

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-23	BRP:	Jayakrishnan B
Brand:	Kitchen Treasures	Contact Person :	Nithin
Project Title :	Cake box design		
Category:	Brand Design		

Background

Kitchen Treasures was born from the house of Synthite - the world's largest producer of value-added spices, with a history of over four decades in the production of spices, flavours, spice oleoresins, and pure and blended seasonings.

Communication Objective

To make customers by the product

Target Audience

Foreign market

Focus of Communication

Karols is the juicy cake/Burst range of Kitchen Treasures It comes in 3 Variants: Honey Burst, Orange Burst and Butter Scotch Burst

Proposition

A product from worlds largest producer of value added spice, flavours and blended seasonings.

Reasons why consumers will believe/buy

Synthite is the world's largest producer of value-added spices, with a history of over four decades in the production of spices, flavours, spice oleoresins, and pure and blended seasonings.

Deliverables/Execution Specifics

Package design for KT's new juicy cake range for export market Packaging: Multi layer (3 layer box - pic attached) Brand Name: Karols Range Name: Burst Variants: Honey Burst, Orange Burst and Butter Scotch Burst Dimension : length - 28.5 cm width - 20cm height - 3.8cm

Check List

Reference attached in next mail

Comments if any

1. Design need to be vibrant and modern . 2. Karol to be open and need not be inside the orange & green box. (Current logo attached- 400gm plum cake packaging design) . 3. The new design should not have any similarity with the plum cake design . 4. Variant names: Honey Burst, Orange Burst and Butter Scotch Burst

Deadline

02.10.2019