

**BEST
REJECTED**

RITTER SPORT

PACKAGING



CHALLENGE:

The cult chocolate brand Ritter Sport is one of the most iconic packages on the European market. Nevertheless, such a brand must also evolve, stay current, and tap into new markets to ensure continued success.



TASK:

The challenge of being up-to-date and opening up new markets was to be ensured by a packaging relaunch. Ritter Sport was to be taken into the future while maintaining its self-similarity.



APPROACH:

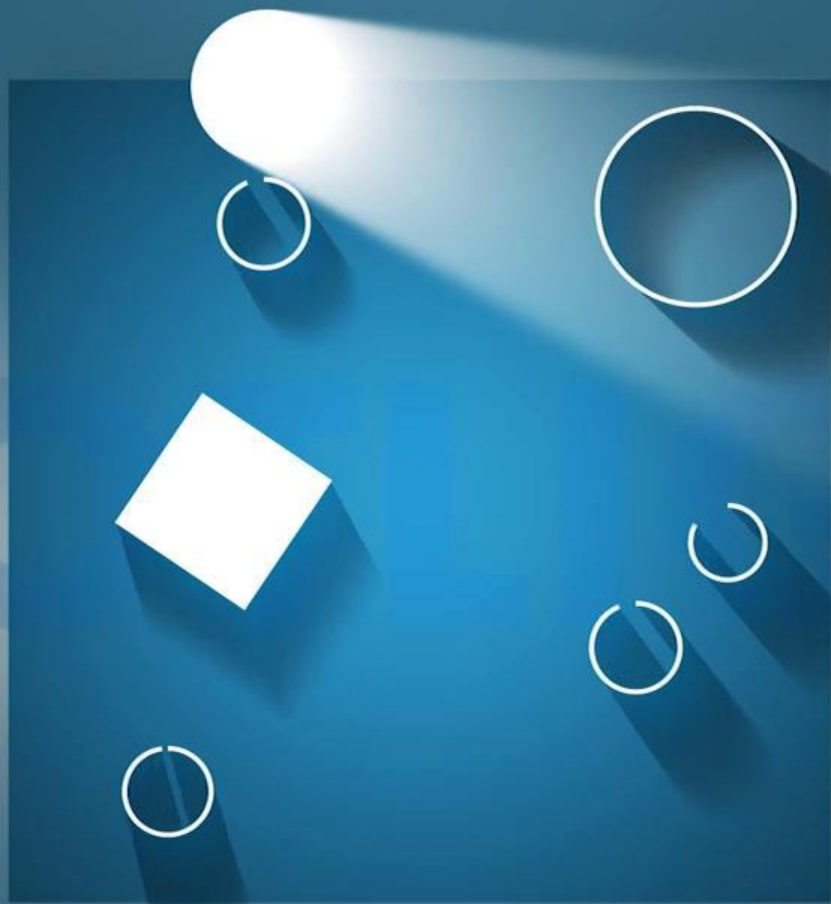
Four different approaches were developed to update the packaging design of Ritter Sport. Internationality and other markets had to be included in the concept.

The chocolate should become the king of the product and not only the carrier of the ingredients.

In the following, the favorite concepts are shown, which were unfortunately never realized.



SPC



GHT



RUM TRAUBEN NUSS







MEINE LIEBLINGSSCHOKOLADE

RUM TRAUBEN NUSS





RUM TRAUBEN NUSS





RUM TRAUBEN NUSS





SPEZI AUSTRIA

BRAND AND PACKAGING
RELAUNCH



CHALLENGE:

Almdudler owns the rights to the Spezi brand for Austria. There was a product launch in 2016, but it did not bring the success that had been hoped for.

Spezi Austria must also be differentiated from Spezi Germany for legal reasons.

The opportunity lies in a packaging relaunch that makes the product brand appear more attractive and iconic.



TASK:

The task is to relaunch the existing product under the aspect of reduction as well as cult appeal.



APPROACH:

Spezi becomes an iconic brand. With a reduced retro design, the brand and the packaging are to gain in attractiveness. All rational facts were eliminated and the brand was designed with self-confidence. The new value of the design alludes partly to nostalgia, but is also fit for the future and serves the spirit of the times.



