

California Polytechnic State University
Graphic Communication Department
GRC 347: Packaging Graphics Technology and Design

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Creative brief
06 October 2021

Healthi Snax

Healthiness to-go for all.

Target audience identification

The target audience is young adults in urban areas who are trying to eat healthier but may not have the skills or time to make snacks. They will be working or middle class with a full-time job and may pick up the products while grocery shopping or if they stop at a healthy food store to pick up lunch on their break. These consumers want to eat healthy without breaking the bank and may also have dietary restrictions.

Products in the line of products

The five main products will be sweet potato chips, crackers, cookies, pretzels, and granola bars. The chips, crackers, and pretzels will come in the same type of bag, the cookies will come in a box and granola bars in wrappers. These products will be free from common allergens such as gluten, dairy, eggs, and nuts. There will be three different chip flavors (sea salt, barbecue, and “cheezy”), two different crackers (salted and “everything but the bagel”), two different cookies (oatmeal chocolate chip and snickerdoodle), two different types of pretzels (salted and hickory smoke), and three different granola bars (chocolate brownie, berry, and oatmeal raisin). These are just ideas for now, but the main flavours will be savory and/or sweet.

Product/brand essence and/or voice

This brand will be sleek and simple but still personable. The packaging will be engaging with natural colours and simple graphics while still looking cohesive and standing out from the competition. The brand will not come across as too expensive but also not cheap or poor quality — the goal is for the consumer to believe they will feel satisfied after enjoying a tasty healthy snack. This product will be the Subaru of snack brands in that it is high quality, dependable and meant for everyone while not being overly expensive, unlike brands like Lexus.