# RITMA

Creative brief
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Status: for approval

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|---|---|
| **Client** | RITMA, a supplement brand (packaging concept) |
| **Product** | DAILY jar |

## MESSAGE FROM THE CLIENT

Hello. We need a visual series for the new DAILY jar. Attached are photos of the trial batch from the factory.

## REQUIREMENTS

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|---|---|---|
| 1 | **Goal** | show the packaging in the catalogue and in ordinary everyday scenes — daytime, a desk, a kitchen. |
| 2 | **Deliverables** | 6–8 photos and a vertical 9:16 film, 10–15 seconds. |
| 3 | **Must keep** | cobalt matte jar, ribbed graphite lid, undistorted RITMA / DAILY lettering. |
| 4 | **Important** | no medical claims and no before/after. |

## SAMPLE PHOTOS










taken by the client on a phone. Practice brief for a portfolio. The brand and the client are fictional.