

PRESS RELEASE

HAJOK Design develops brand image for Unilever product innovation, LÄTTA mit Skyr

Hamburg, 3 August 2017. Skyr milk products in the form of desserts and drinks are currently enjoying something of a golden age. And now Unilever is bringing another product innovation to the market: LÄTTA mit Skyr. The Nordic-fresh brand image of this new product was developed by Hamburg agency HAJOK Design, the same team responsible for the redesign of LÄTTA mit Butter. The new LÄTTA mit Skyr was recently launched on the German retail market.



© HAJOK Design: The new premium range from LÄTTA

The two products with skyr and butter form the start of a new LÄTTA premium range. One that is clearly differentiated from the core product lines, yet still recognisable as part of the LÄTTA brand. By expanding its portfolio in this way, the company aims to both attract new customers and build brand loyalty with existing ones.

The new premium range features a confident, attention-grabbing white logo, that despite not featuring the brand's trademark coloured letters, is still immediately recognisable through the classic skewed positioning and unmistakable typography. "We have created modern, never-before-seen designs that blend Swedish coolness with nature and indulgence," explains Madeleine Weiss, Creative Director at HAJOK Design. "The brand image takes a unique approach to the theme of 'appetite appeal'. The 'mit Skyr' and 'mit Butter' extras are showcased subtly on the tub. The paper-like style of the background evokes a sense of naturalness and reflects the honest quality and care that goes into manufacturing the products."

Lia Luckfiel, Brand Manager for LÄTTA & Local Jewels DACH: “HAJOK Design supported us in taking this risk on something completely new. They were able to take our iconic logo and give it a fresh, modern twist – exactly what we wanted for LÄTTA mit Skyr.”

LÄTTA mit Skyr & LÄTTA mit Butter

LÄTTA mit Skyr is the latest addition to the LÄTTA range. With 225g tubs launched in July, customers can now add a touch of Nordic freshness to their bread every day. Whether with jam, salmon or just on its own – LÄTTA mit Skyr is a versatile spread that goes with almost anything. LÄTTA mit Butter has also had a makeover and now boasts both a fresh new look and an improved recipe. The classic LÄTTA Original, Joghurt and ExtraFit products are also still available.

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, Hajok Design is one of Germany's leading packaging design agencies. At HAJOK, more than 45 experts currently work in the disciplines of brand strategy and consulting, packaging design, packaging shape development, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, drinks, consumer & personal care, household and technology as well as pharmaceuticals. Customers include Unilever, Colgate-Palmolive, Rossmann, Tchibo and Rewe.

For more information, please visit www.hajok.com

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