



PROMOTIONAL MIRROR AND SAMPLE PROMOTION
2011 AUG 08

Design package graphics for attached fog free mirror. The main idea will be to sell them an exceptionally well priced fog-free mirror (usually \$12, ours will be \$5) as way to get a sample of our flagship SHAVE CREAM product into their hands and tried. A TROJAN HORSE as it were.

I have attached a detailed description of what we hope to get from you including first attempt at design in PDF form so you can have a good running start! Included all logos, copy, layout, sizes, etc.

The look/feel of this package, like our other products, should be similar to the precision and clean lines of "Switzerland"/"Swiss Army Knife Brand" or perhaps the German brands "Braun" or "Krupps."

The copy/written expressiveness we like to follow, is the quirky "Altoids Mints" (curiously strong, astonishing, draw in your attention, humorous, etc.--BUT NOT THEIR LOOK of Wild West etc.).

NEED:

Space on front for the "fog free" Mirror (the star of the package).

Space on back for the suction cup and the tube of the shave cream.

The copy as written somewhere on the front and back as indicated on the attached mock-up.

As for spacing, follow what we have here roughly.

Final design will be adjusted to fit the machine that will put this together in the card. I have included a sample photo of the type of package this will be like (SEE REPAQ sample next few pages).

I have also included the first version of our mocked-up package as a place for you to start and cut/paste art/logos.

Thanks!

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HERE IS WHAT WE NEED

Mock-up of FRONT desired package (no graphic design here, just text and relative placement of mirror, tube and suction cup to get you started)

7- $\frac{1}{4}$ " x 8- $\frac{3}{4}$ " overall card size
mirror is 6" diameter
tube is 4- $\frac{1}{4}$ " high

