



PRESS RELEASE

HAJOK Design creates branding for Becel product innovations from Unilever

Hamburg, 23 March 2017. With its new innovation, Becel introduces a range of trendy spreads that is launched in the Netherlands first, and will be rolled out to other European markets soon. This innovation aims at reframing the margarine category with a super tasty product range that is 100% plant-based, containing a trendy super oil - coconut & almond, avocado & lime and walnut, yet free from preservatives, lactose, gluten and artificial colors & flavors. The reduced, colorful packaging developed by HAJOK Design underlines the innovative concept of the products.



© HAJOK Design: Becel product innovations in a pure, natural design with usage tips on the heat seal

Natural products as well as superfoods are still part of a growing trend. With the launch of these new spreads, Becel is looking into recruiting new (younger) buyers to the brand as well as offering existing current buyers new news.

The Becel product innovations should clearly differentiate from the core range, but still be a recognizable part of the brand. In an intensive process various concepts were reviewed in tests. The design route "taste" was chosen, which focuses on the main ,HERO'-ingredients and variant color code.

"For the new Becel variants, we have developed a reduced design that supports the holistic, natural product concept. The trendy typography complemented by round shapes and fresh colors make the products an eye-catcher and offer an ideal stage for the ,HERO- ingredients. On this new design, Becel reveals its ,revised' brand logo for the first time. The heart shape created from blades of grass transports the brand's move towards 100% plantbased ingredients", explains Madeleine Weiss, Design Director at HAJOK Design.

Guido Hagenaaars, BCS Strategy & Innovation Director Becel: „HAJOK did a great job in helping us to build the new Becel. With designs which are much more foody and natural. They developed also a great new logo. Last but not least they helped us implementing this design in all our countries adjusting for local situations.“

Elham Noorbakhsh, Senior Brand Manager Strategy & Innovation Becel: „We're extremely proud of the designs created by HAJOK for this important Becel innovation. The designs clearly communicate the proposition in a modern, fresh, positive and triggering way. HAJOK has unlocked a new design territory that is novel and stretching enough, yet staying close to the brand and brand identity. I've worked with HAJOK since 2014, and really appreciated their creative response to projects that are complex and are very tight in timing. HAJOK is continuously committed to us, a true partner to Becel!

Philip Schotsman, Assistant Brand Strategy Manager: "Not only did the HAJOK team deliver a great design, they also managed to do this with some of the most challenging timings for a project we've had so far. All in all an amazing accomplishment!"

HAJOK Design has been taking care of the Becel brand as a European lead agency since 2014. Besides other projects HAJOK has relaunched the entire European portfolio from margarine to oils and coffee creams.

HAJOK Design

HAJOK Design, founded 1997 by designer Klaus P. HAJOK, is one of the leading packaging design agencies in Germany. Today more than 40 experts of diverse disciplines work for HAJOK: From Brand Strategy and Consulting, Packaging Design and Structural Design to Final Artwork and Production. With focus on FMCG HAJOK Design advises domestic and multinational clients from the sectors food, petfood, drinks, consumer & personal care, household and technology as well as pharmaceuticals. The agency's clients include Unilever, Colgate-Palmolive, Henkel, Rewe, Tchibo and Mapa.

For further information please visit www.HAJOK.com

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