

## CREATIVE BRIEF

PRODUCT: NEW PRODUCT CREATION

PROJECT: Name, logo, packaging, etc. for new product

4/24/2020

You are to create a new product from one of these categories: --Coffee or Tea (could be box/package or ready-to-drink bottle) --Sparkling Water --Spiked Seltzer or Craft Cocktail --Craft soda --Juice or wellness drink --Craft Whiskey (or other liquor type) --Ice Cream/popsicle --Jerky --Energy or candy bar --Hand Sanitizer --Note: If these categories don't appeal to you, pitch another product idea to me.

Objective: Introduce this new product.

Mandatories: Give the product a name. Design a logo for it. Include a tagline that positions your product. Create a color palette to be used in your packaging (and later, your website). Design the packaging.

In your summary, answer these questions that are normally on the brief (Note: you could also do a creative brief in place of summary.) --What is your key message: --Who is your target audience? Why would they want to try this product? --What's the tonality you want to give it? (This is important because you want this brand to have a personality.)

## FINAL PRODUCT CREATION

PRODUCT: SPARKLING WATER

PRODUCT NAME: FIZZLE

KEY MESSAGE: REFRESHING SWEET WATER WITH THE CRISPNESS OF SODA.

- "TASTE LIKE SODA, REFRESHING LIKE WATER"
- LIGHTLY CARBONATED, NATURAL FLAVOR

TARGET AUDIENCE: YOUNG ADULTS; 18-22

TONE: SOPHISTICATED & YOUTHFUL

TAGLINE:

ORIGINAL: LIGHT, FRUITY, CRISP. IT'S FIZZLE

REVISED: LIGHT, FRUITY, CRISP

Fizzle

Light, Fruity, Crisp. It's Fizzle. 

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Fizzle

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