overall card should be approximately
6- $\frac{3}{8}$ "w x 8- $\frac{1}{2}$ " h

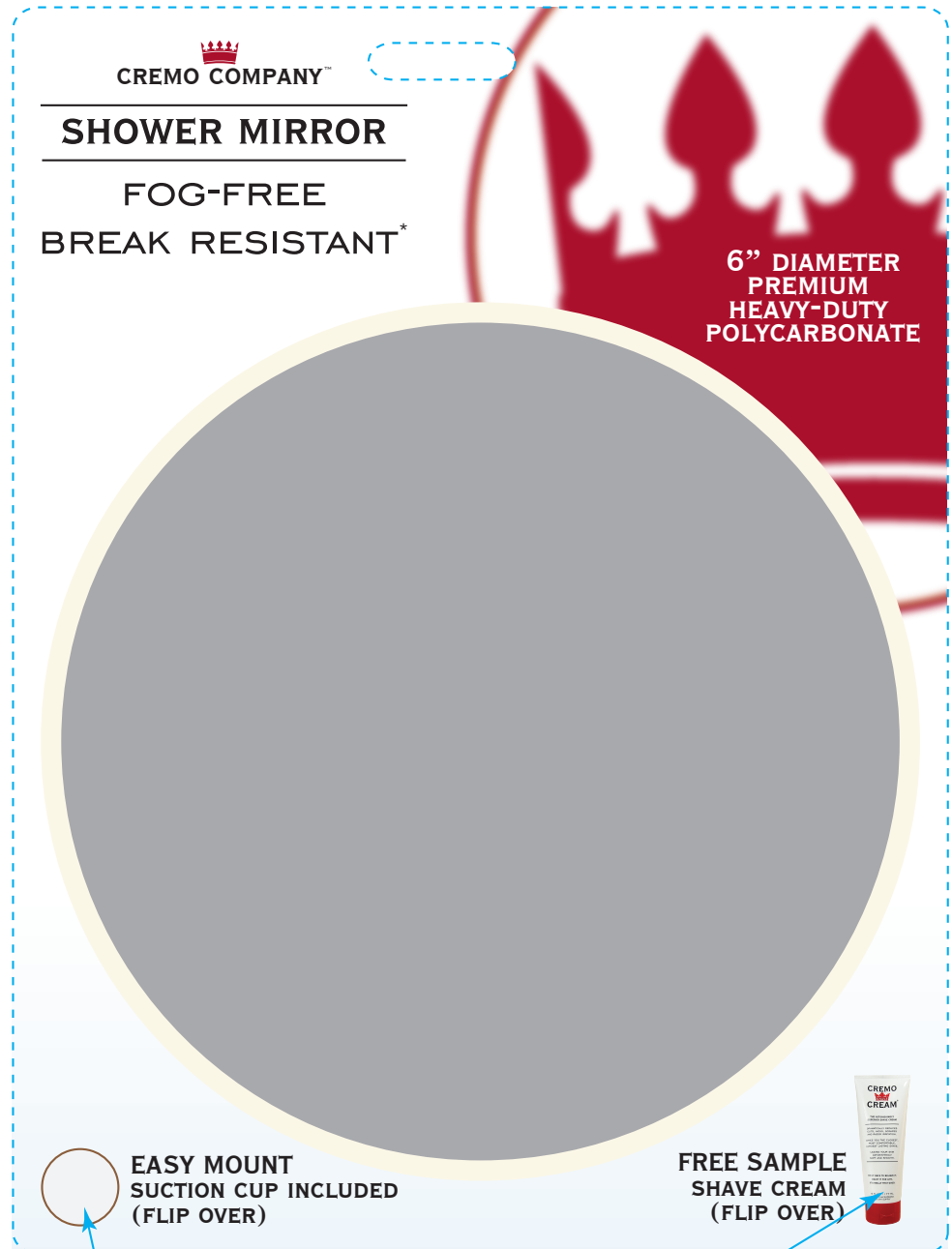


photo of cup here?

photo of tube here?

Mock-up of BACK desired package (no graphic design, just text and relative placement of mirror, tube and suction cup)

7-1/4" x 8-3/4" overall card size



CREMO COMPANY™

6" SHOWER MIRROR

FOG-FREE
BREAK-RESISTANT*

Special coating keeps mirror fog-free and clear even in steamy showers.
Clean or "recharge" special surface coating with any brand of
"fog-free spray cleaner" or "anti-fog solution."
Or simply wipe with a teeny dab of shave cream and water.

EASY MOUNT



actual cup goes here
1-7/16" diameter

Use this 2 sided suction cup to mount mirror to any clean, smooth surface.

FREE SAMPLE

Please enjoy this free sample of our famous, astonishingly superior shave cream!



actual mini tube goes here
4-3/16" tall

CREMO SHAVE CREAM®
THE ASTONISHINGLY SUPERIOR SHAVE CREAM
DRAMATICALLY REDUCES CUTS, NICKS, SCRAPES AND RAZOR IRRITATION.
GIVES YOU THE CLOSEST, MOST COMFORTABLE, LONGEST LASTING SHAVE.
LEAVES YOUR SKIN ASTONISHINGLY SOFT AND SMOOTH.
TRY IT ONCE TO BELIEVE IT.
ENJOY IT FOR LIFE.
IT'S REALLY THAT GOOD.
6 FL.OZ. / 177 ML
HIGHLY CONCENTRATED
60 DAY SUPPLY

Cremo Company
PO BOX 5230
SANTA MONICA, CA 90409-5230
1-800-853-1762
www.cremocompany.com



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*Heavy-duty polycarbonate mirror: break-resistant & shatter-resistant.

Cremo Company
Other products packaging and style for reference.

The look/feel of this package, like our other products, should be similar to the precision and clean lines of "Switzerland"/"Swiss Army Knife Brand" or the fine German products brands of "Braun" and "Krups." For copy, we like the fun and quirky "Altoids."



RePaq samples to show how product goes under clear plastic “shell” that is inset into cardboard.
Full color front and back.
plastic “shell” will be in FRONT (for mirror) and BACK (for tube and suction cup).



Cremo Company

Mirror Promotion Package

ROUGH ROUGH Functional Mock-up (this was done BEFORE new layout on following pages)

2011 AUG 08



ROUGH ROUGH idea/concept for package direction ??



