

Hey there!

Our product is called Chew Buddies and is a dog chew toy set with 8 chew toys. We have chosen a box for our packaging because these chew toy packs traditionally come in bags, and we want to differentiate our brand, and give our product a high end feel and look. The dimensions of the box are shown below.



A collection of various dog toys arranged on a white background. The toys include: a green braided rope; a blue plastic ring with a white paw print; a yellow bone-shaped toy; a red and white braided rope; a blue and grey knotted toy; a multi-colored knotted toy; a red and white knotted toy; a yellow and orange knotted toy; and a blue and grey knotted toy.

DESIGN

1-Content

We are marketing to dog owners, and want the buyer to know immediately when looking at the packaging that the product is for dogs.

The name of the product: “**Chew Buddies**” should be displayed prominently on the front of the box.

In smaller lettering, at the bottom of the box should say “8 piece chew toy set”

In medium size **bullet points**, we would like the following:

- Durable, long lasting, high quality material
- Wear and tear resistant
- 100% non toxic, pet safe
- Helps promote clean and healthy teeth

We want these points to stand out to our costumers, but not be the main focal point of the cover.

FUN, CUTE, PLAYFUL- These are the things we want to convey. The lettering and graphics should reflect these three core messages.

We would like paw prints to be incorporated somewhere on the face of the packaging. We also think it would look nice to have a dog (cute, panting, tail wagging?) somewhere around the lettering as well.

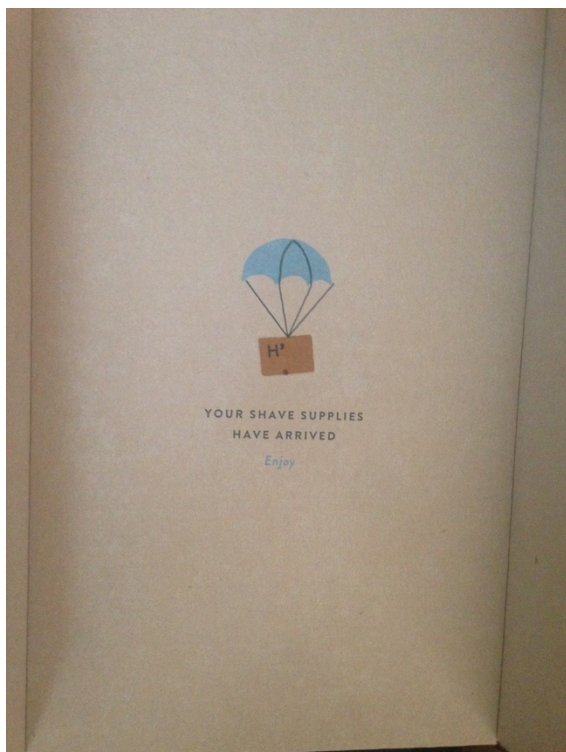
FNSKU BARCODE

This is very important, we will not be adding stickers to the boxes, so the FNSKU barcode must be included on each box in order for the products to be scanned properly. The barcode is in the attachments as pdf file. The barcode should have a **WHITE background** so that it can be read properly.

It should be placed on the SIDE of the box.

2- Inside

When the costumer opens the box, I would like them to see a message that their package has arrived. Please use the picture below for reference. The picture is for a shaving package, but it should be simple to adapt for the chew toys. We don't want the background to be white though.



3-Technical

Please use vectors