



Package Design Questionnaire

Date: _____

Client: _____

Project: _____

In Attendance: _____

New design Re-design

Package design objectives: _____

Product description: _____

Product Type

Baked/Cooked Food

Candy/Confection

Electronics

Beverage

Health/Beauty

Household/Office

Lawn & Garden

Cleaner

Other

Demographic (target audience): _____

Wholesale Retail

Where/how will this product be sold? _____

Price point? _____

Competitive Products/Services: _____

Single Most Important Point: _____

Notes: