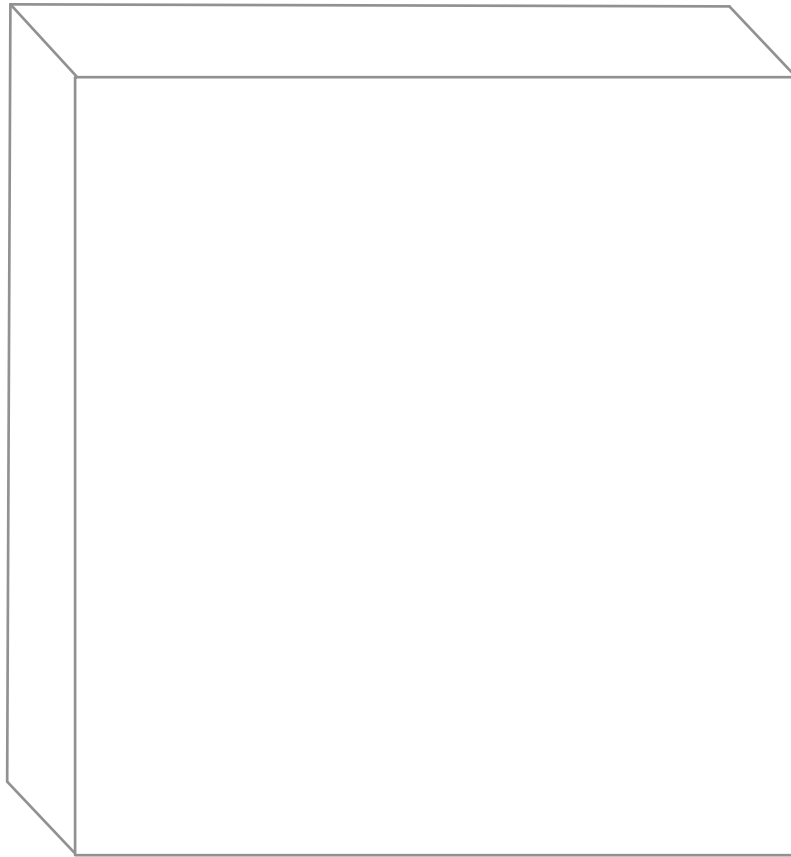
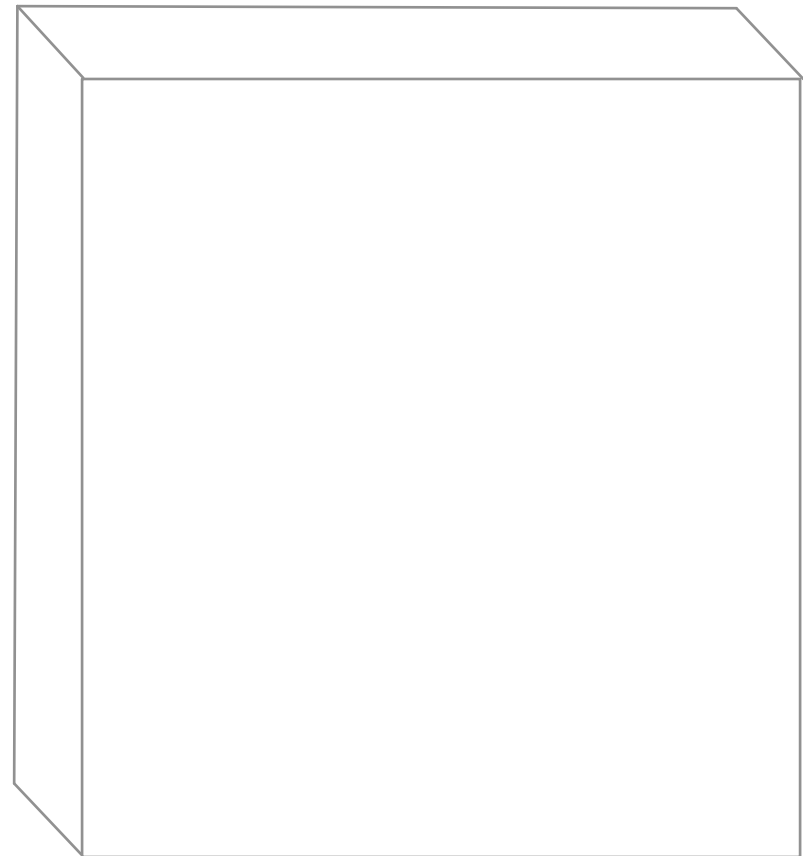


# Design the Box



*Front*



*Back*

## **Think about:**

- + the value proposition the box should convey
- + how the box is different/unique from other boxes on the shelf
- + the key message (front of the box) versus reassuring details (back of the box)