**Programme Packaging Design Brief**

**What we need**

Box design: 1 x generic box design

On 3 panels of the box (sides and lid)

Inside folding flaps and inside lid

Inner piece with circles cut out for securing the bottles

On the other 2 panels of the box (front and back) - 1 colour (this is where the labels will go - see below for more detail).

The front and back panels need a fine border outline printed onto these to give us an indication of where the label is to be stuck. The border will need to be 0.5cm from the edge of the box

Label Design: 14 labels in total – 7 x front and 7 x back

Labels designed for 2 sides of box for us to stick on in-house. Labels will have barcodes printed onto them as well as kosher/vegsoc logos etc.

Ingredients and instructions to be on all back labels, Front label to be on brand with name of logo, programme, contents and strapline

Programme information:

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| --- | --- | --- | --- |
| **Programme** | **Contents** | **Pantone of main Bottle** | **RRP for info only** |
| Fat Around the Middle  Bar code 5060018860398 | 1. Amino Support, 2. Nutri Support, 3. Omega 3 Support and 4. Vitamin C Support | Yellow 130c | £92.97  £103.08 separately |
| Healthy Mature Woman  Bar code 5060018860404 | 1. Meno Support, 2. Omega 3 Support and 3. Vitamin C Support | Orange 021c | £60.77  £67.51  separately |
| Healthy Woman  Bar Code 5060018860411 | 1. Healthy Woman Support, 2. Omega 3 Support and 3. Vitamin C Support | Pink 211c | £59.97  £66.51 separately |
| Bone Health  Bar Code 5060018860428 | 1. Osteo Support, 2. Meno Support, 3. Omega 3 Support and 4. Vitamin C Support | Blue 2925c | £82.97  £91.28 Separately |
| Tranquil Woman  Bar Code 5060018860435 | 1. Tranquil Woman Support, 2. Omega 3 Support and 3. Vitamin C Support | Purple 2655c | £59.97  £66.51 separately |
| Fertility for Women  Bar Code 5060018860442 | 1. Fertility Support for Women, 2. Omega 3 Support and 3. Vitamin C Support | Green 363c | £65.97  £73.31 separately |
| Fertility for Men  Bar Code 5060018860459 | 1. Fertility Support for Men, 2. Omega 3 Support and 3. Vitamin C Support | Green 363c | £65.97  £73.31 separately |

**Font used is Ariel**

**Straplines for front label**

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| --- | --- |
| **Programme** | **Strapline/Description** |
| Fat Around the Middle | Four products working together to provide all the most important nutrients scientifically proven to help reduce fat from around your waist |
| Healthy Mature Woman | A complete multivitamin and mineral formulation with three products working together to help every woman maintain a healthy well-being |
| Healthy Woman | A complete multivitamin and mineral formulation with three products working together to help every woman maintain good health during and after the menopause |
| Bone Health | Four products working together to provide the highest quality and the most important nutrients scientifically known to help maintain good bone health |
| Tranquil Woman | A unique formulation with three products with specially selected nutrients for woman managing a busy and stressful lifestyle |
| Fertility for Women | A special multivitamin and mineral formulation with three products working together for women when trying to conceive |
| Fertility for Men | A special multivitamin and mineral formulation with three products working together for men’s sperm health when trying for a baby |

**Branding**

All products to be branded NHP and logo is attached. The box must work alongside the bottles as they will sit with them on retailers’ shelves – so they need to look part of the family. This is a challenge due to the bright and different colours of the bottle labels

**Positioning**

The product is very quality and very effective compared to the market place – so although it is expensive the customers are getting the optimum dosages of ingredients.

All products are formulated by Dr Marilyn Glenville who is the author of 11 internationally best-selling books on women’s health. She is a well-known and highly qualified nutritionist that also lectures students and runs many workshops. She is also a spokesperson and expert on radio, TV and numerous publications.

Customers are women who are well informed, empowered and affluent. They are the type of profile who will eat organic food, wear mineral make-up, shop in Waitrose and be aware of their health and want to look after themselves. The age profile is 35 to 60.

The product needs to reflect the pricing of £60 to £93, needs to look serious and scientific while appealing to women who want to use natural products and not drugs

The boxes need to work alongside the current bottles in retailer shelves

Competitive brands would be Solgar and Viridian

     

**Imagery and packaging we like**

Clinique

Space NK

Jean Paul Gaultier

Molton Brown



