



Die Genuss-Molkerei

Packaging design brief

Brand:	Cremore
Sub-brand	Cremore Drink (milk drink)
Date:	28.12.2016
Responsible Zott:	Monika Grzesica
Agency:	

1. Background	
1.1 Brand	<ul style="list-style-type: none"> To strengthen Cremore visibility on the shelf and to follow market trends, we'd like to add milk drinks to Cremore desserts range. Therefore we need new packaging design for Cremore Drink cups. Packaging design should underline premium character of Cremore brand
1.2 Competitors:	<ul style="list-style-type: none"> Bakoma Satino drink (bottled)

2. Objectives	
2.1 Scope of project	<ul style="list-style-type: none"> Cups design for 2 flavors: chocolate and strawberry Topper color suggestion (can be also no-color) <u>Next round</u> will include two more flavors: caramel and banana + carton design and platines
2.2 Package design objectives	<ul style="list-style-type: none"> Packaging should communicate a premium milk drink Cremore Drinks will be targeted to adults looking for indulgence Cremore Drink will be a cold drink, easy to have on the go Cups with sleeve = fully covered
2.3. Creative mandates	<ul style="list-style-type: none"> Design must be appealing and original Design must include Cremore Drink sub-brand logo, built on Cremore pudding logo.

3. Timing	
1st ideas presentation	tbc
Next steps	tbc

FYI: We will use the same cups with topper as for Caffreze:

