

Company ABC
Product Development Brief
Brand XYZ

Objective – State Objective of the new Produce Development Brief here.

Target Consumer – State who the target consumer is here and what is important to her.

Total Number of Products – List number of Products here.

Product #1

Product Name:

Category:

Size (Fl. Oz./Nt. Wt.):

Essential Packaging Elements (attach pictures as necessary) –

Container Shape:

Container material (PS, PET, HDPE, etc.):

Container Color:

Label Type (Label, Direct Print, Sleeve, etc.):

Closure Type & Shape:

Closure Color:

Secondary Packaging & Other Display Material (if needed):

Primary Benefit – State the Primary Benefit of the Product here

Secondary Benefits – State any key secondary benefits here, beyond the Primary Benefit

Claims & Demonstrations – State any early thinking on Claims & Demonstrations here

Sensory Attributes –

Appearance (viscosity, color, opaqueness):

Fragrance:

Performance (application, wet, dry, substrate):

Cost Targets –

Formula: List in currency/weight (e.g. \$/lb)

Package: List in currency/unit (e.g. \$/unit)

Total: List in currently/unit (e.g. \$/unit)

Due Dates –