disrupter, or small player?)

Project Timescales

Use a table like the one below to outline your projects.

Deadline for packaging design brief submissions	[date]
Invited agencies to present proposal	[date]
Agency appointed	[date]
Project ready	[date]

Project Budget

Include a suggested budget if possible, if not, a budget range.

We have a range of posts about design project budgets if you're not sure so check them out:

- [How Much Does Logo Design Cost?](#)
- [How Much Does Branding Cost?](#)

Project deliverables

You need to consider the different elements that you require to complete your packaging design project.

- What do you expect to receive at the end of the project?
- What type of file do you need for the artwork (i.e. PDF, AI)?
- What sizes and resolutions are needed for the artwork?
- Do you require print production?
- How many units will be produced?
- Do you require prototypes or physical mock-ups?

Contact Information

List out the people involved in the project here. This is what you should include:

- Name
- Phone
- Email
- Hours available
- Is it appropriate to contact them?

How the Project will Be Awarded

Typically people assign a percentage of awarding criteria to the following elements.

- Cost/Value for Money
- Quality of Work
- Previous Experience
- Alignment to the Packaging Design Brief
- Suitability of the Agency

Required Response

You need to let your agency know what you're expecting back, by when, and how to submit it.

This could be as simple as:

- A written response to the brief
- Examples of relevant work
- Testimonials from happy clients

Make sure you also include:

The email address to submit the proposal to, and the date by which you're hoping to receive your submissions.