

Project Name:

Project Description:

What products are you selling?

What is the ONE unique selling proposition? Here's an easy way to answer this question: When the reader is done seeing your package in 10 seconds, what is the ONE thing you want him or her to remember about your product and company? As Herschell Gordon Lewis says, "When you emphasize everything, you emphasize nothing."

What type of packaging do you need? (if known- stock blister, folding carton, corrugated etc)

Where will product be sold? (type of stores- dept, discount, specialty store)

Who are your primary competitors?

Audience:

Who SPECIFICALLY are you selling this to? List in order of importance.1.2.3.4.

1)

2)

3)

4)

Audience Profile and Background:

Explain the type of buyer as SPECIFICALLY as possible. Educational background, attitude, financial profile, etc.

Audience Needs and Desires:

What do they want from this product or service in order of importance?1.2.3.4.

Special instructions, likes, dislikes: