

SoundWhiz SPRINT zero wires- true sound freedom for longer!

Truly Wireless Earbud Packaging brief.

- This creative design brief details specifications for a unique package to suit a new release true wireless earbud for the brand SoundWhiz.
- The outer packaging design should be easily identifiable as a SoundWhiz product called SPRINT, have an upmarket appeal with 'wow factor' to reconfirm a positive buying decision when first received by the user. It should be stylish, and ooze premium quality.
The product will mostly be used by active fitness people who like new tech and have a love for music and learning. Sprint buds are truly wireless – offering freedom from tangles with zero wires and a longer lasting battery power when compared with other brands.
- Bluetooth 5 is a feature of this product and the Bluetooth icon should be included.
- We have attached a few product designs we like for reference specifically noting:
 - >the OOPcr illustrates sophisticated elegance with clever use of matt/gloss/UV varnish and freedom.
 - >The Braggi DASH earbuds shows a clever way to introduce our brand blue PMS 299 as a concept while remaining upmarket. We would like to see silver foil introduced
- To be selected for the creative, you must supply designs for Part A and Part B (the outer box – see below). Parts C and D are simple and can be provided prior to payment completion.

Packaging Box design Brief

- COLOURS TO USE : rich black, PMS 299c (C80M8Y0K0) blue and silver PMS 877c colours
- May use spot UV layers to highlight the product and add life to the dark areas in the design
- Please include foil embossing to accent the design
- Box surface is semi-gloss coated paper
- Top surface in Part A should focus on product with prominent branding
- Sides in Part A should have trust, certificate icons * supplied by us
- Back surface (Part B) should focus on specifications, including QR code for contacting us
- Part C should have simple label 'Accessories' in foil
- Part D to be printed in Foil

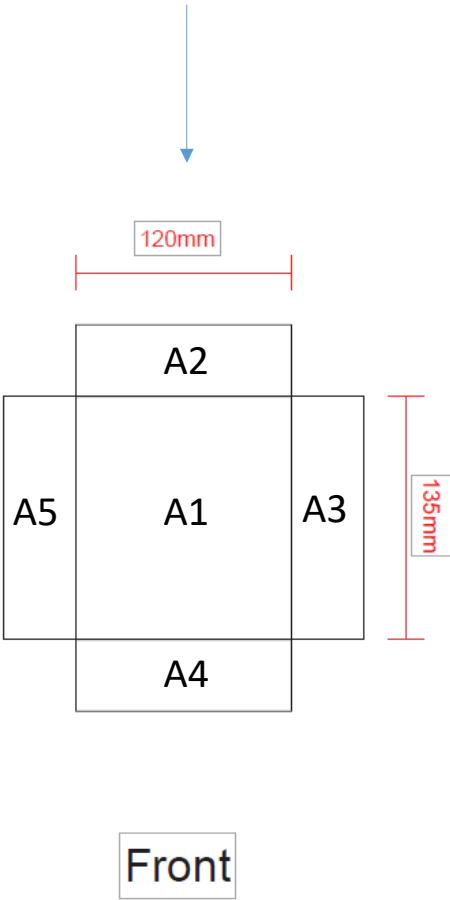
End files to be provided in print-ready PDF and .ai formats – must be suitable resolution for PRINT work –ie 300 dpi.

We will require an outlined /vector print ready CMYK+PMS FILE and separate UV layer file for the final artwork approval as well as final editable file with non-converted fonts.

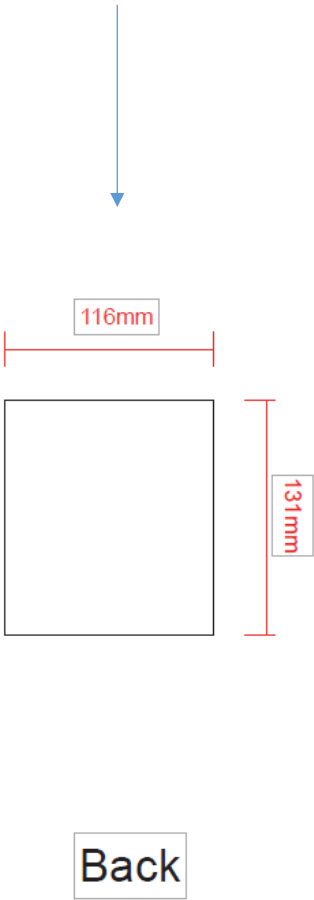


Finished design to include files for Parts A, B, C, D as follows:

