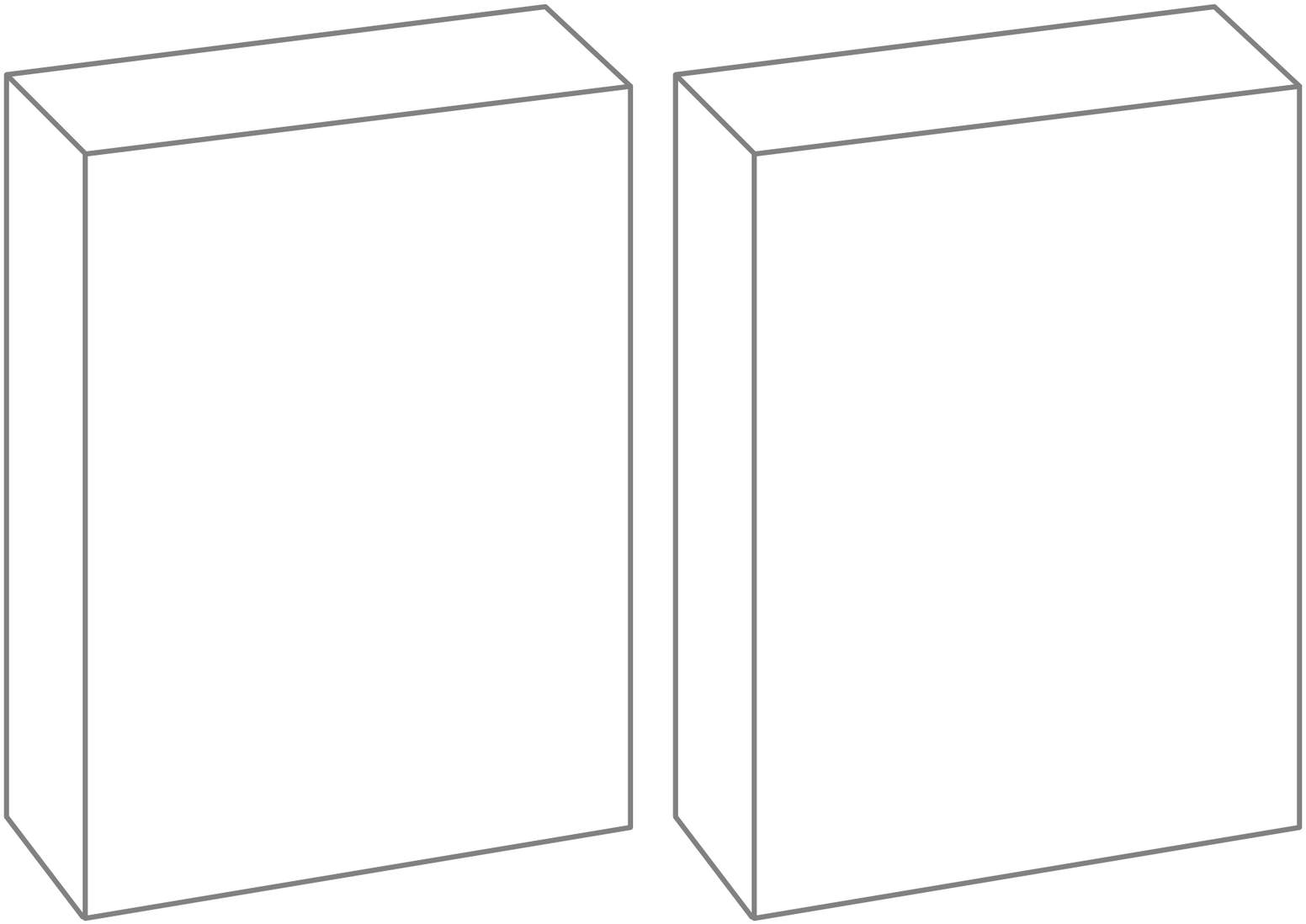

Things to consider
1. What is the core proposition?
2. How does this box differ from others on the shelf?
3. How do the key messages on the front contrast with the details on the back?