



Packaging Design Brief

CLIENT INTAKE QUESTIONNAIRE · CONCEPT-TO-DELIVERY SERVICE

EIGHT SECTIONS

Tell us about your product, your market, and your taste. Our design team turns this into a complete moodboard and packaging concept proposal — brand story, SKU architecture, color, finish, and renders. You don't need to design anything here; just give us the constraints and the inspiration.

★ Marked fields are what we need to start your moodboard. Everything else helps us nail it on the first round — if you're unsure, leave it blank or tick "Open to JarKing's recommendation."

HOW Fill it in on your phone, tablet or computer in any PDF app — your web browser, Apple Files or Preview, Google Drive or Adobe Acrobat Reader — then save it and send it to us. You can also print it and write.

01 About You & The Project

SECTION 01 / 08

Company name ★

Website / Instagram / RED

Contact name & email ★

Which market / region do you operate from?



Is this a new brand or an extension of an existing brand? (select one)

☐ New brand

☐ Extension of an existing brand

If an extension, please email us your logo, brand guidelines, and photos of current packaging.

In one line, what is this project? (e.g. "seasonal hand-cream gift set") ★

Project type (select one)

☐ Single product

☐ Product range / system

☐ Gift set

☐ Seasonal / limited edition

☐ Other

How many SKUs in total? ★

02 The Product Itself

SECTION 02 / 08

Product category & formulation for each SKU

e.g. SKU1 shampoo, SKU2 conditioner, SKU3 hair mask... — drives our closure & fill choices.

Texture / viscosity (tick all that apply across your SKUs)

☐ Water-thin liquid

☐ Serum

☐ Lotion

☐ Cream

☐ Thick cream / butter

☐ Gel

☐ Oil

☐ Balm

☐ Paste / clay

☐ Powder

☐ Solid / stick

☐ Other

Any formulation sensitivities? (tick all that apply)

These decide the material, the closure, and whether the pack should be airless.

- | | |
|--|--|
| ☐ Air-sensitive (oxidizes easily) | ☐ Light / UV-sensitive |
| ☐ Contains alcohol or solvents | ☐ High essential-oil or fragrance content |
| ☐ Acids or low pH (e.g. AHA, vitamin C) | ☐ Preservative-free or low-preservative |
| ☐ None | ☐ Not sure |

Fill volume per SKU

Give the volumes you want, or tick the box to let us recommend.

- ☐ Open to Jarsking's recommendation

03 Packaging Direction

SECTION 03 / 08

Have you already chosen Jarsking products? Paste the product links here

One per line, from jarsking.com. Or tick the box below and we'll recommend based on your brief.

- ☐ Recommend packaging based on our brief

Packaging format (tick all that apply)

- | | | |
|---|---|--|
| ☐ Bottle | ☐ Jar | ☐ Airless bottle |
| ☐ Airless jar | ☐ Dropper bottle | ☐ Perfume bottle |
| ☐ Soft tube | ☐ Roll-on | ☐ Stick / twist-up |
| ☐ Lipstick / lip gloss | ☐ Mascara | ☐ Compact / palette |
| ☐ Refill / cartridge | ☐ Let Jarsking recommend | |



Material preference (tick all that apply)

Tick any you would like us to consider. We check each one against your formula before we recommend it.

GLASS

- | | | |
|--------------------------------------|--|---|
| ☐ Clear glass | ☐ Frosted glass | ☐ Colored glass (e.g. amber) |
|--------------------------------------|--|---|

PLASTICS

- | | | |
|---|----------------------------------|---|
| ☐ PET | ☐ PETG | ☐ PP |
| ☐ PE (HDPE / LDPE) | ☐ Acrylic | ☐ PCR (recycled) plastic |

METAL, BAMBOO AND PAPER

- | | | |
|-----------------------------------|---------------------------------|--|
| ☐ Aluminum | ☐ Bamboo | ☐ Paper and board |
|-----------------------------------|---------------------------------|--|

BIO-BASED AND COMPOSITE

- | | |
|---|--|
| ☐ PLA | ☐ PHA |
| ☐ Wood-fiber composite | ☐ Calcium-carbonate composite |
| ☐ No preference | ☐ Other (write below) |

Other materials, or materials to avoid

Closure and dispensing (tick all that apply)

- | | | |
|---|--|--|
| ☐ Lotion pump | ☐ Treatment pump | ☐ Airless pump |
| ☐ Foam pump | ☐ Fine-mist sprayer | ☐ Perfume atomizer |
| ☐ Dropper | ☐ Screw cap | ☐ Flip-top cap |
| ☐ Disc-top cap | ☐ Nozzle tip | ☐ Roll-on ball |
| ☐ Applicator (doe-foot, brush) | ☐ Child-resistant closure | ☐ Let JarSkIng decide |

Tooling (select one)

- | | | |
|--|--|---|
| ☐ Existing molds only | ☐ Open to a new custom mold | ☐ Not sure — advise us |
|--|--|---|

Note: a new custom mold changes minimum order quantity, cost, and lead time. We'll advise before you commit.

