

PRESS RELEASE

HAJOK Design wins German Brand Award for Colgate

The Hamburg design agency convinced the jury of the German Brand Award with the brand strategy and packaging design of three Colgate mouthwash products.

Hamburg, 27.06.2025. The brand and packaging agency HAJOK Design has been honoured with the German Brand Award for "Excellence in Brand Strategy and Creation". The award, which this year received over 1,500 submissions from 11 countries, highlights outstanding brand work.

The main challenge for the Colgate mouthwash project was to inspire young consumers that mouthwash can do more than just ensure fresh breath by complementing daily dental care with antibacterial agents and helping to prevent tooth decay. However, this awareness is very often lacking in young target groups, who prefer chewing gum. HAJOK Design is challenging this trend with an eye-catching packaging design that speaks to Gen Z and clearly conveys the benefits of mouthwash.



© HAJOK: HAJOK Design has received a German Brand Award for its high-impact packaging design and strategic brand management for Colgate mouthwash products.

The Hamburg-based brand and packaging agency HAJOK Design already worked on the product line's launch in 2021. Back then, the creative team supported comprehensive market research processes and developed target group-specific packaging solutions. The 2023 relaunch took the design to a new level: now clearer, more structured and with concise visual iconography, the new packaging specifically addresses the lifestyles of young consumers.

"I am delighted with this award, as it not only underlines the strength and clarity of the brand strategy developed with Colgate, but also recognizes that we have managed to specifically communicate the needs and expectations of a generation that values authenticity, innovation and a high degree of creativity in a unique design," says Madeleine Lindner, Managing & Creative Director at HAJOK Design.



© HAJOK: Quick-to-understand symbols and a lifestyle look that result in a very special Colgate mouthwash packaging design.

The relaunch takes a new innovative lifestyle communication approach with emotional, accessible storytelling. Abstract shapes reminiscent of ice crystals, diamonds, or bubbles – each of which correspond to the key product benefits – create high levels of recognition. HAJOK Design has created a completely new image for mouthwash products by utilising a modern, dynamic look and easy-to-understand symbols. This approach of positioning the range as a stylish must-have on the Gen Z bathroom shelf impressed the award jury.

"The packaging for Colgate mouthwash shows that HAJOK Design has created a project that is strategically well thought out, visually appealing and has been effectively implemented. The 360° design combines abstract shapes that relate to the product benefits with an emotional narrative style," says the jury of the German Brand Awards.

German Brand Awards

As one of the most widely recognized marketing awards, the German Brand Award sets international standards and provides answers to current brand management challenges while providing a platform for successful brands. The jury comprises independent experts from business, academia, consulting, service providers and agencies. The panel is continually growing to ensure that developments and new approaches are incorporated into the judging process. Each submission is assessed based on the criteria of brand quality, brand management, design and impact.

For further information please visit: www.german-brand-award.com

Colgate-Palmolive

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HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, 45 experts currently work in the disciplines of brand strategy and consulting, naming, packaging design, 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. Customers include Adelholzener, Colgate-Palmolive, Fressnapf, Kühne, Melitta, Merz, Rewe, Stollwerck and Unilever.

For more information, please visit www.hajok.com as well as LinkedIn and Instagram.

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