**Packaging Design Brief**

We need a thematic packaging design that fits our elderly nutrition products, that is based on our "3 Ws ethos" - eating Wisely, Widely & Wholly.



Wisely - selected superfoods and ingredients - NZ and other sources

Widely - based on the "rainbow diet" philosophy

Wholly - all natural, (no artificial flavours, colors etc). Formulated as complete meals (NOT supplementation)

**Deliverables:**

\* 5 packaging designs in the range.

1x yellow + orange colored foods (star ingredient: “fresh as” – passion fruit powder)

1x red colored foods (star ingredient: (star ingredient: - dried appled )

1x blues/purple colored foods: (star ingredient: viberi blackcurrant)

1 x green coloured foods (star ingredient: Green kiwi)

1 x brown/white (star ingredients: mitchell’s grass fed bone broth)

**Mediums**

* 400-450gram re-selable doy packs
* 400-450gram re-sealable tin cans

**Mandatory:**

- clear visual que of the food color/s

- "New Zealand" origin must come through strongly.

- must have a blurp or feature of the star ingredient for each with mention of brand.

e.g. for the blues+ purple, NZ blackcurrant powder for improved eyesight (cataract prevention).

- icons for “heart health, “eyesight”, “mobility”, “gut-health”.

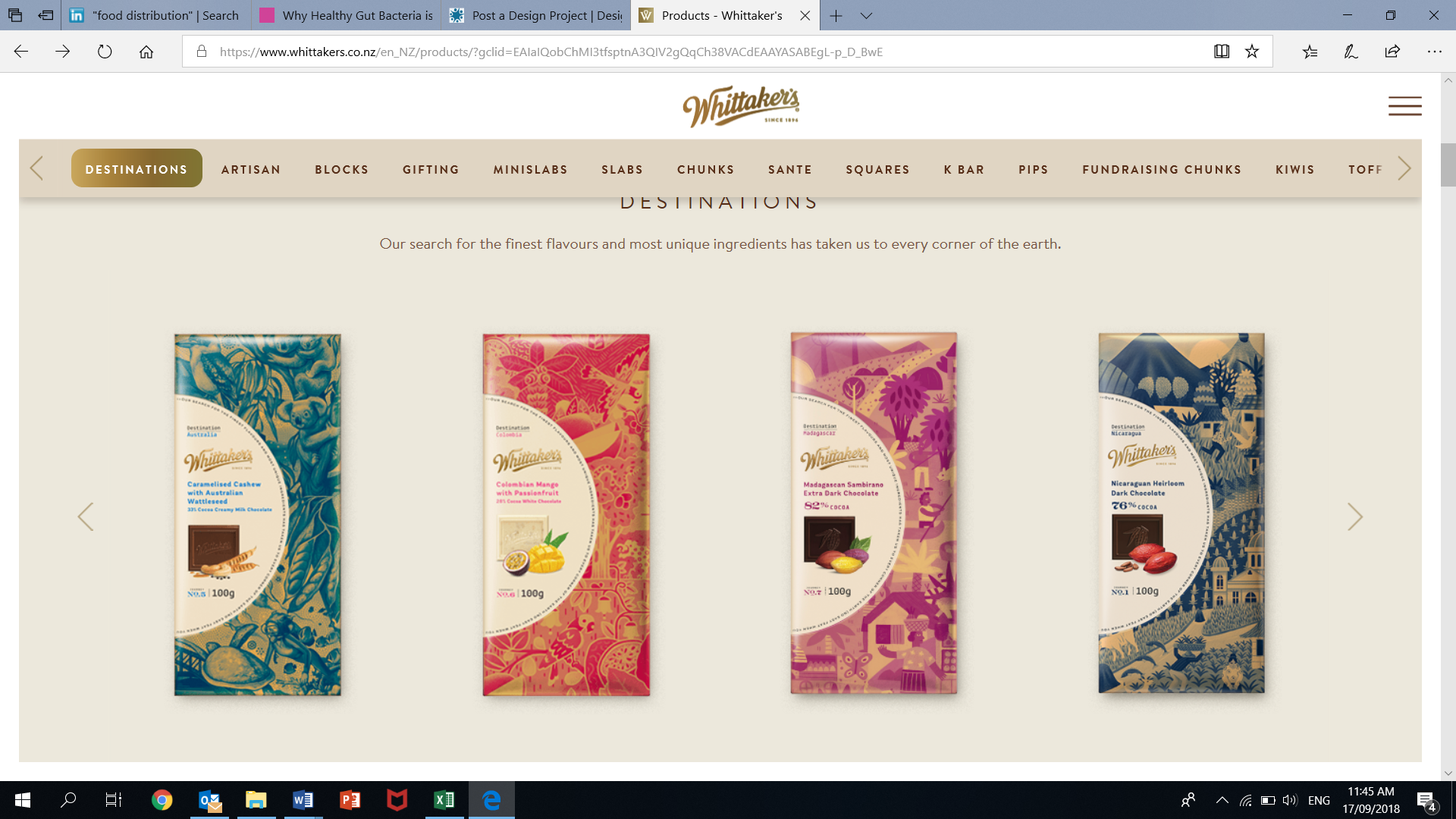
- every other ingredient must be stated.

The name of product may/may not be “essentialkai”. Our on-going research tells us that for the Asian market, an icon or character to personify our product may be a sound strategy. This is only for the designer to take note off.

**Desirables:**

Ingredient origin story - e.g blackcurrant comes from Timaru etc.

(refer to Whitakers destination marketing…)



**Whose attention we are trying to grab?**

**Primary:**

* 20 to 40 year olds buying these products for their parents/grand parents
* Health Nutrition conscious “golden agers”

**Secondary**

* Professional Caregivers to the elderly (homes, private hospitals etc)
* 40 year olds in the “prevention” mind set.

**“Look n feel”**

