

NAME:

Group #: _____

Please hand this in
with a laser-printed
output of your die line.

Type of food: _____
(IE: COOKIES, CRACKERS, GUM, ENERGY DRINK, COFFEE, SUGAR, ETC...)

Name of product: _____
(YOU INVENT THIS)

Maker of the product: _____
(EXISTING)

Who is the project meant to address?

Target audience #1: _____
(IE: BOYS 6-12 YEARS, TEEN GIRLS, MALE ATHLETES, ETC...)

Target audience #2: _____
(OPTIONAL)

Target audience #3: _____
(OPTIONAL)

**What is the message which needs to be communicated
with this piece?**

This is the product's unique
selling proposition. For an
energy drink, it's the boost
delivered by the product.
For gum, it could be that it
cleans teeth.

What is the tone of the piece?

The tone could be playful,
aggressive, feminine,
healthy, ecological,
energetic, restful, etc...

What will be the predominant colour of your package?

Colours could be described
as red, green, or cool,
warm, earthy, natural,
metallic, etc...
