

BRIEF

# Brief

fynk™

**Download the brief,  
fill it out and email it to us:  
[office@fynk.eu](mailto:office@fynk.eu)**

01.

WHO

ARE WE?

INTRODUCTION

**Description of the company:**

**The current situation on the market - direct competitors, leaders, position of the company, etc.:**

**Where are the products sold?**

02.

**WHAT ARE THE  
FEATURES OF  
THE PRODUCT?**

CHARACTERISTICS

**Description of the product, characteristics, method of its use / consumption:**

**Unique properties, product features – what makes it stand out from the competition:**

**Method of packaging the product, its exposure on the shelf:**

**Product price segment:**

**Direct and indirect competition:**

03.

**WHO ARE OUR  
CUSTOMERS?**

CORE TARGET GROUP

**Who is the Consumer / Buyer?(Main features: age, gender, income, family, etc.):**

**Interests / buying behavior:**



04.

**WHAT DO WE  
EXPECT FROM  
THE AGENCY?**

TASKS/SCOPE OF ACTIVITIES

**Brief description of the project:**

**Word mark of the product:**

**Logotype (wetransfer)**

**Problems to solve: (eg. Brand awareness, perception, new positioning, packaging style, colors)**

05.

# PACKAGING

TASKS/SCOPE OF ACTIVITIES



**What does the package need to convey? (What the buyer should feel/understand when looking at the package; vibe, general message)**

**What should the project under no circumstances convey to the consumer? (Are there things that need to be concealed?)**

**Product features that should be considered/highlighted during packaging design:**

**What design elements of competing products are worth imitating:**

**Other packaging design requirements?**

**Inspirations, Benchmarks ( Visualizations, Photos, Moodboards)**

A large, empty rectangular box with rounded corners and a thin purple border, intended for visual content such as inspirations, benchmarks, visualizations, photos, or moodboards.

**Which variants or product lines should be visualized in the first conceptual phase?**

**Deadline for the first project:**

**Date of submission of the brief:**

06.

**TECHNICAL  
ELEMENTS**  
RESTRICTIONS



**Mandatory elements on the front part of the packaging:**

**Packaging material and its features:**

**Printing method and possible enhancements:**

**Maximum allowable number of colors and the possibility of using Pantone colors:**

**Other requirements for packaging design?**

*BRIEF*

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# Scope

**Branding**

**Logo**

**Strategy**

**Wayfinding**

**Corporate Identity**

**Packaging**

**Brand Hero**

**Naming**

**Online Advertising**

**Marketing materials**

**Key Visual**

**Copywriting**

**Storytelling**

**Artwork**

**Internal communication**

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Let's create somefynk cool together!

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