Another design direction to possibly explore? Foggy glass backgrounds? Wet? Steamy?

overall card should be approximately
6-3/8" w x 8-1/2" h

idea: make background look "foggy" so mirror appears clear and fog-free? Or rain drops? stock photo?

RED IS: C8 M100 Y79 K28

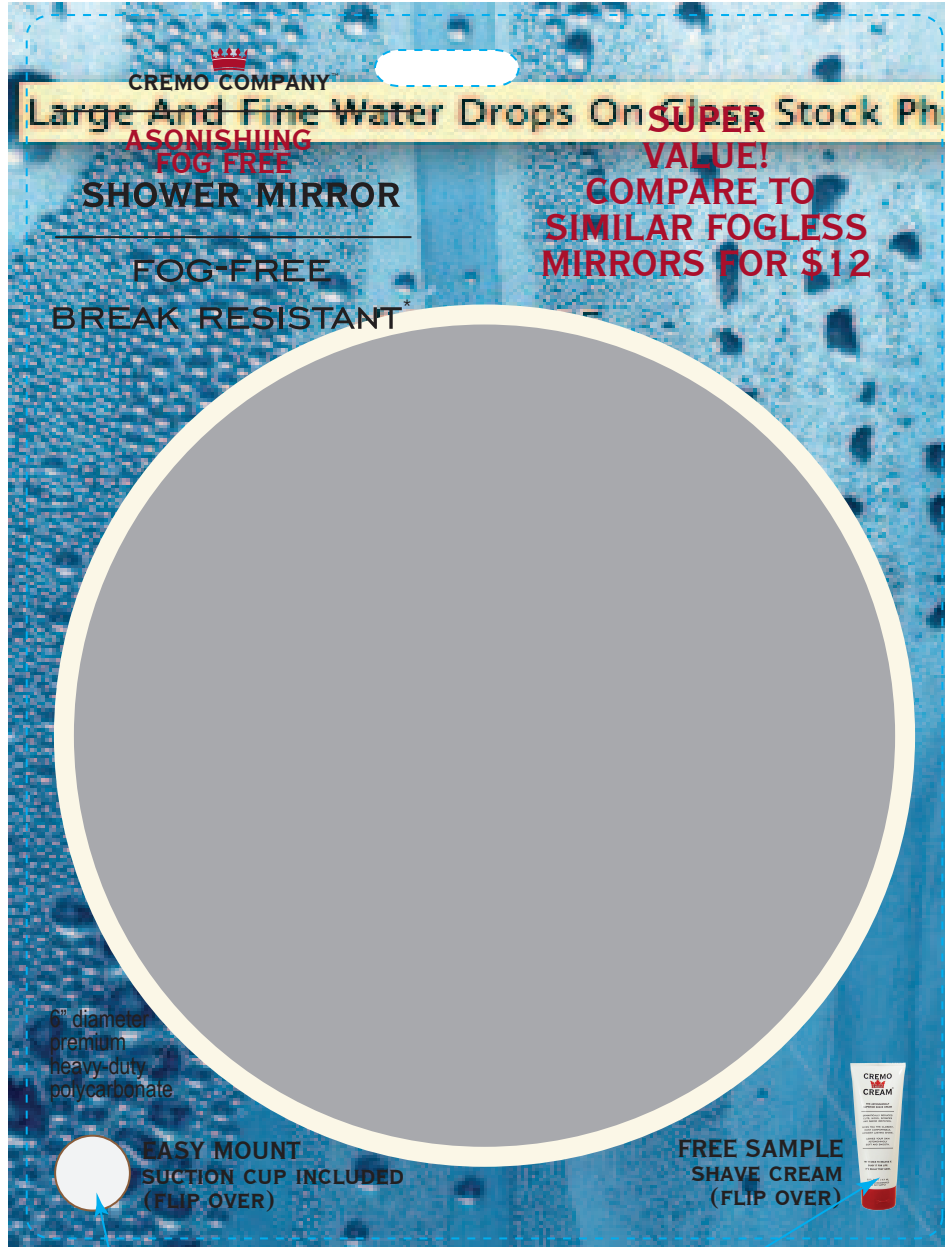


photo of cup here?

photo of tube here?



Last year's promotional package...