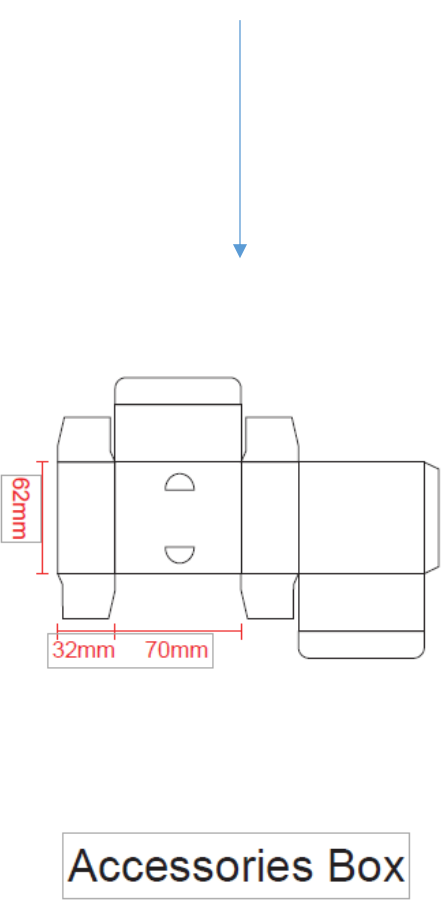
Part A – Outer
box top & sides



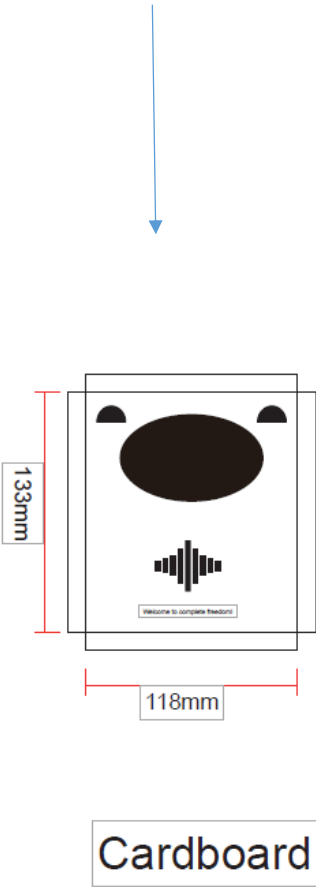
Part B – Outer
box bottom



Part C – Inner
Accessories Box



Part D – Inner
Cover



Detailed Content & Design Element Requirements for each surface

Side A1: Main Top Surface:

- Brand Logo
- Product Name – Sprint. Tagline: “Complete Wireless Freedom”
- Main product hero image (s). Images should have spot UV varnish to make it stand out
- Some design element to give it some ‘Wow’ factor – for example a sprinter crossing the line with spot UV and foil as the finish tape, or the runner below line art with foil. Note the runners should be printed in tint of black or UV varnish. Not printed different colour.



Side A2: Top Side:

- Brand Icon Only (can use foil or varnish if it fits with the design here)
- Background design flowing from A1

Side A3: Right Side:

- Bluetooth V5 and Bluetooth Icon
- QR code (just put a box for the code in the space until we create the final QR code graphic). Tag line for QR code 'Register Your Warranty'
- Design from A1 should wrap around into this side
- Small Brand logo

Side A5: left Side:

- Trust (FCC, CE, ROHS, Ctick) icons
- Design from A1 should wrap around into this side
- Small Brand Logo

