


YOUNG CANNES LIONS 2024

TEAM HABFEHÉR





Sharing is a key virtue that brings happiness to life. It makes us fulfilled
and also brings joy to those we share with.

When you open a pack of Györi Édes, you invite your loved ones to share in the moment
of enjoyment. To experience something authentic together.

This is what the brand is about.



Our main task is to help our consumers achieve and experience this joy.

How? By designing packaging that makes **sharing easier**.

All of this in a style that aids the brand in rejuvenation, freshness, and modernization.

It should resonate with our target audience, young families.

WHAT SHOULD WE KEEP IN MIND

A quick brief recap

- Ensure the brand remains easily recognizable
- Create a modern logo & look, while honoring its heritage
- Use elements that can be utilized throughout the whole portfolio

Keep: primary colors, stripes, grains clusters, iconic heart shaped cookies, Harmony Program badge and claims

Optional: The “Farm” visual and the “Hagyomány és minőség 1900 óta” claim, The Győri umbrella brand logo



INTRODUCING THE SLIGHTLY BRAND-NEW LOGO & PACKAGING





Fine-tuned the logo instead of creating an entirely new concept
in the name of **recognizability and heritage**.

Updated and fresher font and shield.

A cleaner aesthetic: the farm visual and the claim
is no longer part of the logo.

DESIGN FEATURES

- We not only retained but also **emphasized the "Farm" visual** – thus, we aim to further reinforce the aspects of naturalness, local roots, and tradition.
- For uniqueness and differentiation, we created the illustration **from scratch**, without using any stock elements.



FUNCIONAL. FEATURES

You can **easily close it back** and save the rest for later *(if any remains)*.

Ready to share! No need for a plate, just put the box in the middle of the table.



While you share the tasty cookies with others, we share with you the unique and **incredible story** of Györi Édes on the back of the front cover.

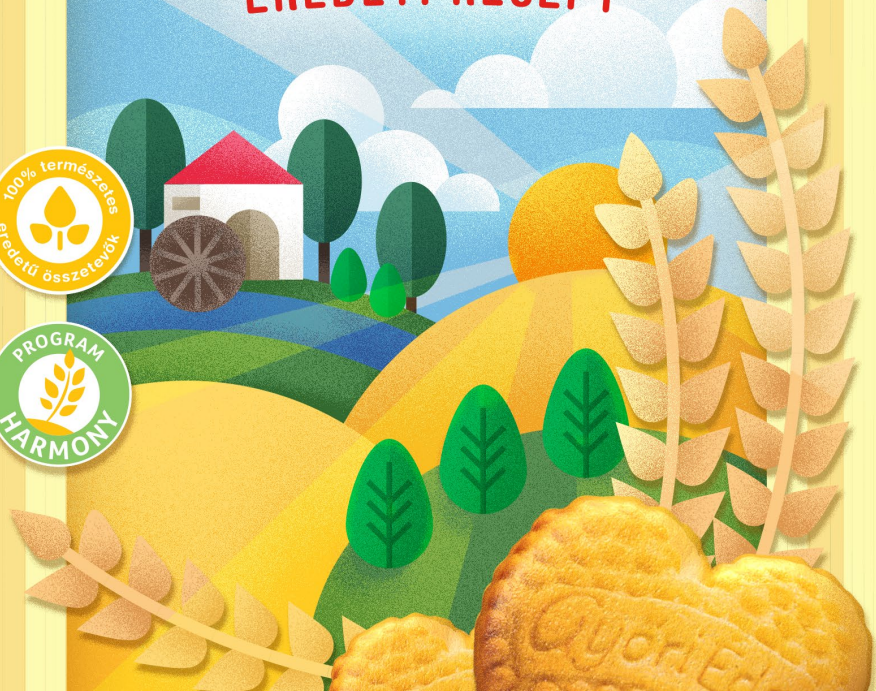
No more broken hearts and crumbs – the box protects even at the deepest bottom of your bag.

