



Creative Brief: LickStick

Background

My Prima Pet is a company that provides high-quality pet products for pet owners who want the best for their furry friends. The company is known for its innovative and sustainable products that make pet ownership easier, more enjoyable, and more rewarding.

Objectives

The objective of this assignment is to create packaging materials that are clean, modern, eye-catching, and informative and will attract customers and communicate the benefits of the product. The packaging should also differentiate LickStick from other dog toys on the market and create a strong brand identity.

Target Audience

Our target audience is pet owners who are willing to invest in high-quality products that provide comfort, convenience, and sustainability for their pets. They are mostly millennials who treat their pets like family and are passionate about animal welfare.

Key Message

Our key message is "Your pet deserves the best." We want to emphasize that our products are designed with the well-being of pets in mind, and that by choosing My Prima Pet, pet owners can provide the highest level of comfort and care for their furry friends.

Creative Direction

We want to create materials that are visually engaging, playful, and heartwarming. We want to showcase pets enjoying our products in their everyday lives, and highlight the joy and love that pets bring into our lives. We want to use bright colors and eye-catching graphics to grab the attention of our target audience and create a memorable brand experience.

Package Description

The package will consist of a paper card, approximately 4 inches x 8 inches, printed on both the back and the front. The product will be roughly centered on the front of the paper card with a plastic blister covering the entire front and wrapping over the edge to overlap the back of the paper card slightly. Here is an example of a similar product:



Project Specifications

At a minimum, the following should be included in the design. We are open to additional suggestions from the designer.

1. Front of paper card
 - a. My Prima Pet Logo, the product name (LickStick), the words “dishwasher safe” and a reference to the product not being toxic.
2. Back of paper card
 - a. The barcode (black on white) and the words “Made in China”, www.myprimapet.com, FB, IG, and TikTok icons for @MyPrimaPet.
 - b. Usage instructions as follows:

Instructions for using LickStick:

 - Ensure LickStick is clean before using.
 - Spread your dog's favorite treat on the LickStick, or insert treats through the hole. You can also freeze it for a longer lasting lick!
 - Monitor your dog to ensure they don't break off or swallow any part of it.
 - Discard if the toy becomes damaged or shows signs of wear and tear.
 - Clean LickStick thoroughly and store in a cool, dry place.
 - Always supervise your dog and consult with a veterinarian if they have health issues or dietary restrictions.
 - c. Either a QR code referencing the following contest or the contest language directly as follows: We're excited to announce a contest for LickStick enthusiasts! Share your dog's joy by posting a video of them enjoying the LickStick on TikTok using the hashtag #LickStick. We'll be selecting the most entertaining and heartwarming videos, and the winners will receive a special prize pack of My Prima Pet Favorites. So get those cameras rolling and show us how much your dog loves their LickStick!

Branding Info

Please see brand guide PDF for additional details on branding requirements.