Consumer Brand and Packaging Audit Checklist

Evaluate whether your product identity works as one recognizable system across packaging, retail, ecommerce thumbnails, Shopify, photography, social media, and future product launches.

SCORE | RECORD EVIDENCE | SET PRIORITIES

Brand / product family

Audit owner and date

Next launch or commercial milestone

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01 · HOW TO USE THIS SCORECARD

Score the system, not an isolated mockup

Review real production files, product photos, mobile pages, current social content, and planned variants. For each category, choose a score and record specific evidence. Avoid scoring from memory or preference alone.

1 · UNCLEAR

No defined rule, inconsistent execution, or a significant customer or production problem.

2 · WEAK

Some intent is visible, but the system fails in several formats or depends on individual judgment.

3 · FUNCTIONAL

The requirement is generally met, with identifiable gaps or documentation still needed.

4 · STRONG

Clear rules work across current channels and are applied consistently by the team.

5 · SCALABLE

The system is distinctive, documented, tested, and ready for planned products and markets.

N/A · OUT OF SCOPE

Explain why it does not apply. Do not use N/A to hide a decision that has not been made.

Evidence examples: reduced-size pack tests, mobile screenshots, shelf-context photography, approved content maps, product-family rules, print proofs, customer questions, asset libraries, and launch responsibilities.

CONTEXT BEFORE SCORING

PRIORITY CUSTOMER	PRIMARY CHANNELS	MARKETS
CURRENT PRODUCT COUNT	**NEXT PLANNED PRODUCTS**	**DECISION DEADLINE**

Can customers understand and distinguish the product?

PRODUCT POSITIONING

Is the priority audience, use case, category, main benefit, price position, and meaningful difference clearly defined?

1 2 3 4 5

Evidence / issue

PACKAGING HIERARCHY

Are the master brand, product type, variant, size, and approved priority message presented in a deliberate reading order?

1 2 3 4 5

Evidence / issue

SHELF DIFFERENTIATION

Does the pack remain recognizable in realistic category context without depending on novelty or copying a market leader?

1 2 3 4 5

Evidence / issue

VARIANT NAVIGATION

Can customers quickly distinguish flavours, formulas, sizes, and collections while recognizing one product family?

1 2 3 4 5

Evidence / issue

INFORMATION STRUCTURE

Is practical information organized clearly across panels, with approved claims controlled rather than visually competing?

1 2 3 4 5

Evidence / issue

MATERIAL AND FORMAT FIT

Has the identity been tested on intended substrates, structures, closures, finishes, dimensions, and print conditions?

1 2 3 4 5

Evidence / issue

03 · ECOMMERCE AND CONTENT

Does recognition survive the digital journey?

ECOMMERCE THUMBNAILS

Are the brand, product form, and variant identifiable in Shopify grids, marketplaces, email, ads, and mobile search?

1 2 3 4 5

Evidence

PRODUCT PHOTOGRAPHY

Are angle, light, scale, crop, colour, context, details, usage, and variant comparisons art-directed consistently?

1 2 3 4 5

Evidence

SHOPIFY CONSISTENCY

Do homepage, collections, product education, bundles, subscriptions, cart, and campaigns extend the same system?

1 2 3 4 5

Evidence

SOCIAL CONSISTENCY

Can announcements, education, creator assets, video, promotions, and seasonal content vary without losing recognition?

1 2 3 4 5

Evidence

MOBILE LEGIBILITY

Are product names, variants, key approved messages, interface controls, and calls to action readable at representative sizes?

1 2 3 4 5

Evidence

ASSET OPERATIONS

Can internal and external teams find current files, templates, crop rules, colour values, and approved product imagery?

1 2 3 4 5

Evidence

CUSTOMER JOURNEY GAP

Where does the identity or product information become least consistent—from discovery to product evaluation, cart, delivery, unboxing, and repeat purchase?

04 · SCALE AND LAUNCH READINESS

Can the system support what comes next?

PRODUCT-FAMILY SCALABILITY

Test the longest name, smallest pack, largest bundle, lightest colour, seasonal edition, new formula, and future category.

1 2 3 4 5

MARKET ADAPTABILITY

Are language, format, content, channel, and supplier dependencies identified for each planned market?

1 2 3 4 5

PRODUCT-LAUNCH READINESS CHECKLIST

- [ ] Positioning, audience, product naming, and approved message hierarchy are confirmed.
- [ ] Packaging structures, dimensions, materials, dielines, suppliers, and prototype rounds are assigned.
- [ ] Current and planned variants have been tested at physical size and mobile thumbnail size.
- [ ] Photography, video, product-render, aspect-ratio, and campaign requirements are documented.
- [ ] Shopify collection, product, bundle, subscription, cart, and launch-page needs are mapped.
- [ ] Printing, packaging production, manufacturing, regulatory review, and approval responsibilities are confirmed.
- [ ] Final source files, usage rights, fonts, templates, approved copy, and version control are recorded.
- [ ] Inventory, content, ecommerce, campaign, partner, and post-launch owners share one schedule.

LAUNCH DEPENDENCIES AND OWNERS

DEPENDENCY	OWNER	DUE	STATUS / EVIDENCE

05 · PARTNER EVALUATION

Questions for a branding and packaging partner

- How will research and positioning guide creative decisions?
- What packaging formats and family systems have you designed?
- How will concepts be tested at physical and digital sizes?
- Can you connect packaging with Shopify and campaign design?
- What photography, illustration, motion, or render direction is included?
- Who coordinates printers, suppliers, specialists, and our internal team?
- Which deliverables, source files, licenses, and usage rights will we own?
- What is excluded, and which approvals remain our responsibility?
- How are revisions, scope changes, and launch support managed?
- What evidence supports portfolio descriptions and case-study claims?

PROVIDER EVIDENCE

STRATEGY	PACKAGING	ECOMMERCE	PRODUCTION AWARENESS
DELIVERABLES	**OWNERSHIP**	**LAUNCH SUPPORT**	**TOTAL VALUE**

Compare like with like. Record assumptions, exclusions, rounds, dependencies, ownership, third-party costs, and post-launch support. The lowest initial proposal may cover less work; the broadest proposal may include services you do not need.

06 · FINDINGS AND PRIORITIES

Turn observations into an action plan

AUDIT CATEGORY	SCORE / 5	STRONGEST EVIDENCE	PRIORITY ISSUE
Positioning clarity			
Packaging hierarchy			
Shelf differentiation			
Ecommerce thumbnails			
Product photography			
Shopify consistency			
Social consistency			
Product-family scalability			
Mobile legibility			
Launch readiness			

TOP THREE PRIORITIES

1.

2.

3.

Next review date

Ready for a second opinion? Bring this scorecard, current packaging, store URL, product roadmap, markets, and launch timeline to a brand identity and packaging consultation at **areotech.org/contact**.

Important: This worksheet is for strategic and design evaluation only. It is not regulatory, labelling, medical, food-safety, manufacturing, tax, accessibility, or legal advice. Printing, packaging production, structural engineering, regulatory review, and manufacturing responsibilities depend on project scope. Consult qualified advisers and suppliers for requirements applicable to each product, market, and production method.