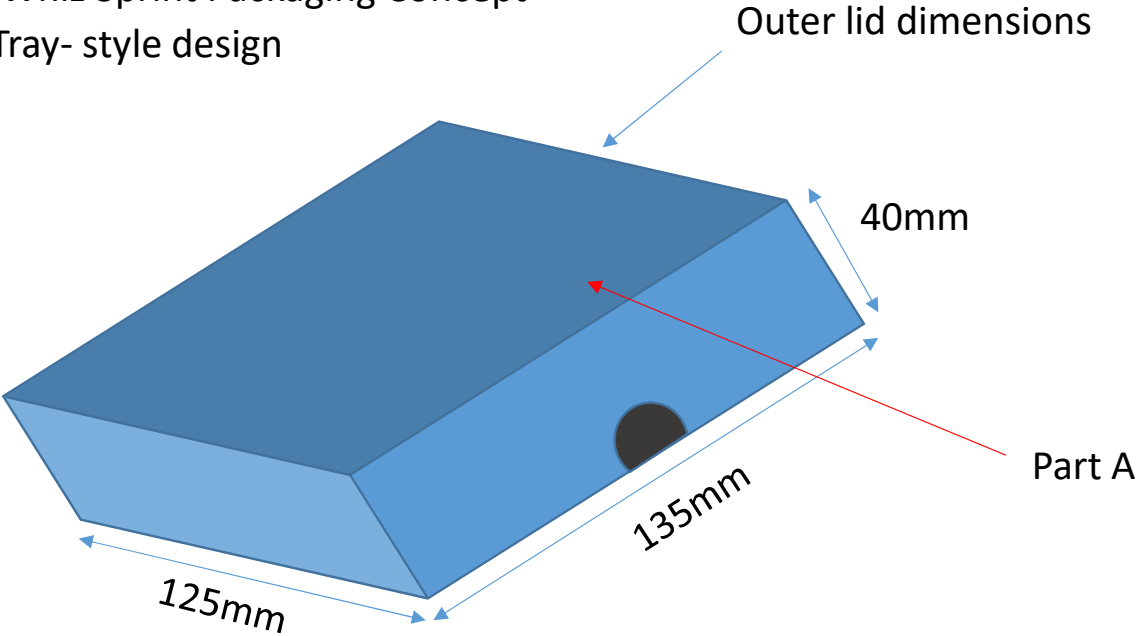
Side A4: Bottom Side:

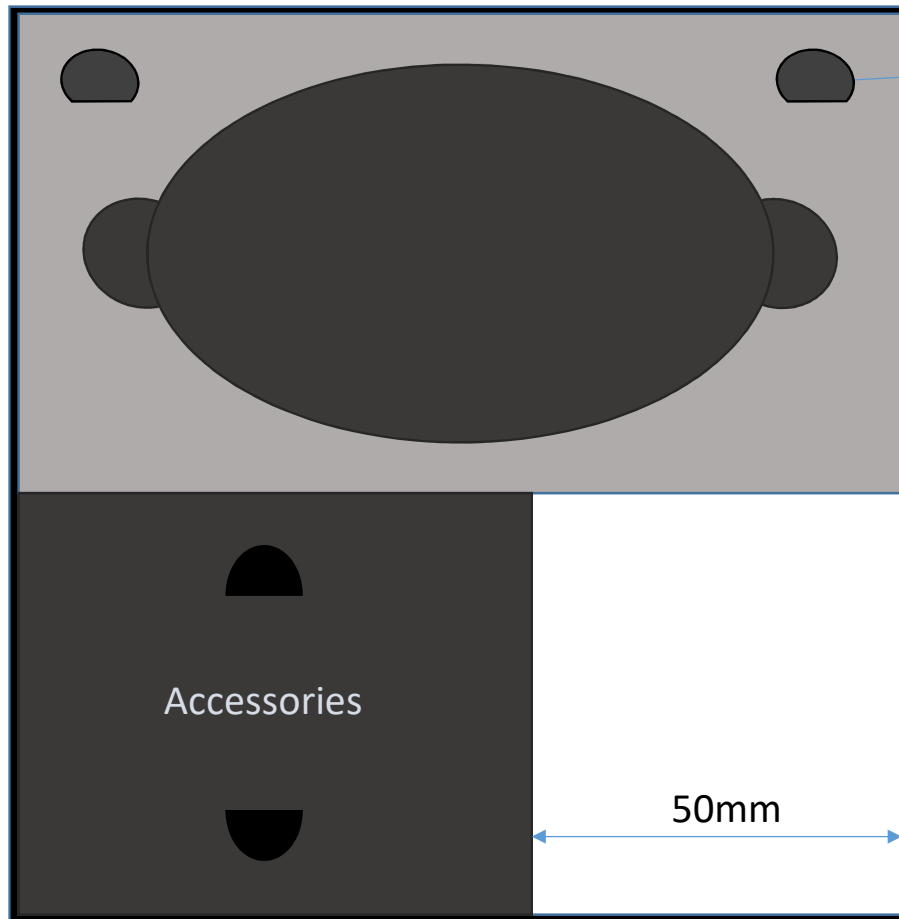
- SKU Bar Code with white background and batch number

Side B: Back of Box:

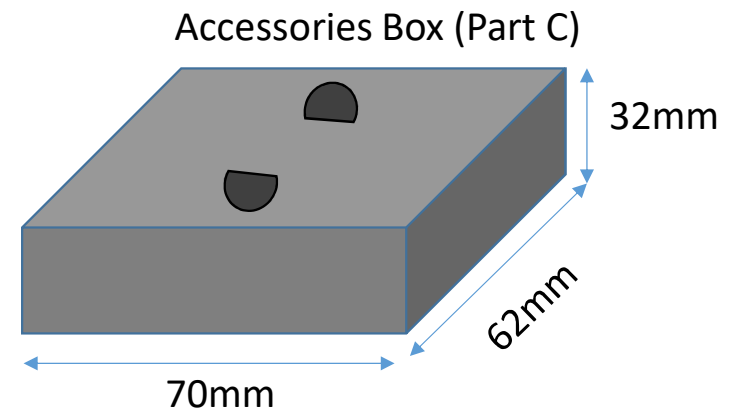
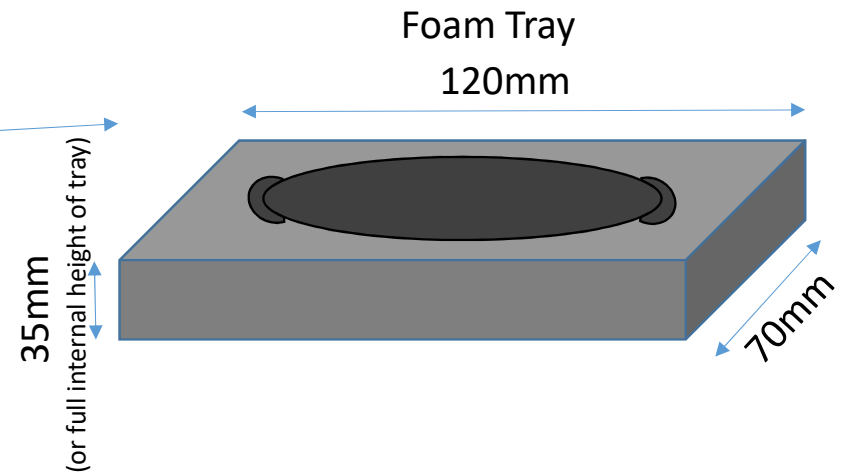
- Brand Logo
- Hero image – showing alternate view of product including charging case. Product images should have spot UV
- Specifications Table (see attached document) with matt silver background
- Contact US Information including:
 - QR Code for facebook messenger – just use a box for now. Words above or below: "Need instant help? Contact us on Facebook Messenger."
 - US Support Number: 855-9449832
 - UK Support Number: 0800 368 7550
 - AU Support Number: 1800 957 165
 - Email: customercare@soundwhiz.com
- Simple 'Made in China' notice in small font (ie 5pt typeface)

