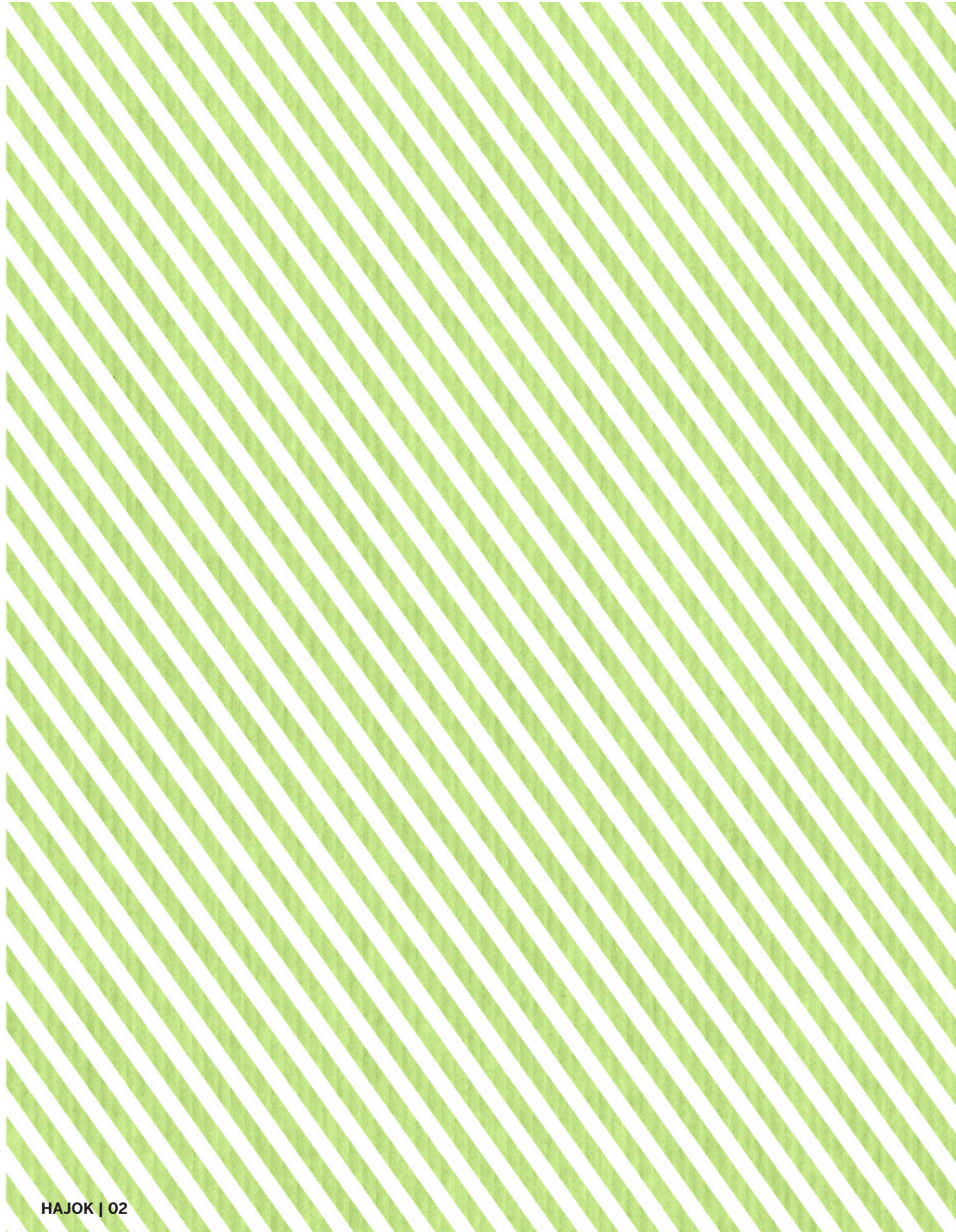


HAJOK

ISSUE # 02
MAY 2017

Spring
is here!

GREENERY Pantone colour of the year // PROTEIN is THE topic // VEGAN
ICE-CREAM new brand identity // TRADE FAIRS What was there to see //
HAJOK 20 YEARS We celebrated!





