

# ELAVI Creative Brief

**Package redesign of our colorful superfood nut butters, in 3 flavors.**

# Current Packaging



# Competitors





# Goal:



**Want to convey the colorful nut butters, the different use cases (over fruit, toast, smoothie bowls, oatmeal, etc) and the drizzle texture**



# Design Note:

**We have a line of collagen protein bars with black packaging and a sleek design that we need to make sure looks related to this new nut butter design.**



# Working version:

Need assistance in finding the right drizzle image to convey the texture and attract consumers to our product.

