

Fragrance Design

Creative Brief for the Fragrance House

The fields marked with an asterisk () are required*

1. PROJECT LEADER (CLIENT SIDE)

First Name* Last Name* Job Title*
Email* Tel* Skype ID
Company* Website*

2. THE END-PRODUCT

What is the end-product like?*

Perfume Please, select EDP EDT Cologne Eau Parfumée

Other scented product Please, specify

Product Name* Product Line*

Number of fragrance variants requested for the Product Line*

.....

Specific product description (5-25 words)

.....

.....

.....

Key product characteristics/claims (1-3 attributes)* 1. 2. 3.

Key line characteristics/claims (1-3 attributes)* 1. 2. 3.

Color palette (inspirational)*

Texture palette (inspirational)

Enclosed iconographic collection Yes No

Price (retail price of the end-product) is between and \$*

Beauty price positioning*:

Budget Mass Masstige Prestige Luxe Super Luxe

Additional remarks

3. END-PRODUCT PACK

Pack type*: Bottle Jar Aerosol Carton Flexible sachet Tub Other

Pack color/colors.....

Transparent pack

Color/colors in the foreground

Color/colors in the background

Cap Features

Special remarks about brand-distinctive features on the pack

Pack Size/Capacity (ml or g)*

4. THE BRAND

Brand* Brand pay-off *.....

Key brand characteristics (1-3 attributes)* 1..... 2. 3.

Distinctive elements 1. 2. 3.

Testimonial/Character that matches the brand identity

Music genre that matches the brand identity

Rock Pop Jazz Soul R&B Electronic Other

Enclosed with this brief template: Corporate Logo Other graphic materials

5. COMPETITIVE BACKGROUND

Potential benchmark/benchmarks of the end-product*

.....

What is the competitive advantage of the end-product? *

.....

Potential benchmark/benchmarks of the brand - Brand & Company

1. &

2. &

3. &

6. TARGET MARKET

Who is the consumer of the end-product?

*Age

*Sex M F

*Income level between and \$

*Country/ Region/ Ethnic info

.....

Other relevant information about the end-product consumer

.....

What is the main market segmentation criterion?

Demographic Behavioral Psychographic Ethnic Benefits

7. PDT RELEASE STRATEGY

PDT LAUNCH

Defined launch strategy of the end-product (10-25 words)

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.....
.....

RETAIL / STORE TYPE

Short description of the retail format (5-25 words)

.....
.....

8. THE FRAGRANCE

8.1 FRAGRANCE TECHNICAL ASPECTS

Key notes or materials expected to stand out in the new fragrance

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Fragrance family:

- Aldehydic Animal Anisic Aromatic Balsamic-Ambery Citrus
- Edible-Gourmands Floral Fruity Green Leather Mint
- Musk Ozonic / Marine / Acquatic Powdery Spicy Woody

Fragrance Benchmark(s)

Fragrance Inspiration (Was the fragrance inspired by anything / anyone particular?)*

.....

.....

Fragrance characteristics*:

- Transparent Colorless

Application*:

Application requested (the fragrance compound should be supported on a specific chemical matrix)

Chemical matrix provided by the client → If Yes, please enter the matrix Product Code:

Standard fragrance dosage (% weight)*

Fragrance dosage limits (% weight)*

Specific performance requirements

.....

Price Target:

From to \$ per Kg of fragrance

From to \$ per Kg of the end-product

Fragrance quantity needed for the production of next 12 months* Kg(s)
End-product units to be produced and distributed over the next 12 months*
In case of a planned market test, end-product units to be produced and distributed

8.2 RESTRICTIONS AND REGULATORY REQUIREMENTS

Regulatory Requirements:*

IFRA Compliant USA Prop. 65 CANADA DSL EU Cosmetic Regulation (1223/2009/CE and
amendments) compliant No specific regulatory requirements

Allergens restrictions* → If yes, define*

Other banned ingredients (free from):

Documents and special instructions for samples to be submitted by the Fragrance House:*

Standard Doc. Folder MSDS IFRA Certificate Allergens List
Safety Evaluation of the Fragrance Compound

Other documents accompanying samples

Labelling requirements*

Other specific regulatory requirements

Specific features of other fragrance variant(s) (technical aspects, regulatory requirements...)?

.....
.....
.....
.....
.....

9. TIMELINE AND DEADLINES

Expected submission of the fragrance version(s) by/...../.....

Scheduled launch of the end-product on the market/...../.....

Other Project deadlines