

GETTING STARTED GUIDE

Product Packaging

👋 **Howdy Partner!**

I'm a big fan of getting started off on the right foot.

It saves you and me both time and money. That's why I ask lots of questions upfront.

This getting started guide will help us know where to start and allow us to draw a road map of our route. And as a bonus, we'll avoid some bumps along the way.

Don't worry if you don't know all the answers. These questions are to ponder and help us prepare. Personally, I love being prepared — and my clients do too.

Are you ready?! Let's get going!

PHASE 1: PRODUCT PACKAGING GUIDE

Understanding Your Business

1. GIVE A BRIEF DESCRIPTION OF YOUR COMPANY AND THE PRODUCTS YOU OFFER.

Give a brief statement about your company that describes who you are, who you make products for and why. How long have you been in business?

2. WHO IS YOUR IDEAL CUSTOMER?

Get inside their head. Who is buying your product? What problem does it solve for them? What does your customer care about? What are their demographics?

3. WHAT ARE YOUR LONG TERM GOALS FOR THIS PRODUCT?

Please note: if you have a marketing plan feel free to share it with us. This helps us understand the bigger picture and support your long-term goals.

4. WHO IS YOUR COMPETITION?

What products sit next to yours on the shelf? Or what online competitors do you have? What colors are they using? What do you like and dislike about the competition?

PHASE 2: PRODUCT PACKAGING GUIDE

Discussing Your Project Scope

1. HOW DOES THIS PACKAGING DESIGN FIT INTO YOUR OVERALL MARKETING PLAN?

Is this a redesign and refresh? Is this a brand new product? A line extension? What triggered you to seek out a new packaging design? Or do you need your packaging updated?

2. WHAT DOES SUCCESS LOOK LIKE AND HOW WILL YOU MEASURE IT?

More brand units sold? Quality — it holds up under rough shipping conditions? Or maybe it's a more sustainable option? Is the packaging or label too expensive and you're looking to bring the cost down?

4. WHO ELSE IS INVOLVED IN THIS PROJECT OR WHO IS MAKING THE DECISIONS?

Is there anyone else other than you that would need to be consulted when designing the packaging — a packaging engineer, copywriter, brand manager, production manager, shipping, regulatory, or marketing director? Will someone else be writing content? Or do you have a photographer creating photo content?

5. WHAT IS YOUR TIME FRAME?

Is there an ultimate deadline—a specific product launch, trade show event, or opportunity driving the deadline on this project?

6. ARE THERE ANY REGULATORY REQUIREMENTS FOR THE PACKAGING?

Do you have someone who manages this? Nutrition? Cautions or warnings that need to be listed? Will you be providing specs?

PHASE 2: PRODUCT PACKAGING GUIDE

Discussing Your Project Scope

7. WHERE WILL THIS PRODUCT BE SOLD?

Amazon? Wal-mart? Target? Hardware stores? Lumber yards? By distributors? Online only? Grocery?

8. WHAT ARE THE FEATURES AND BENEFITS OF THE PRODUCT?

What problem does your product solve? And what makes it different?

9. WHO IS YOUR TARGET AUDIENCE?

Who will buy this product? Who is it intended for?

10. WHAT QUESTIONS OR CONCERNS DO YOU HAVE WORKING WITH US?

We'd love to address any questions or concerns you have.

11. IS THERE ANYTHING ELSE WE SHOULD KNOW ABOUT YOUR PROJECT?

If we forgot to ask anything, please fill it out here.

BIOS

Your Team



SARAH SPOELSTRA

CREATIVE DIRECTOR + OWNER OF MOONSHINE DESIGN

I've spent over 20 years sharpening my skills as an in-house graphic designer.

I've worked in nearly every design medium, from packaging to photography and print to digital media, during my career. Through thoughtful collaboration, I can help you design an email marketing targeted to your audience and their needs.

I've team up with in clients such as:

- » Sashco Inc.
- » Perma-R Products
- » Scott's Liquid Gold
- » Rust Patrol
- » Pumpkin Masters
- » Alpha Hydrox



SARAH SHAFFER

COPYWRITER

Sarah has over 15 years experience writing for the consumer products industry, namely Sashco Inc., a manufacturer of caulking and stains. She worked in-house for several years as a PR Specialist and now writes content for various products as a freelance writer.

BIOS

Your Team



DAINA PENN

PACKAGING, PRINT, & BRAND STRATEGY.

Daina grew up in Longmont, CO, and has worked in the Denver area for over 25 years as a graphic designer and design consultant. Along with her passion for design, she loves music, cooking, traveling to other countries, and hanging out with friends and family. She enjoys visiting local markets in foreign countries. Her love for package design comes out when she visits these markets! "I could literally stand there for hours, looking at the different packages, designs, fonts, and colors," says Daina.

Creative through and through it shows in every part of her life. Whether she's writing and illustrating a new story for a children's picture book, creating a brochure for a new client, or developing an awesome package for a new product, or developing a brand strategy she feels it's what she was put on this earth to do.

RESOURCES

To Help You Get Started

BLOG POSTS

- [Design Your Product Packaging to Stand Out on the Shelf](#)
- [The Creative Process, How Does It Work?](#)
- [Alpha Hydrox Logo Design](#)



Thank you!

from our team to yours

We hope you found this get started guide helpful.

We'd love to chat with you about your upcoming packaging projects.
Give us a holler with any questions you may have.

sarah@themoonshinedesign.com

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DESIGN**
LLC