

BATH BOMB

PROJECT STARTER BRIEF

Share What You Already Know - We'll Help Refine The Rest

You do not need to complete every section. Share only what you already know, and leave the rest for discussion and development.

Blank sections are completely acceptable. No technical formula, finished artwork, or final packaging specification is required to begin.

1 Brand & Contact

Brand / Company Name

Your Name

Email

Phone / WhatsApp (optional)

2 Tell Us About Your Bath Bomb Idea

A short sentence is enough. Example: "We want to develop a premium unisex bath bomb collection with fresh fragrances and minimal packaging."

3 What Would You Like Consumers To Notice Most?

Select any that feel relevant. You do not need to choose only one.

☐ Fizz experience

☐ Fragrance

☐ Bathwater feel

☐ Color or visual effect

☐ Ingredient story

☐ Gift or collection experience

4 Any Preferences To Explore Or Avoid?

Share any fragrance, ingredient, color, visual, packaging, or material preferences you already have. Leave this blank if you are still exploring.

References & Initial Project Details

5 Inspiration & References

A product photo, website link, mood board, rough sketch, competitor reference, or packaging image can be helpful. You can also send images separately with this brief.

Reference link(s) (optional)

What do you like about these references? (optional)

HELPFUL TO SHARE, IF AVAILABLE

Product links or photos | Mood boards | Packaging references | Logo or brand colors | Existing artwork
Finished artwork is not required for the initial discussion.

6 Product & Packaging Direction

Choose any option that currently feels closest to your idea.

☐ Individual product

☐ Gift set or collection

☐ Not sure yet

Preferred shape or size (optional)

Packaging style or reference (optional)

7 Initial Commercial Direction

Share only what you currently know. Approximate information is completely acceptable.

Target sales market (optional)

Approx. order quantity (optional)

Products / SKUs (optional)

8 Anything Else You Would Like Us To Know?

Share a launch idea, brand style, audience, concern, question, or anything else that may help us understand your project.

START WITH WHAT YOU ALREADY HAVE

A simple product idea, reference image, preferred fragrance direction, or approximate quantity can be enough for an initial review. Leave any section blank if you are unsure - Zerun can help refine the remaining formula, product, packaging, and development details.