Q3 Strategy

Contoso Global

Garth Fort

This is a working reference document for use by the project team. Please add or reply to comments where you have changes, queries, or action items. Not necessary to use track changes.

Note: Please don’t update local copies of this document. Remember, we can all work in the document at the same time when it’s posted to SharePoint, so there’s no reason to have to work in additional copies.

# Executive Summary

Develop packaging design and content for our product launch that reaches customers effectively in both physical and virtual storefronts.

Scope will include one core package design with minor modifications only for the three product versions. Final packaging must include the following considerations:

# Stakeholders

|  |  |
| --- | --- |
| Toby Nixon | Senior Product Manager, Co-Project Lead |
| Yukari Kemmotsu | Product Manager, Co-Project Lead |
| Chris Hill | Content Designer |
| Zac Woodall | Graphic Designer |
| Karina Leal | Channel Marketing Manager |
| Annie Herriman | Media Manager |
| Chloe Brussard | Research Project Manager |
| Alistair Speirs | Account Executive |

# Milestones

|  |  |  |  |
| --- | --- | --- | --- |
| Completed | Milestone | Target  Start Date | Target  Completion Date |
|  | Budget planning | 11/7 | 12/5 |
|  | Research phase 1 | 11/14 | 12/9 |
|  | Content/design concept development | 12/15 | 2/6 |
|  | Research phase 2 | 1/3 | 1/18 |
|  | Content/design creation | 1/25 | **FINAL** 3/2 |
|  | Market testing | 3/12 | 3/21 |
|  | Finalize design and content | 3/26 | 4/3 |
|  | Release to manufacturing |  | 4/5 |

# Goals

We know that we’re not known as being exactly cutting edge when it comes to our product packaging. But this release **will** to be different. This is a game-changing product and so it needs to be game-changing from the moment it gets into the customer’s hands and even before that. This starts with our packaging.

Our primary goal for package design in this release is to not just showcase a product but connect with our consumer. The packaging should be unique and creative, but not simply for the purpose of creating something different. There needs to be a reason for this packaging—every element should help the consumer connect with the product in some way.

Emotional connection is the key. Whether or not the consumer has seen advertising or demos, or is seeing the product for the first time. When they are in the store shopping, the package is their first direct impression of the product.