**Job Type**

Flyer Design

**Industry / Entity Type**

Food (cooking sauce)

**Task Outline**

Create a flyer design

**Task Description**

Need to create a flyer to promote a new product (Chinese premium cooking sauce) in two languages (French/Chinese).

The flyer needs to include the following elements:

* Brand logo
* Product name
* Product description
* Two product-packaging images
* Three product benefits
* One unique selling point mark

**Deadline**

October 3, 2016

**Target Market(s)**

Ethnic market: Chinese restaurants and takeaways in some of European markets (France, German and the Netherlands)

**Look & Feel**

It needs to look modern, premium and Asian.

The color theme is Purple and Yellow (no specific PMS numbers are assigned.)

Please refer to the mood boards as well as the following websites:

http://www.macaonyc.com/photos.html

http://lachinenyc.com/gallery/

Elegant

Serious

Modern

Professional

Feminine/Masculine

Conservative

Upmarket

**Flyer Design Requirements**

Read the copy below.

**Files**

Product packages

Product packaging layouts (Only JPG file is available for the time being, but the PDF or Illustrator file will be sent at a later time).

Mood boards x 2