

PRESS RELEASE

HAJOK Design receives Red Dot Award for outstanding quality of design **The brand agency has been awarded the coveted Red Dot Award 2019 for the packaging design of the insect burgers from Bold Foods**

Hamburg, 26 August 2019. HAJOK Design has a very good reason to celebrate. The Hamburg-based brand and design agency convinced the international jury of the Red Dot Award with its packaging design for the insect burgers from Bold Foods. The jurors awarded the coveted Red Dot to HAJOK Design for its high quality design and creative work. Over a period of several days, the experts had intensively reviewed, discussed and evaluated a total of 8,697 international competition entries in order to choose the winner. The Red Dot Award, now in existence for some 65 years, is one of the largest design competitions in the world.



© HAJOK Design: Bold Foods – Winner of the Red Dot Design Award 2019

Burgers made of insect protein - the food of the future. The brief was to develop the overall brand including corporate design and an eye-catching package design for the start-up company Bold Foods based in Bremen, Germany. The key ingredient of ground Buffalo worms is not only protein-rich, this so-called novel food is also sustainable and resource-friendly. These benefits had to be reflected in the packaging design. The challenge was to make the design succeed in the burger category, even if the main ingredient sounds unusual at first. In addition, the positioning of Bold Foods had to be communicated by the packaging design - strikingly different while reflecting more sustainable consumer needs.

HAJOK Design developed brand values, variant names, positioning and the logo. For the packaging design itself, the burger patties were staged, details designed and on-pack copy written. The design communicates a courageous, environment-friendly brand that gives us a taste of the future today. Strong colours, clarity and bold typography were used to create a self-confident, modern design that succeeds in grabbing consumer attention in the supermarket.

"We are very proud that the international Red Dot jury has chosen our design for Bold Foods to win the coveted award in the field of Brands & Communication Design", says Klaus P. Hajok, founder and CEO of HAJOK Design. "The Red Dot Award is further proof of our highly creative, quality design work."

Red Dot Design Award

The Red Dot Design Award is split into the three key disciplines of Product Design, Brands & Communication Design and Design Concept to ensure professional appraisal of the broad diversity in the field of design. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot Award has been the revered international seal of outstanding design quality. More information is available at www.red-dot.de.

Bold Foods

Bold Foods serves us a plateful of revolution. The start-up company has launched itself onto the German food market with rice, spinach and Tex Mex variants of burgers made of insect protein. Alternative sources of protein, processed in new ways, good for the body and the planet are the main focus of the brand. For further information go to www.bold-foods.de.

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, more than 50 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, beverages, consumer and personal care, household as well as pharmaceutical goods. Customers include Adelhöfner, Allos, Colgate-Palmolive, Rewe, Ricola, Tchibo and Unilever. For more information, please visit www.hajok.com as well as [Facebook](#) and [Instagram](#).

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