



Mela Creative Packaging Brief

Name _____ Date _____

Company _____

Email _____

Brand name _____

PART 1 - STRATEGY

Is your brand new or existing? New Existing

Do you need new branding? *(logo, look & feel, colours etc)* Yes No

Offering *(What specific product/s does your brand offer?)*

Background *(What prompted the need for this project?)*

Purpose *(What is the project going to achieve for you?)*

Message *(What is the key message that the project needs to communicate?)*

PART 2 - ARTWORK REQUIREMENTS

Competitor packaging *(List competitors, what are they doing? Are they a leader, a disruptor or a small player?)*

Brand Style Guide *(Do you have a style guide? If yes, please include it with your brief.)*

Yes

No

Packaging *(Outline type of packaging format required e.g. sleeve, box, label, pouch etc)*

Number of Concept Options

(How many different concepts would you like to see? Normally we offer 3 different concepts.)

Artwork Required *(How many individual final pack artworks will you require?)*

Product range *(Outline the depth and breadth of the product range, existing or proposed, that this project relates to i.e. categories/varieties, how they are differentiated, number of product lines or SKUs and any heirarchy tiers.)*

Copy & Imagery *(Do you have information to be included on your packaging? eg. copy, mandatory labelling for your industry, illustrations or photography.)*

Print Production *(Do you have a printer? Will this be produced locally or overseas? Do you have existing dielines?)*

Deadline *(When do you require delivery for this project?)*

Budget *(Please select ONE to indicate allocated funds for this project)*

\$2000 - \$5000 (ex gst)

\$5000 - \$10000 (ex gst)

\$10000 - \$15000 (ex gst)

Over \$15000 (ex gst)

Additional Information

Keep me updated with industry innovations and what's happening at Mela Creative.

Thank you for sending through your packaging brief.
We will get back to you shortly with a cost estimate for the above project scope.