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PACKAGING DESIGN CHECKLIST

Brand

What are the objectives for the brand?
Does a history exist for the brand?
Does a history exist for the product pack?
What are the core values?
Does the brand / product stand alone or is it part of an extended range?
What are the sales objectives?

Audience

Who is the target audience?
Any research available?

Distribution

How and where will the product be distributed?

Competition

Who are they?
What products / brands do they market?
What do we know about their successes and failures?

Placement

Where will the product be located in-store?
Will it be visible at home?

Practical considerations

What are the features of the packaging - strength, durability, disposability etc?
What are your budgets?
What is the ideal time-line required to successfully complete the project?