



PRESS RELEASE.

Client: BIEDER & MAIER
Date: 07.05.2019

Bieder & Maier: The best packaging design worldwide comes from Austria.

Advertising agency KOBZA AND THE HUNGRY EYES (KTHE) wins gold at the Global ADC Annual Awards in New York for the design of the Viennese coffee brand Bieder & Maier.

The ADC Annual Awards of the Art Directors Club New York annually honour the best works in the design and advertising industry and are the most important creative award in the USA. They are among the most renowned competitions worldwide.

Yesterday there was a huge success at the awards ceremony in New York for the Viennese creative agency Kobza and the Hungry Eyes (KTHE) and the coffee brand Bieder & Maier: The packaging design of the young coffee brand was awarded a highly regarded Gold Award. The brand design developed by KTHE thus managed to assert itself against thousands of international submissions.

"It is unbelievable to win this most important advertising prize in the USA and to be honoured as the world's best packaging", says Rudi Kobza, "This award underlines the international appeal of Bieder & Maier and the creative potential of KTHE. I am very proud and grateful".

Weitere Infos: www.biedermaier.com

Credits:

Client: Bieder & Maier
M2 Kaffeemanufaktur und Vertriebs ges.m.b.H.
Valentin Siglreithmaier, Alexander Hamersky
Agency: KOBZA AND THE HUNGRY EYES (KTHE)
CEO: Rudi Kobza
Creative Director: Cornelia Neidhardt



KTHE

Art Director/Design: Simone Fuchs
Graphics: Caroline Cook
Text: Julia Wöhrer

COO: Kaitlyn Chang
Projectmanagement: Lukas Binder, Verena Säckl
Photo Credits: Michael Königshofer (Verwendung honorarfrei bei Namensnennung)

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