

Aesthetic packaging, and tasty contents

Createam "scoops up" the international design award

(Boston/Linz, 06.07.2012) The package design award of "The Dieline" is an international competition that has been completely dedicated to good design. Among submissions received from all across the world, Createam has asserted itself as the only Austrian agency. The "Löffle Mich!" ("Scoop me up!") cake in the glass won one of the coveted awards.

Creative Director Kristin Koniarek received the award at the Package Design Convention in the Hynes Conference Centre, Boston. "Good design has a clear message. Originality and reduction instead of overdoing it is the slogan." according to Koniarek.

Particularly in the field of food and beverages, the packaging is decisive for the competition. Decisions are often made, to begin with, at the POS (Point Of Sale). The items that look appealing and convincing in the rack land up in the shopping basket. "I, along with the entire agency, am extremely thrilled about this award. It is a benchmark in the industry and demonstrates that our work and effort have an international format. The success also depends on the courage: When customers and agencies work jointly on extraordinary solutions, the joint efforts are always rewarded. Not only by the expert jury, but also by the customers," says Koniarek with a tone of conviction.

Nonetheless, one thing must still match despite the most beautiful wrapper: The quality of the product. It is only in this way that the customer becomes a repeat buyer. This is 100 percent the case with "Löffle Mich!" ("Scoop me up!"). The original savoury creations made from exclusively natural ingredients are made durable only by preserving them in glass. This is a difference that you can taste with any spoon. The fruity and juicy cakes are available in eight enjoyable varieties ranging from pear Malaga to chilli chocolate. There are various seasonal flavours that are added to these.

Apart from the Dieline award, the aesthetically packed cakes could also other awards, among others, an Edward, a publication in the novum magazine or at the Taste Festival in Berlin.

For more detailed info, please visit: www.loefflemich.at, www.thedieline.com