PlayBow Label Creative Brief

**Target Audience:**  Pet owners (dog owners, initially) who care deeply about their pets.  Their pets are older and may not be thriving the way they once were.  The owners want their pets to have the highest quality of life possible, for as long as is practical.  They take their pets frequently to the vet and have great faith in veterinary medicine, but they also believe that dietary supplements may have a beneficial effect.  They believe this to be possible because they take supplements themselves.

They are probably older--empty nesters or soon to be.  They’ve owned their dog for five years or more, or have rescued an older dog from a shelter.  Their dog is, in many ways, a full member of their family.

**Job they need done:**  The buyer wants improve their dog’s quality of life, or at least keep their dog in the best of health for as long as possible.  Emotionally, they want to feel like a loving and responsible “parent” to their dog.

**The proposition:**  A line-up of attractive, uniform, easy-to-understand-the-benefit of supplements for their dog.

See the “concept statement” below for greater detail.

**Packaging Creative Considerations:** The product packaging needs to . . .

* Have a strong, branded line look.
  + The logo has already been developed, and I would like you to be guided in your design choices by its structure and color, but I am open to deviations from the existing work if it leads to a strong design
* Use color or some other design elements to distinguish each SKU from the other
* Be bold and simple. This product will typically be merchandised online, with very small images of the packaging. Simple and bold design elements will ensure that the products are both noticed and understood.
  + The product will likely be contained within white plastic or aluminum (silver) bottles with white caps/pumps. However, if you believe your design concepts would benefit from a particular color of bottle/container, please illustrate that, as that would be possible to execute.
* Communicate that these products are for pets without using any clichés. This category is full of packaging with stock photos of dogs and cats. Please avoid this at all costs. Instead, please unleash your creativity to illustrate the products’ nature/purposes.
* A couple of packaging designs I would like you to draw inspiration from:
  + [Olly.](http://www.olly.com/shop/wellness-boosts.html) This line is for human supplements/vitamins. Notice the strong line look, the simple and bold graphics, and the smart use of color and other design elements to differentiate the SKUs (while still holding it together as a single brand.)
  + [Bixbi.](http://shop.bixbipet.com/collections/all) This line is for pets. Again, notice the strong line look, the smart use of color to differentiate the SKUs, and the simple and bold presentation that translates so well on the screen.
  + [Zestypaws.](https://www.amazon.com/Pure-Wild-Alaskan-Salmon-Dogs/dp/B01BVRL4UA) This design is not as good as the first two, but it does accomplish several of the brief’s objectives and the packaging is likely to be very similar to what your design will eventually be affixed to.

**Design Deliverables:** A great submission will illustrate its strength by showing how the design translates across all the expected SKUs. To accomplish, this, I would recommend using the “functional maps” I’ve included in the attached Powerpoint document to:

* First illustrate, in greater size and detail, one SKU each of the two families (one oil SKU and one supplement SKU)
* Then illustrate how each of those designs extends across the rest of the family. That illustration can be less detailed. We just need to see how the colors and other design elements extend.

PlayBow Concept Statement

Your pets are precious.  But as hard as you try to be an excellent "parent," you know that you don't always provide them with the perfect diet or lifestyle. PlayBow Health products will help you more easily support a healthy, high quality of life for the furriest members of your family.

At PlayBow, our products will contain the best blend of nutrients and supplements to support your pets’ specific health needs. We will use only the safest, most responsibly-sourced ingredients. And our products will always be tasty, making it easy for you to convince your pets to eat them.

PlayBow will offer you a full suite of options for managing your pets’ health including:

Soft, chewable treats supplemented with unique combinations of nutrients targeted at specific needs:

* Hip and joint support
* Skin and coat support
* Immunity support
* Digestion support
* Multivitamin for health maintenance

Pure, unmodified fish oils that will allow you to augment your pets’ health naturally:

* Wild Alaskan salmon oil
* Omega-3 fish oil

PlayBow Health products will never contain gluten, grain, soy, or dairy.