SoundWhiz Sprint Packaging Concept
Lid & Tray- style design

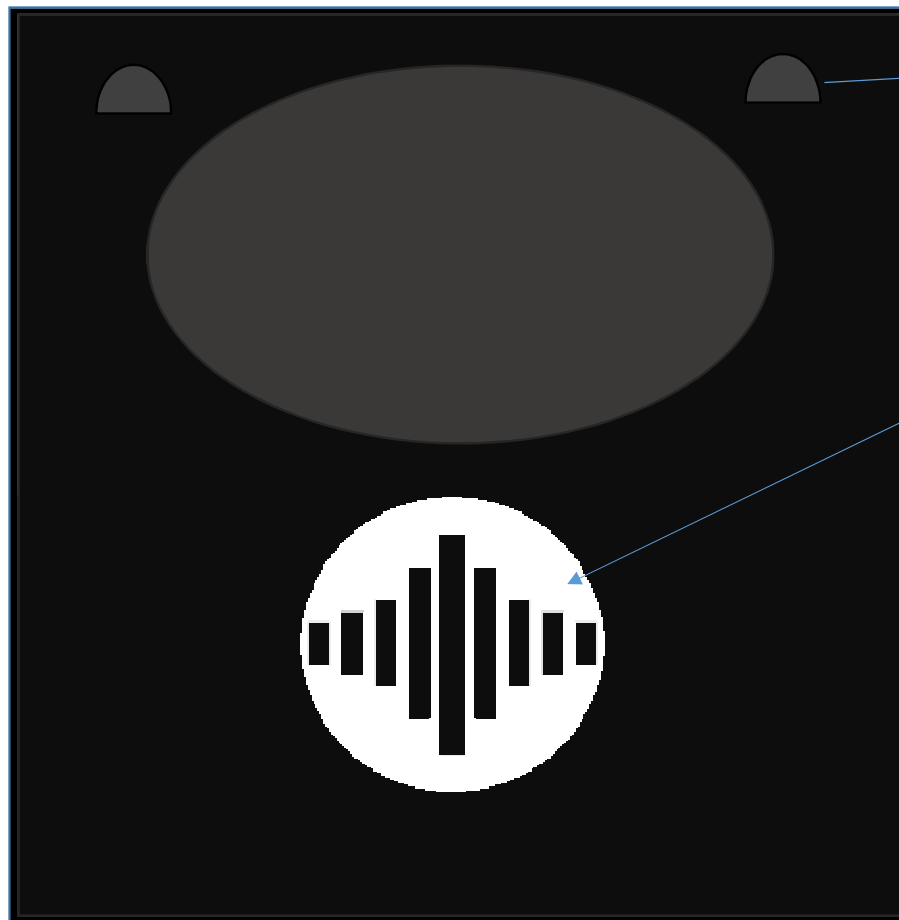




Internal Layout Part 1

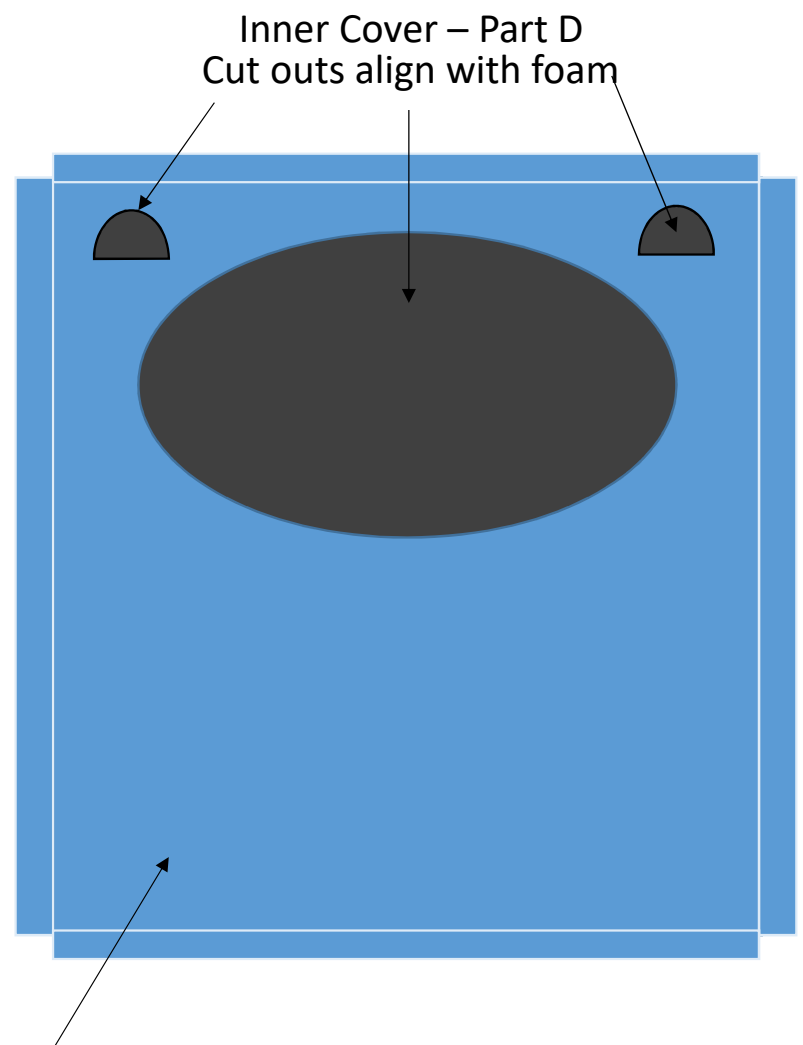


Same material as existing box
– max black

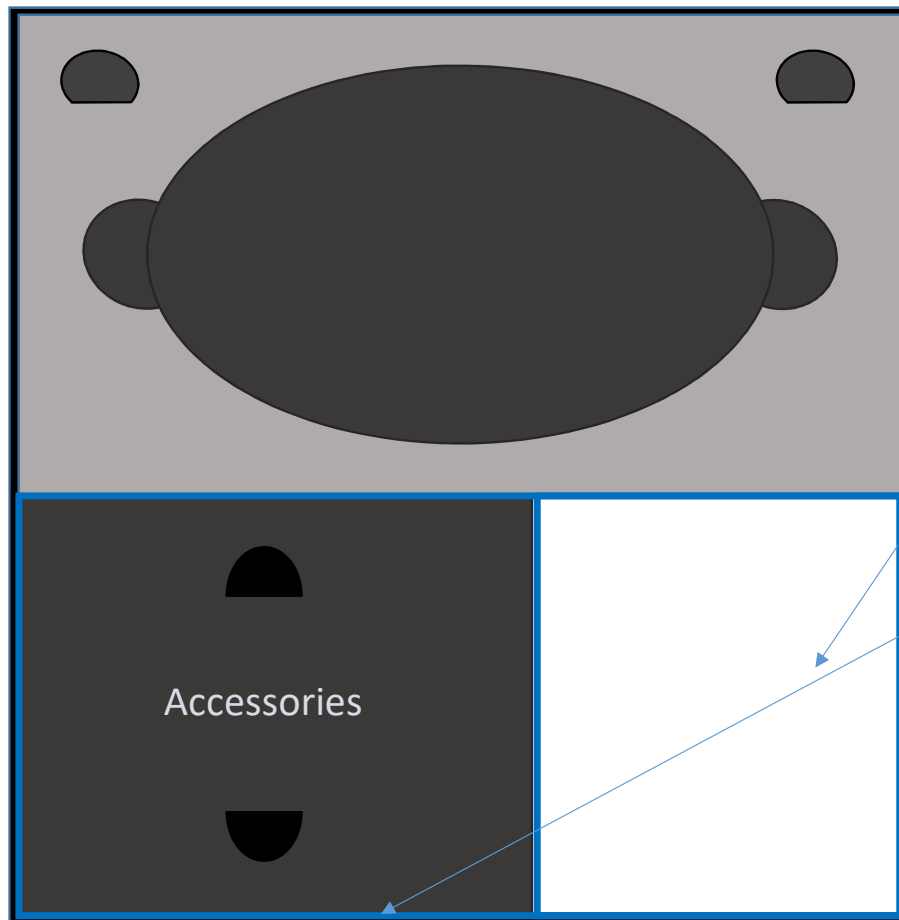


Internal Layout Part 2

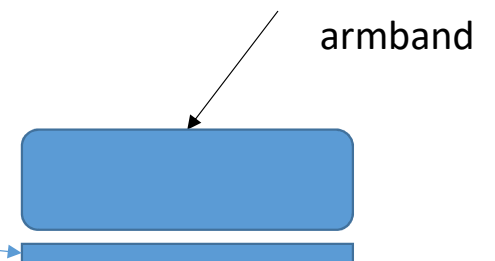