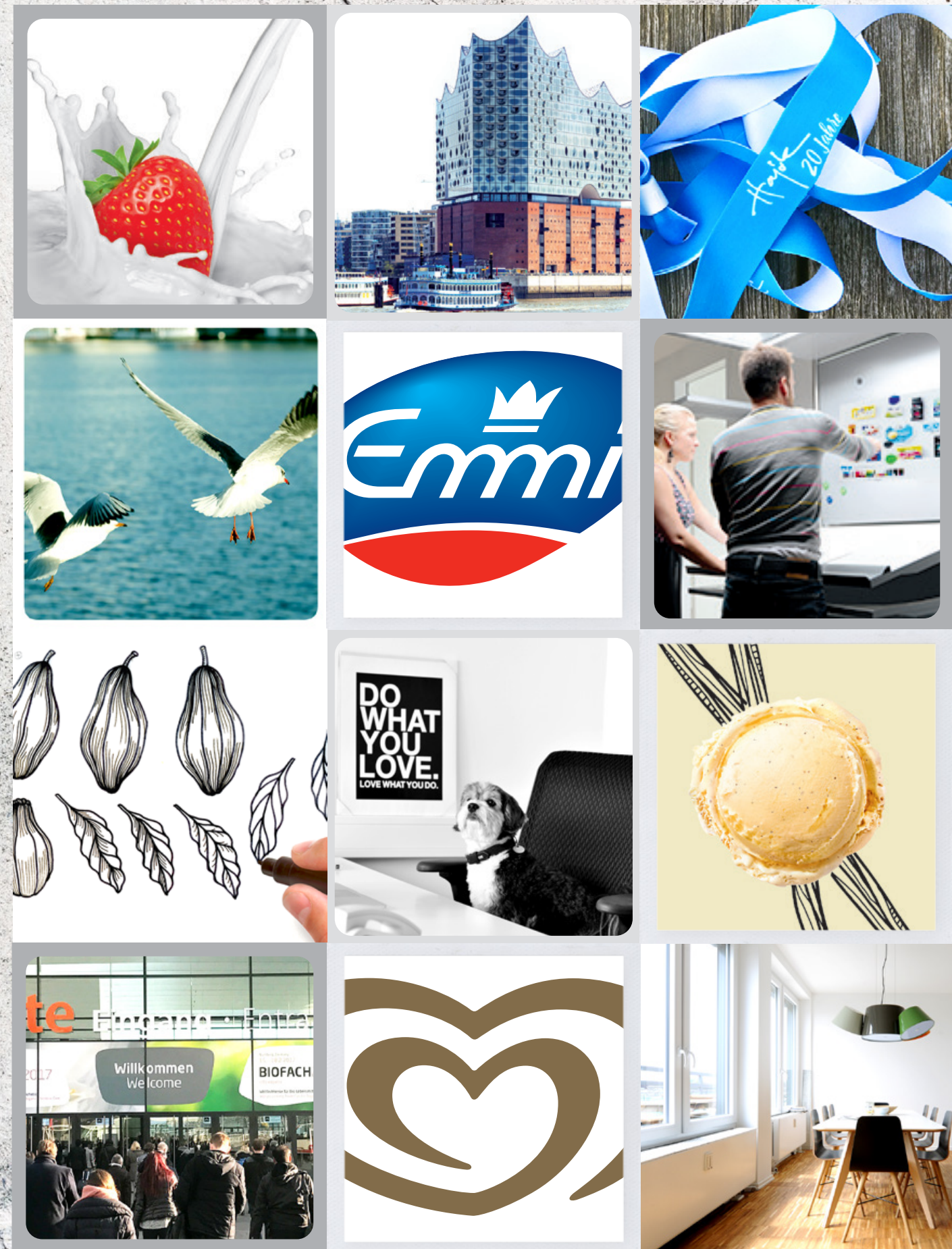
HAJOK Design has turned 20!
Unbelievable how time has flown by
and how the agency has developed.
We can be truly proud of what we have
achieved. What began as a small
“one-man design studio” has become
an established brand consultancy
with focus on packaging design. As
passionate as we are of strategic
consulting services our heart still
largely beats for unique design!

In the latest issue of the HAJOK
magazine we will introduce our design
development for the international ice
cream brand Swedish Glace to you
and show you our answer on the trend
topic “high protein in dairy products”
specially developed for Emmi.