04 Market & Positioning

SECTION 04 / 08

Primary target markets (countries) ★

Secondary / tertiary markets

Retail price per SKU ★

A range is fine. This single answer calibrates whether the moodboard reads masstige or luxury.

Price tier (select one) ★

A clinical or derma look goes under aesthetic keywords in section 05; pharmacy goes under sales channels in section 07.

☐

Mass

☐

Masstige

☐

Premium

☐

Luxury

Benchmark brands — name 2–4 brands you want to sit next to on the shelf ★

These anchor your price tier and aesthetic register for us.

05 Aesthetic Direction

SECTION 05 / 08

This is the most important section. The more honest your taste signals here, the closer our first moodboard lands.

3–5 reference images or brands you love — and one line on why ★

Paste links here; email or WeTransfer any image files. Tell us what you love about each.

Any brands or looks you want to AVOID?

Just as useful as what you like. (DERMIS—01 was defined by “no bright color”, and that one rule also meant fewer print passes.)

Aesthetic keywords (pick up to 5)

- | | | | |
|----------------------------------|-----------------------------------|--|---------------------------------|
| ☐ Minimal | ☐ Clinical | ☐ Botanical | ☐ Luxury |
| ☐ Playful | ☐ Retro | ☐ Futuristic | ☐ Warm |
| ☐ Cold | ☐ Organic | ☐ Architectural | ☐ Bold |

Must-HAVE colors ★

Must-AVOID colors ★

Surface finish (tick all that apply)

- | | | |
|--------------------------------------|--|--|
| ☐ Glossy | ☐ Matte | ☐ Soft-touch |
| ☐ Satin | ☐ Frosted | ☐ Clear / transparent |
| ☐ Pearlescent | ☐ Metallic / plated | ☐ Gradient (ombré) |
| ☐ Textured | | |

Decoration method (tick all that apply)

- | | | |
|---|--|--|
| ☐ Screen printing | ☐ Hot stamping (foil) | ☐ Pad printing |
| ☐ Heat transfer | ☐ UV / digital printing | ☐ Offset printing (tubes) |
| ☐ Labels | ☐ Shrink sleeve | ☐ Embossing / debossing |
| ☐ Laser engraving | ☐ Spray coating | ☐ Plating / metallizing |
| ☐ Recommend to suit budget | | |

06 Brand & Story Inputs

SECTION 06 / 08

Brand name (select one)

- ☐ We already have one (write it below) ☐ Please propose a name for us

Brand name (if you have one)

In 2–3 sentences: what does the brand stand for, and what makes it different?

Your target customer in one sentence

Age, lifestyle, where they shop. Feeds our consumer persona.

Occasion / context (tick all that apply)

- | | | |
|-----------------------------------|--|-------------------------------|
| ☐ Everyday | ☐ Seasonal | ☐ Gift |
| ☐ Travel | ☐ Limited edition | |

Any tagline, values, or must-say messages? Any claims you legally must / can't make?

07 Channel & Commercial Reality

SECTION 07 / 08

Where will this sell? (tick all that apply)

Shapes whether we optimize for flat-lay content or physical-shelf presence.

- | | | |
|---|--|---|
| ☐ DTC website | ☐ Amazon | ☐ TikTok Shop |
| ☐ Tmall / JD | ☐ Xiaohongshu / Douyin | ☐ Beauty retail (e.g. Sephora) |
| ☐ Department store | ☐ Supermarket / mass retail | ☐ Pharmacy / drugstore |
| ☐ Salon / spa / professional | ☐ Travel retail | ☐ Pop-up / events |
| ☐ Other | | |

Gift and secondary packaging (tick all that apply)

- | | | |
|---|--|-----------------------------------|
| ☐ Folding carton | ☐ Rigid gift box | ☐ Sleeve |
| ☐ Insert / tray | ☐ Mailer / shipping box | ☐ Gift bag |
| ☐ Not needed | ☐ Recommend | |

Sustainability requirements (tick all that apply)

- | | |
|---|--|
| ☐ PCR (recycled) content | ☐ Recyclable mono-material |
| ☐ Refillable | ☐ Bio-based materials |
| ☐ Less material (lightweighting) | ☐ Plastic-free |
| ☐ FSC-certified paper | ☐ EU packaging rules (PPWR) |
| ☐ None | ☐ Not sure |

08 Logistics & Expectations

SECTION 08 / 08

Target MOQ per SKU ★

Budget per unit, or a ceiling (ex-works or landed) ★

Please include the currency.

Timeline — when do you need samples / what's your launch date? ★

What deliverables do you expect from this proposal stage? (tick all that apply)

- | | | |
|-------------------------------------|--|---|
| ☐ Moodboard | ☐ CMF direction | ☐ 3D renders |
| ☐ Spec sheet | ☐ Dielines | ☐ All of the above |

Decision-maker & who signs off on the moodboard

+

Thank you.

+

Send this completed form back to your Jarsking contact, along with any reference image files. We'll follow up with your moodboard concept proposal.

No Jarsking contact yet? Email it to jarskingstudio@jarsking.com, or attach it to the enquiry form at jarskingstudio.com. One of our team replies within 1–3 working days.