Product launch brief



# Project Scope

Develop packaging design and content for our 2012 product launch that reaches customers effectively in both physical and virtual storefronts.

Scope will include one core package design with minor modifications only for the three product versions. Final packaging must include the following considerations:

# Goals

Our primary goal for package design in this release is to not just showcase a product but connect with our consumer. The packaging should be unique and creative, but not simply for the purpose of creating something different. There needs to be a reason for this packaging—every element should help the consumer connect with the product in some way.

# Cost Considerations

Cost estimate summary to come. See Excel.