Silver foil



Full internal size of box – same material as accessories box – matt black



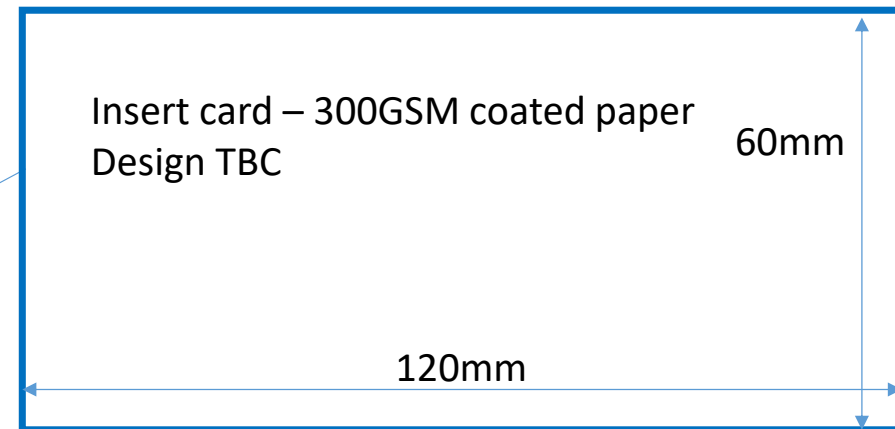
Instruction manual
Saddle stitched
Booklet will fit in
here



Insert card – 300GSM coated paper
Design TBC

60mm

120mm



(Paper cover – internal part 2)

