WHAT WOMEN WANT TO SEE FEEL AND UNDERSTAND ABOUT BRAND PACKAGING

TURN OVER
TO TAKE OUR
SHELF SIGHT
SEQUENCE

- Terri Goldstein

TAKE OUR SHELF SIGHT SEQUENCE™ TEST

sSs

shelf sight sequence™

The Goldstein Group approaches the branding and design process with the four-step Shelf Sight Sequence™, which was developed in response to the way shoppers scan on-shelf products in five seconds or less.

Brand: _____

What is your current share of market?

○ growing ○ holding ○ in decline

Who is your competition? _____

What color is your brand? _____

Does your brand have a unique shape/structure?

○ yes ○ no

Does your brand own a symbol?

○ yes ○ no

Is your brand copy ownable?

○ yes ○ no

Email or mail me for your complimentary shelf assessment.

brand strategy & brand design by the Goldstein Group llc

contact: Terri Goldstein • 212•842•2887 • **terri**@thegoldsteingroup.net

www.**thegoldsteingroup**.net • 147 West 35th Street, 11th FL New York, NY 10001