We are looking forward to further
exciting projects with great designs!

Sincerely

Klaus P. Hajok



MEN HAVE NO TASTE? NOT AT ALL!

Full flavour,
full of protein

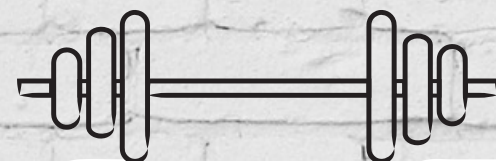


LISTEN

More and more consumers are aware of their body's needs for sufficient protein to perform well, not only while doing sports but in general. Hence Emmi has been extending its range of high-protein milk products for some time. By launching the Emmi protein drink the Swiss company wants to generate new consumer groups, primarily men who are keen on sports. Therefore a suitable design was needed.

CREATE

The result: A reduced black primed brand presence which transports the product benefit (21gram protein) in reduced, easy to understand manner. The different varieties (mango, blueberry and raspberry) are communicated through high appetite appeal fruit stills combined with matching variant colours.



Emmi ENERGY MILK provide winners with power whenever there's a snag



The daily power kick for supermen with 26g protein in three tasty variants



Madeleine Weiss

WHO I AM: Creative Director | at HAJOK since 2014 / more than 20 years of experience in screen design, brand & packaging design
WHAT I AM: Curious, clear and structured, future-oriented thinker



Emmi Protein Drink:

When developing the design for the sporty active male target group, we had a James Bond scenario in mind, resulting in a cool, puristic staging of masculinity which clearly communicates the benefit „high protein“. The restrained, male aesthetics offers the fruit photographs – which seem to appear like bullets from nowhere – the perfect stage.

VEGAN, CREAMY AND SIMPLY DELICIOUS

Individual illustrations give the design a unique, organic look. Through the exciting contrast between illustrations and food photographs the packs turn into a real eyecatcher



By giving up the black mainstream design the brand now convinces with a cheerful Swedish-inspired design

LISTEN

With Swedish Glace Langnese launches a vegan zeitgeist product which takes on the trend of new nutritional concepts and predominantly addresses a young, conscious target group. The task was to develop a design which would establish Swedish Glace as an authentic lifestyle ice cream brand.

UNDERSTAND

The trick was to communicate "dairy free" at first glance without positioning Swedish Glace as a niche brand. Swedish Glace should be perceived as an everyday ice cream brand for all those who want to try out new things and eat healthy food. Based on a market analysis we developed and visualized different concepts to catch the subject according to the target group.



CREATE

It quickly became obvious that elements such as handwritten fonts, individual illustrations and a reduced, overall tidy appearance best convey the authenticity of the concept. The brand now convinces with a cheerful, lively, Swedish-inspired design that perfectly supports the concept of Swedish Glace and gives the brand more visibility with a significantly strengthened logo.

Lian van Meerendonk

WHO I AM: Sr. Design Consultant / MSc Industrial Design
8 years of experience in brand & packaging design

WHAT I AM: I'm supporting our clients to maximize the way consumers positively connect with their brand through effective design



The consumer group that buys dairy-free ice cream becomes broader. More and more people are looking for an alternative to milk-based products, without the necessity of them being marked as 'vegan'. They choose plant-based products consciously, but it is not mandatory for them. These are the consumers we had in mind while developing the design.

TRADE FAIR INSPIRATION...

To keep up with the latest product, design and material trends we regularly visit trade fairs. Here are a few products that attracted our attention because of their unusual taste combination, innovative product idea or simply by their cool design.