FLAVOURFUL VARIATIONS

HAGYOMÁNY ÉS MINŐSÉG 1900 ÓTA

Győri Édes

EREDETI RECEPT



HAGYOMÁNY ÉS MINŐSÉG 1900 ÓTA

Győri Édes

KAKAÓS

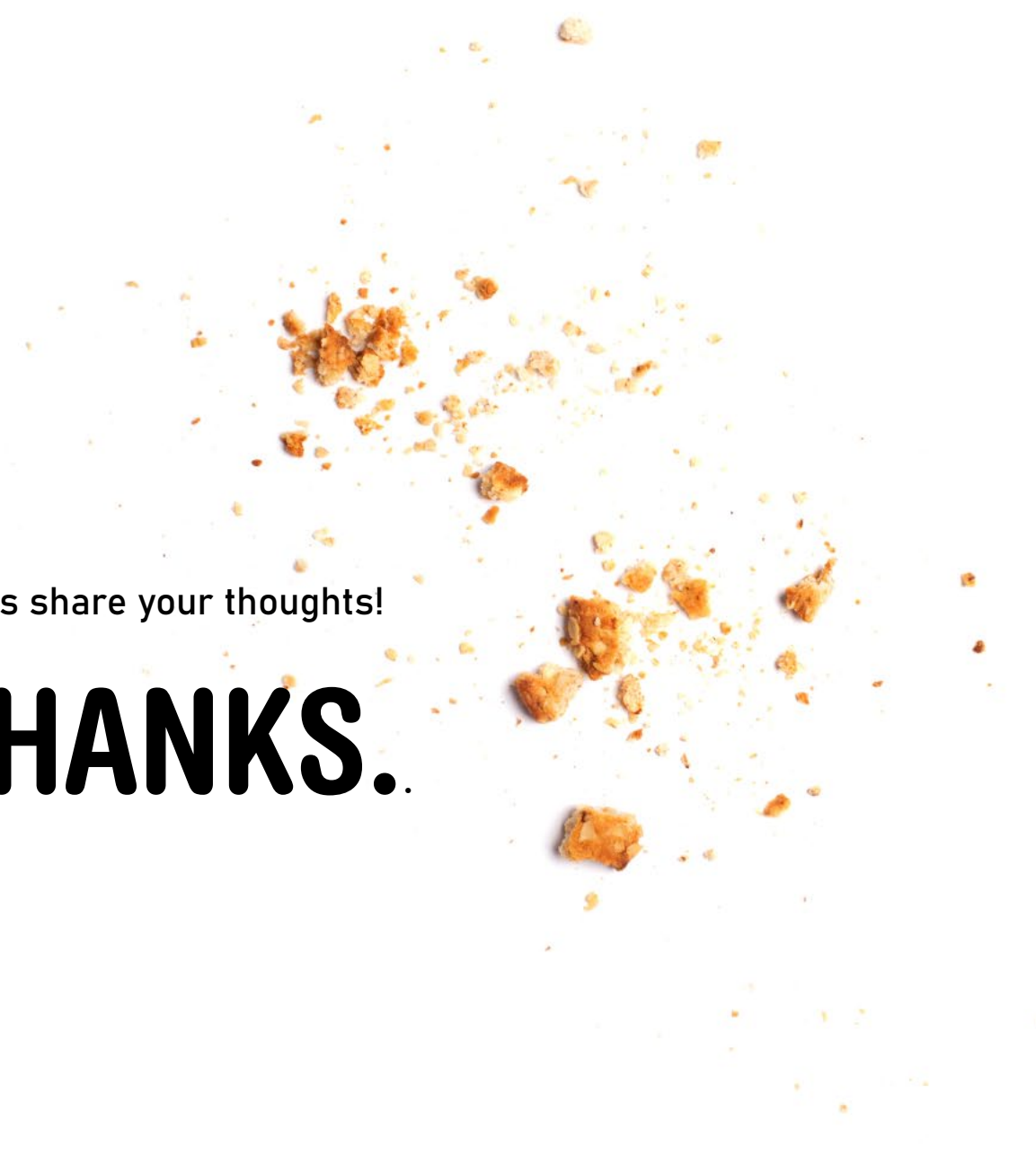


HAGYOMÁNY ÉS MINŐSÉG 1900 ÓTA

Győri Édes

KÓKUS





Let's share your thoughts!

THANKS.