

INSIDE HAJOK

Our team of ten consultants is not only responsible for advising our clients, but also uses its many years of experience and extensive know-how to develop brand strategies, as well as working on brand positioning and naming. The design directors and our creative director Madeleine Weiss are always on hand to act as sparring partners. Consulting our clients lays the basis for each project, whether this involves the launch of new products or the relaunch of an existing portfolio with over 2,000 SKUs. Susan Khallaf, Uwe Romeike and Oliver Jenkner give us an insight into their work on behalf of the team.

How important is a strategic approach for your work?

Susan Khallaf: We develop strategic considerations that provide important input for the creative process as well as making a decisive difference to the final design work. In addition to the briefing, we carefully consider exactly what is happening in the specific category, which overarching trends exist, what inspires and drives the target group, who the competitors are and what the on-shelf situation is like. In most cases, what you strategically worked out in the first phase has a significant benefit right up to the completion of the project.

It's all about strategy!

Uwe Romeike: In an ideal situation, a successfully developed strategy can significantly speed up design development and lead to more cost-effective results. Clear communication goals help identify promising designs without getting caught up in lengthy execution loops.



Susan Khallaf

Naming is also part of your work. Which contribution does HAJOK make here?

Susan Khallaf: We provide the creative work and a first online pre-screening. The legal clarification is definitely the part of experienced trademark and patent lawyers. We always work with two native



Oliver Jenkner

speakers to check linguistic and cultural aspects. It is important that the name is not too fashionable, otherwise in 10 or 15 years you will know exactly when it was created. Our strength is that we always present a wide range of names to choose from.

What is the scope of your projects?

Oliver Jenkner: Most projects range from 1 to 50 SKUs. In the case of the REWE own brand ja! we are currently supervising a volume of over 800 items. Right now this is one of the most exciting relaunches in retail, since hardly any private label has such an extensive portfolio. Here, processes are required that strongly facilitate creative design alongside a logistical approach to the whole project as well as very close collaboration of all those involved. In addition to design

work that will boost sales, our clients expect maximum speed and, above all, a very high degree of thinking ahead and error-free implementation.

What challenges do you face with such large projects?

Uwe Romeike: Large projects are always an honour, but primarily they are associated with very complex demands that require considerable trust and close



Uwe Romeike

communication with the client. Many local product ranges cannot be adapted 1:1, but require design solutions that are aligned to regional markets, yet still based on the multi-national concept.

And what do you find particularly exciting about developing new products?

Susan Khallaf: Developing ideas at the beginning is very time-consuming, because a lot of strategic and positioning work is required. But it's always exciting to get to know new categories and to create something new. This is the greatest creative satisfaction, for us as consultants as well!

What does a consultant do on a daily basis?

Oliver Jenkner: We are the link between the client and our creative staff, we are idea generators, motivators, we gauge the mood and also act as controllers. My personal aspiration: HAJOK Design should also be fun to work with! A good atmosphere helps – this applies to design development, too. Of course, we also deal with a lot of information and are responsible for ensuring that everything runs smoothly. I call it "swimming ahead of the wave".

Great team – great work!