

Creative Brief
Development of Branding Elements for a Pre-roll brand
“Darts”

Darts

Brief:

Accelerant Manufacturing has developed a machine, the PRO4, that can produce 10K to 13K of pre-rolls a day. The company is exploring through partnerships creating an infused pre-roll (through proprietary technology) called Darts. Darts will be approximately .42 grams per unit and bundled 4 to 5 units.

Requirements:

Develop a logo/brand elements and packaging for the Dart. Include fun things such as a dart board in the inside of package.

Limitations

Certain states require limited creative on the outside of the packages.

Accelerant (or related entity) would provide packaging, brand, equipment and formula to growers
website: www.accelerantmanufacturing.com

Competition/Similar Brands

Kaviar

Caviar

Jetters

Assignment:

Create branding elements/logo-initial packaging/brand ideas

Products

Product	Infused with:	Unit Weight	Qty	Total Weight	Cone Size	Variations
Bullseye	Distillate Injection	1	1	1	120/26	Sativa, Indica, Hybrid
Darts 8 Pack	THCa	0.438	8	3.5	109/26	Sativa, Indica, Hybrid
Darts Jar	THCa	0.438	32	14	109/26	Sativa, Indica, Hybrid, Variety?
Bullseye 5 Pack	Distillate Injection	0.7	5	3.5	109/26	Sativa, Indica, Hybrid

Packaging of other brands

