**Packaging Brief - Welbodi Gari**

**October 2015**

**Background**

Planting Promise (PP) is a small NGO, based in the UK and operating in Sierra Leone. Its Welbodi Gari snack is made from powdered gari (finely ground cassava root), fortified and flavoured with milk powder, sugar and flavouring and sold in 150 gm bags on the streets of Freetown. ‘Welbodi’ in the local language, Krio, means ‘health’. Planting Promise runs the business as a social enterprise.

Gari is a staple food across West Africa. As a plain cereal, it is eaten with water or milk, with sugar added to form a porridge. PP’s Welbodi Gari provides consumers with a tasty, ready mixed, flavoured and fortified, perceived healthy, easy to use snack – either eaten dry during the day or taken home and eaten dry or with added water or milk.

The current packaging is made from an overprinted, small , plastic bag with a green sticky label fixed to the front, which is filled with product and heat sealed on site. **(see attached back and front view).**  The pack is looking dated and unappealing, especially in comparison to a competitor who has entered the market. Furthermore, the PP logo has changed and the pack needs to reflect the new colours as well as new Welbodi branding.

**Packaging specifications and general requirements**

The design is required for a flat polypropylene 50 micron bag which is 170 x 125 mm. Each end has a crimp seal of 20 cm providing a total area for design of 130 x 125 mm. The back of the bag has a 20mm wide seal down the centre of the length of the pack which cannot be printed on. **(see cutter guide attached)**

In order to keep expenses down, the design should not be more than 4 colours, including the colour of the type. Too much green is not appealing as it is too closely associated with politics. However, the Planting Promise logo has similar colours to the Sierra Leone flag (light blue and green) and is not viewed negatively.

It is important that consumers are able to see the product inside, so the background colour on the front of the bag could incorporate a cut out design to make this possible (in the shape of the logo?)

Our competitor’s product has a predominantly very pale blue and white design with photographic imagery of a lion (Lion Gari) – not visually appealing.

**Package design objectives**

**Key messages:**

* tasty and deliciously flavoured (flavouring is a USP) – we have 3 popular flavours: vanilla, strawberry and coconut
* good for you, natural and wholesome – healthy and fortified with goodness (another USP). The word ‘welbodi’ means ‘health’ in the local language Krio. In the past we have used the tagline ‘*Health is Wealth’* and people respond well to this.
* Proudly Made in Sierra Leone and made from the best quality, refined gari (another USP – we doubly grind our product which creates a ‘cracking’ between the teeth which people really enjoy)
* handy - can be easily eaten as a dry snack ‘on the go’ or with water/milk
* a good size
* a brand for everyone
* an affordable snack that is both tasty and good for you
* **Key visuals:**
* simple, bright, eye catching, but healthy, natural, wholesome (shouldn’t come across as too sugary). Doesn’t have to be over-designed.
* neither feminine or masculine as our consumers are both labourers and workmen, mothers of children, children and young adults
* smart – but available and appealing to everyone - must be accessible to even the poorest
* Welbodi – as a healthy brand (we plan to extend the Welbodi range in the future)
* endorsed by Planting Promise
* Highlight **Welbodi Gari as a brand** and not Planting Promise

**Target market and positioning**

WBG is particularly popular with men, especially those who do manual work or work long hours – they eat it as a dry snack. It is also popular with children and young adults who also eat it dry. Mothers buy it for their young children or toddlers and make an instant porridge out of it by adding water or milk.

It should therefore be perceived as a healthy, tasty and affordable snack, for all ages and versatile in its use. WBG will be priced just below the competitor’s brand and should be differentiated by:

* healthy and goodness
* delicious flavouring and very tasty
* smooth gari with a crackle
* easy to use and carry
* more affordable
* for everyone

**Creative mandatories**

**Back of pack**

* Planting Promise logo **(attached)** used in full and words: Proceeds from the sale of this Welbodi Gari educate disadvantaged children in Sierra Leone
* Ingredients: Gari, Milk, Sugar, Flavouring
* Nutritional information box - Energy x%, Carbohydrates x%, Protein x%, Calcium x% , Fibre (to be confirmed)
* ‘Can be eaten dry or with water or milk’ **– illustration as attached**
* Contact details: Made in Sierra Leone by Planting Promise, Freetown, Telephone xxxxxxxx, [www.plantingpromise.com](http://www.plantingpromise.com)
* Bar code. ‘Best before end’ box with space for date stamp (could be same box as bar code) see **illustration attached**
* 150g

**Front of pack**

* ‘Welbodi Gari’ needs to be prominent and shown as a brand in its own right. We will, in time be extending the ‘Welbodi’ range.
* Not necessary to use full Planting Promise logo. Logo without the words could be used and depending on background colour, could be faded out to e.g. 50%. Could also use the logo shape as a cut out device on the background colour so consumers can see the product. I’ve seen on a pack of oats in the UK **(photo attached**) a nice see through device (the hand) with wording around it. What about the line – ‘a tasty way to fill your day’ around the cut out device if we use one?
* ‘Health is Wealth’ should be used
* ‘Proudly Made in Sierra Leone (large) ‘from locally grown cassava’ (smaller) is the preferred reference to being made in Sierra Leone and is important
* The product description is ‘smooth gari with a delightful crackle’
* ‘Strawberry Flavour’/’Vanilla Flavour’/’Coconut Flavour’