



Design - Product, Graphic & Fashion

DYNAM!C
CREATIVE

Brief Setters: [Rob Barton](#), Creative Director and Designer at Dynamic Creative

Dynamic Creative are an award-winning, design-led communications agency offering genuine expertise in brand, strategy, digital, social and PR, print and packaging. They act as an extension to your marketing team or become part of your team itself.

Brief Title: [To design a new drug brand for a Covid-19 vaccination](#)

It is 2021 and you've been given the task of designing and marketing a new 'over the counter' (OTC) product/drug/supplement for a Covid-19 vaccination product.

You will need to think of: the brand name for the product, design of your brand in terms of logo and packaging, product messaging, and determine how you would promote your product to the global market.

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BRIEF