

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 Martha 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.

Packaging

Nifty Kits will be made of A4 Kraft wallets, produced in landscape (see example).

Requirements

- 1) A **design for variable stickers** that can brand the kit and showcase the contents and/or the final crafts.



Brief

Design for stickers:

- 1) Use front/back stickers to sell kit, show crafts and describe contents
- 2) Photography examples of what the kit allows you to create below:



- 3) Nifty Kit Logo (placeholder):

NIFTY KITS
FOR CRAFTY KIDS ✂️.....

- 4) Example of adaption for Space Kit:

THE SPACE
NIFTY KIT

- 4) Font: Frenti H1 (Free from squirrel fonts)

Proof Points

- Nifty Kits take the guesswork out of crafting.
- Each kit contains all the ingredients (and instructions) needed to complete 5 crafty activities. Parents no longer need to be pro crafting or crafting pros to spend some creative time with their kiddos.
- The individual crafts are deliberately bite sized as little people have short attention spans.
- But every craft is deliberately centered around the same theme so your little ones can learn new concepts while they create.

For example, <The Nifty Space Kit> contains everything you need to make:

- jiggly jigsaw space creatures
- a flashy flying saucer
- a rockin rocket
- a planet mobile &
- some sparkly stars.

<Contents: 5 plain jigsaw pieces, 15 google eyes, green paint and brush, 2 paper plates, metallic foil, stick on lights, coloured card and paper, fishing twine, 20 lolly sticks, PVA glue, 3 colours of glitter and an inspiration sheet.>

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