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Creative Brief  
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# Healthi Snax

## Healthiness to-go for all.

Healthi Snax is a line of snacks for the health conscious who may not have time to always be making food. It includes sweet potato chips, crackers, cookies, pretzels, and granola bars. The brand voice is meant to be personable and engaged in order to stand out from the competition.

The sweet potato chips will be in a food safe package. The primary colors of the packaging will depend on the flavor of the chips packaged. Below are a few examples of potato chip containers.



On the next page are some rough drafts of three different types of chip packaging that Healthi Snax could use, based on the examples from the previous page. The flavor is Sea Salt, hence the green bag. The typography has accents of purple since the chips are made from purple sweet potatoes.



Three pros to using the composite can are that it will stand out from other products, it is easy to transport, and ensures that the chips will not be crushed. Three cons, however, are that it is a multi-piece package which is more expensive, not able to be recycled, and harder to manufacture.

The pros to using a normal chip bag are that it will keep the chips fresh, the packaging is harder to tamper with, and since this type of packaging is standard it may be cheaper to manufacture. Some cons are that it is not recyclable, resealable, nor does it have the ability to stand out in terms of its shape.

Finally, the pros to using a resealable package for chips are that it is resealable, it is unique to the industry, and consumers are able to open it easier. However, these packages are also not recyclable, harder to manufacture, and could make the chips more susceptible to being crushed in transport.