



**BOGYÓKÉK PRESENTS:**

**DESIGNED  
FOR SHARING**

**DESIGN YCL 2024**

# BRIEF RECAP

We had to redesign or rejuvenate one of Hungary's most iconic brands to appeal to a younger audience, create a packaging for its core product.





# BACKGROUND

For 120 years, Győri Édes has been in the heart of families and friend groups in the country, almost everyone has a memory with the brand engraved. Be it a roadtrip, a quick treat after school or on a hike, the biscuit is always present – almost as much, as the tin foil around our sandwiches.





# RETRO REVIVAL

## BUT MADE IN GYŐRI ÉDES STYLE

Everywhere we look, retro revival is on the rise. Brands across the globe reach back to their first logos and breathe new life into them, making it fit into the shelves of modern families.





This is just what we did – we took the original Győri Keksz logo, used it as an inspo to create a joyful identity, keeping the playfulness alive.



Original Győri Keksz  
& Győri Édes logos

New Győri Édes logo  
in monochrome

New Győri Édes logo  
in color



# WE'VE MADE SURE IT'S A JOY TO SHARE

For the packaging design, we used our personal insight: the way we go over to our friends' place, or for a picnic to the park. We never open the package on the top (how you supposed to), but we forge our own ways into the packaging, so everyone can reach it.





## PACKAGING REFRESH

We simplified the packaging while keeping it recognizable, with the charm of the original iconic design, and placing more focus on the most important part: **the cookies themselves.**



# DESIGNED FOR SHARING

Our new packaging has an oval perforation (also marked in the design) in the front that promotes sharing the cookies with your loved ones.







## ...AND IN SOCIALS TOO

The clever and insightful way we modernized the “UX of eating Győri” gives us a handful of possibilities to parade the new packaging online too.

We ask families to share the ways they find their way into a bag of Győri Édes on social media.

