

INSIDE HAJOK

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Responsibility, connectivity and products with added value – these are the topics that particularly interest creative director Madeleine Lindner. In our interview, she explains what is important to consumers right now, how their attitudes have changed after the Corona crisis and what companies have to do to stay relevant.

HAS THE TERM SUSTAINABILITY CHANGED IN ANY WAY?

Madeleine Lindner: Nowadays, the term sustainability doesn't just have to address ecological issues, but it also has to include social and societal aspects. The consumer today is well-informed and often highly critical. Through our involvement in market research, we know how wary consumers are of brands and how quickly companies are suspected of engaging in "greenwashing". Consumers are worried that enterprises are just pretending to be doing something good. For companies, this is definitely a big area to watch out for.

WHAT DO YOU THINK COMPANIES SHOULD DO?

Madeleine Lindner: Whether or not they see their corporate responsibility in the social and/or environmental field, this commitment must always be in line with the company's values. This is the only way to carry out credible activities.

“Brands should seize the opportunity of QR codes to bond with their buyers, by creating additional benefits.”

IS CONNECTIVITY ALSO RELEVANT IN PACKAGING DESIGN?

Madeleine Lindner: Who am I and what do I stand for? This is one of the most important questions that every brand has to answer. The very small formats in packaging design mean we are often limited in the possibilities to convey these values on-pack. This is where the topic of connectivity comes to the fore, with QR codes, for example. QR codes have a high level of consumer acceptance, they're native and don't require any explanation. Brands should seize this opportunity to bond with their buyers, by creating additional relevant benefits, for example.



Madeleine Lindner

WHAT'S IMPORTANT HERE?

Madeleine Lindner: The key thing to ask is: Why would someone scan the QR code a second or third time? What is my mission? Do I want to connect with consumers, invite them to enter into a competition, or provide additional information on a specific topic? What added value can I offer – to make the brand experience more holistic for the consumer, to fit my mission or as a call-to-action? Simply using a QR code as a link to the corporate website is a wasted opportunity!

“What we are now increasingly seeing is the cross-category use of ingredients and formats.”

WHAT PRODUCT AREA TRENDS ARE EMERGING RIGHT NOW?

Madeleine Lindner: We are familiar with all-in-one hair care products, e.g. shampoo and conditioner in one. What we are now increasingly seeing is the cross-category use of ingredients and formats. Hyaluron was something we were seeing in cosmetics, for example. Now it has found its way into eye drops and toothpastes. Rice is mainly sold in bags, now it is also available in Tetra Paks – much more practical for portioning and storage! I find these out-of-the-box concepts exciting, because here you are thinking creatively in a holistic way, even before the purely visual implementation as a packaging design. The hearts of our strategists and designers always beat faster when we break new ground together with our clients!