



Győri Édes

The symbol of love and sharing.

Team Parasztrózsaszín





Brief Recap

Rejuvenate the Györi Édes logo and create new package design

Target group

Families with children who desire shared moments of joy, prioritize authenticity, local heritage, and traditional experiences, placing emphasis on quality rather than quantity.





Concept

Embrace the core feeling of heritage, nature and quality but in a modern shell.

Push ourselves and each other to share. By sharing, you not only show your emotions to others, but you also give them trust and a sense of empathy.



Heritage

The city of Győr is located at the tip of Rábaköz. A region with a rich history of traditional attire, not just locals, but Hungarians all over the country easily recognize and cherish it with nostalgic affection.



Joy to Share

Sharing something with your loved ones is the best feeling. We wanted to represent this with a distinctive arrangement of biscuits, which we called the

„Tower of Sharing”.



Act of Love

Love what keeps us together.
By implementing the symbol of love, we
made Győri Édes the medium of act of
love and kindness.

Whether you gift or share the biscuits, you
deliver feelings to each other.





Packaging

Most of the key messages interact and complement each other. Summarizing the story of the product and the brand in a way and style that is consumable and appealing to today's eye.

Just by a glance, you can instantly reflect on the message we want to convey.

Share Your Emotions

We embrace the essence of connection through our innovative design, fostering a culture of sharing and mutual support.

By sharing, you extend beyond mere emotions, imparting trust and empathy to those around you. Unveil your affection and embody the world around you with open arms.

