

Brief

Product Background

A range of **craft kits** that include all the materials that parents and children need to complete a set of specific craft projects.

Product Name/strapline

Nifty Kits
for crafty kids



Target Audience: Mums

Pinterest mums everywhere are competing to 'out craft' each other, but many mums are just not craft inclined. The Nifty kit is the 'packet cake mix' to Matha Stewerts Victoria sponge. It should promise mums the stock book image of a crafting afternoon with their kids - but with absolute ease. The crafts themselves are geared towards 3 - 6yr olds.

Requirements

- 1) A generic **A4 kraft outer/folder** to contain each kit.
- 2) A **design for variable stickers** that can brand the kit and showcase the contents and/or the final crafts.
- 3) A **format*** for the internal **suggestion guide** on how to use the kit and create each of the crafts. (Only if this affects the packaging design i.e. shows through window etc).

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Considerations: Pack Format

- 1) Ensure cost effective printing formats/methods.
- 2) Pack must fit flat A4 sheets and be easy to mail.
- 3) Pack needs to have some capacity/expandability - ideally with a flat bottom for display purposes.
- 4) Prefer landscape orientation.
- 5) Pack could be branded with logo and/or include window?

Considerations: Pack Design (stickers)

- 1) Use front/back stickers to sell kit, show crafts and describe contents.
- 2) The Nifty Space Kit will enable you to create the following crafts:



Creative marketplace



Busy and bright, Nifty Kits need to stand out for the crowd with a boutique/sophisticated design.

Creative Starters



Font: Hand drawn,
mixed case.



Illustration
style



A4 Kraft Folder



Palette: Unisex,
sophisticated soft
colours. Include more
white space?

Image by Pinthemall.net