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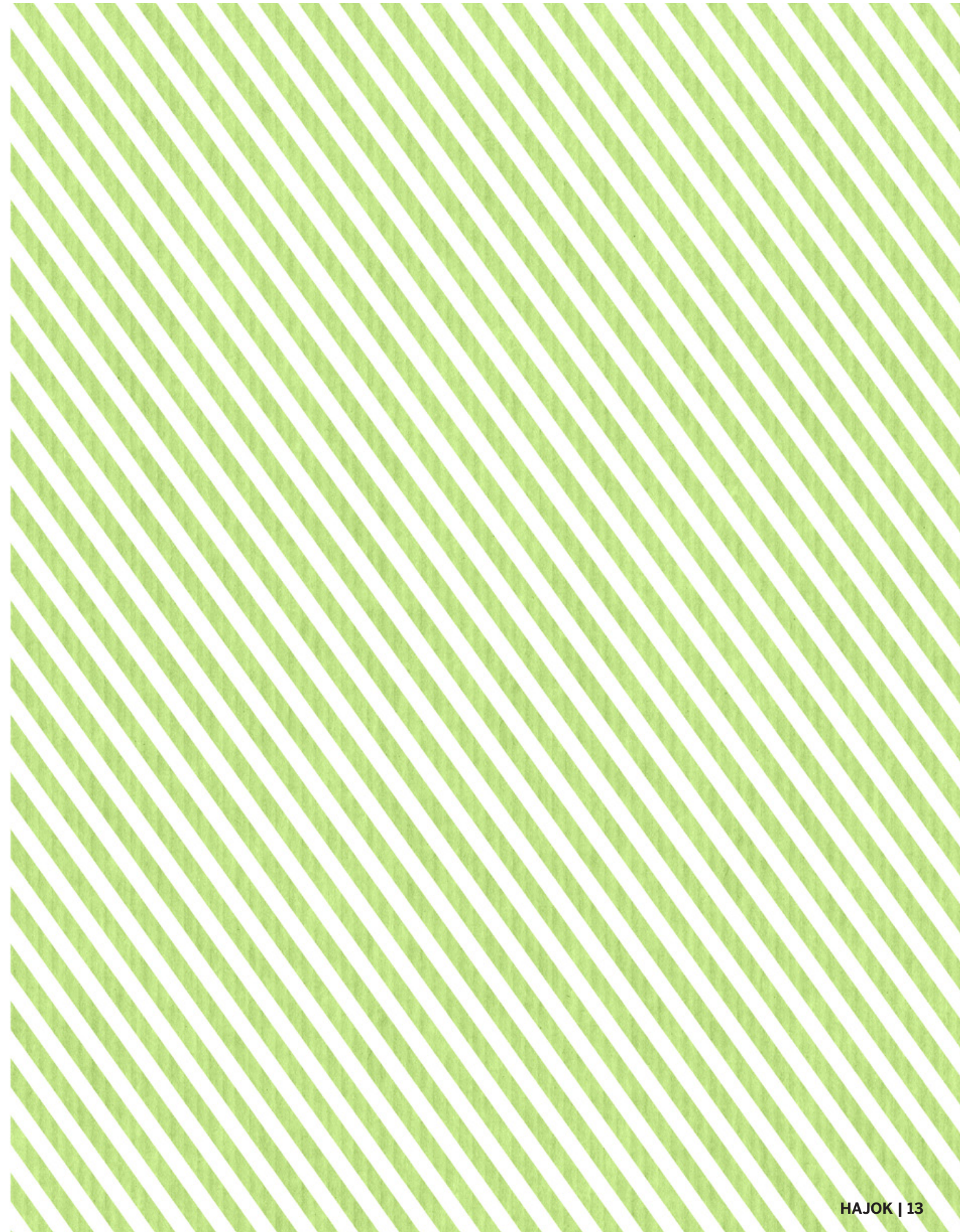
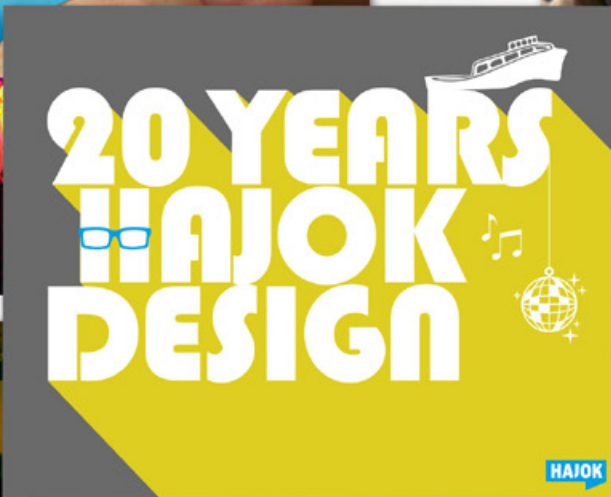
Lively design in unexpected flavours and new product compositions surprised visitors on the ISM



BIOFACH

Ever new categories on the booming organic market







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