

Satisfyer



reddot winner 2020
packaging design



SPIDER

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A BOXFUL FOR SATISFYER, WINNING TWO RED DOT AWARDS IN 2020

Sexual wellness brand unveils new packaging and brand look, winning these prestigious awards

London, 2020: Satisfyer, a brand with a mission to bring sexual wellness and fulfilment to all, have announced the exciting news that it has won two Red Dot Awards for 2020. The first award is for 'Brand & Communication Design' and the second for its innovative 'Repackaging project. No mean feat for this brand, as they succeed in winning over the jury of the biggest and most famous design competition in the world, showing just how beautiful design and packaging can be in the sexual wellness space.

Satisfyer have had an incredible year, with the redesign and rebrand of its packaging, brand DNA and branding. Working with a creative agency in Germany, the Satisfyer team wanted to modernise its look and feel and create a brand that was in line with the Generation Z, Instagram culture. Playing to the brands tech roots, whilst keeping it stylish, with fine line drawings on the packaging and candy colours, it has made a brand that really stands out.

Creating a brand where sexual wellness is accessible for all and in the mainstream market, is something that Satisfyer delights itself in. They have designed incredible eye-catching cupcake style boxes with a fully transparent window, making the product good enough to eat.



Satisfyer Director of Sales Europe, Tereza Fadel says: “As a leading brand in the category of sexual wellness, our goal is to create a sensory based user experience. From purchase, to unboxing the product and all at an unbeatable price. Our new, more stylish packaging highlights that adult products are no longer taboo and are seen as lifestyle products, that look good, whilst giving you a sense of comfort and security (all products are sealed in airtight window box). The packaging is colourful, playful, and super stylish, in a mix of colours and with abstract designs. Our mission is that everyone can reimagine his or her own sexuality and that it fits into a lifestyle”.

The brand has been highly strategic in its thinking and has designed each category with its own colour code, relating to the product and with specific male/female drawings. The transparent window and ‘tear’ tab to get into the box, ensures it is adhering to full hygienic safety always, guaranteeing the highest quality of standard and safety that Satisfyer prides itself on.

The Red Dot Awards began its journey in 1955, by designer Zentrum Nordrhein Westfalen and is the most renowned design competition in world. They provide designers, agencies, and companies all over the world, a platform to showcase and ultimately win based on the quality of their design. In 2020, over 6,922 brands entered, from over 50 countries. In keeping with the award motto “In search of the best design and innovation”, the jury, composed of 24 experts, assess all applications to a very high criteria. The awarded brands and projects are presented to the public and then will be available to view on the Red Dot website from October 2020.

Professor Dr. Peter Zec founder of Red Dot and CEO says, “I want to congratulate the winners of the Red Dot Award sincerely on their success in the ‘Brands’ section. By winning this distinction, they have proved that their brand stands for high design quality and integrated brand management. They have come out on top in a strong field of international participants thanks to their performance and deserve to be proud of themselves and of their accomplishment.

The international Brands & Communication Design Directory for 2020/2021 will be released in November 2020.

“We are delighted that in addition to our recognised tech innovation, we are also known for our design innovation” Says **Director of Sales Europe, Tereza Fadel**. “Proof of this success is the multiple awards we have won already and to be awarded with our new look brand and packaging is an honour”



NOTES TO ED



reddot design award

ABOUT THE RED DOT DESIGN AWARD:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction “Red Dot” has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. **More information is available at www.red-dot.de.**