



cbsprinting + cbs studio

MEAL SLEEVE PACKAGING

Design Brief Questionnaire

Do you have an existing Brand set up?
[Logo, Corporate Identity, Brand Elements?] YES NO

Do you have a Style guide for the brand? YES NO

Brand/ Packaging Look & Feel:

- Home made
- Commercial
- Retail
- Corporate
- Natural
- Recycled

Design Look if no Brand set up or no Style guide:

- Preferred Colours
- Font Style
- Imagery

Style of Food:

- Vegetarian
- Health/ fitness
- Gym and Protein
- Gluten free
- Vegan
- Other _____

Industry Focus:

Target audience for these meals _____

How do you sell these:

- Home Delivery /online ordering
- Retail Stores
- Stockists like Gyms

If Selling through Stockists/ Retail Stores

Which types of stores do you sell in now:

- Convenience stores
- Large Supermarkets (Coles, woollies)
- Gyms
- Boutique shops

What do you plan to sell into in the future:

- Convenience stores
- Large Supermarkets (Coles, woollies)
- Gyms
- Boutique shops

Shelf Style:

- Fridge
- Freezer
- Dry Shelf

Other Requirements for going into Retail

Will you have Point of Sale Materials to go into store to help sell the product on shelf? YES NO

If so, What Products:

- Posters
- Wobblers
- Window Decals/ Floor Decals
- Corflute/ Cardboard Isle Fins
- Shelf Stripping
- Balloons
- External Shipper Box / Storage Box with tear off Section

IF Selling through Home Delivery

Do you Package in external Shipping Cartons with Cooler bags? YES NO

Do you need Labels on the outside of the Shipping Boxes? YES NO

Other Requirements for going into Retail

Do you wish to send Promotional Items to your 'Home Delivery' Clients in their deliveries to remind them of your brand and remind them to keep ordering? YES NO

If so, What Products:

- Magnets to go on the fridge/ freezer
- Car Air Freshener
- Key Rings
- Drink Bottles
- Protein Shaker
- Merchandise – Hats, T-Shirts

Do you have your Foods Nutritional information? YES NO

What is your Point of Difference in the market?

What is your Value proposition or why should someone buy your product instead?

Production Information:

- Tub/ Tray Size
- Tub/Tray Supplier / brand

What Width of sleeve do you want on your trays:

- Slim Band in centre -100mm Width
- Large Slim band in centre - 130mm Width
- Full Cover over meal with tub sides exposed– 160mm Width
- Full Cover over tub sizes – 180mm Width

Examples of other brands / Packaging you've seen and like:

Examples of other brands / Packaging you've seen and Don't Like:
