



Design - Product, Graphic & Fashion

Brief Setter:

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**DYNAM!C
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.

CREATIVE
BRIEF



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Creative Brief

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:

- Brand name for the product
- Design of your brand in terms of logo and packaging
- How will your product be administered?
- Decide on the product messaging
- Determine how you would promote your product to the global market

Research is important. Identify similar products already existing in the marketplace to get a better understanding of the do's and don'ts, brand names, packaging design and how these products are currently being marketed. In this sector, the key point to consider is 'Trust'.

Try not to be constrained by what can be achieved now. We want you to use your imagination and be creative in everything, from the marketing to the actual product design.

Think of innovative ways to get your product to market. Will it be purchased/prescribed solely over the counter in pharmacies/doctors or could you diversify into online markets? How do you intend to advertise your product to the world? Are you targeting a specific age group and consider how this will influence your messaging and promotion.

You will be required to give a campaign plan which shows your understanding of the existing market, presents your concepts and how you will deliver your product to the world. The method of presentation is up to you.

Imagine I'm the drugs company boss and that you are not the only designer I'll be seeing today. You need to get my attention and be prepared to have answers to the points covered above.



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Suggested project timeline

Essential Skills Developed



WEEK 1

School

- Live brief setting and Q&A.

Homework

- Research the 'over the counter' drugs market. Get as much visual reference material as you can and put onto a 'brand competitors' mood board(s).

WEEK 2

School

- Start thinking of brand names and logo designs.

Homework

- Come up with some design ideas for a logo.

WEEK 3

School

- Finalise brand name and logo.

Homework

- Research the container ideas for your product. How will it be packaged?

WEEK 4

School

- Live check in with brief setter. 2-3 students will be chosen by the teacher to present their ideas and receive feedback from the professional and their peers.
- Start ideas on how your product will be promoted to the world and how.

Homework

- Prepare research findings.

WEEK 5

School & Homework

- A digital portfolio of creative careers in the industry sub-sector will be provided. Students to review the digital portfolio of creative careers in industry sub-sector.

WEEK 6

School

- Students to feedback to teachers the creative careers they have researched.

Homework

- Start design of all the elements you want to support your presentation.

WEEK 7

School & Homework

- Design final elements and put together your final presentation.

WEEK 8

School

- Students will present final response to creative brief to peers and the brief setter.
- A select group of 4-6 students will be chosen by the teacher to present in order to get feedback from the brief setter and their peers.