

Henkel

## DESIGNING SUSTAINABILITY

### 140 YEARS OF BRILLIANCE

German heritage company Henkel was founded in 1876 by pioneering laundry detergent. Since then, they've been **pushing the boundaries of the domestic cleaning industry** and their products have become a **staple in households all over the world**. Henkel is

responsible for a range of popular brands, including Somat, a leader in dishwasher tabs across Europe. Somat is **at the forefront of a fast-moving technology** that answers ongoing demand for an ever smaller and better-performing product across the board.



*“jovoto has established itself as a competent and agile partner, which is why we were more than confident we could challenge their creative community with different types of projects, and the result speaks for itself.”*

*– Birgit Rechberger-Krammer, Corporate Vice President Global Marketing Home at Henkel*

### ECO-FRIENDLY PACKAGING

Despite already being an industry leader, Somat has further developed their tabs to be more environmentally-friendly. In order to communicate the update, **Henkel turned to jovoto's creative community to design a new look** for their dishwasher tabs packaging. The private brief called for ideas that not only

communicated **Somat's strong brand position**, but also **differentiated their new, eco-conscious phosphate-free product line**. It also asked that submissions either conform to the standard “shiny glass” aesthetic, or play with alternative concepts. Of the ideas received, an overall winner was selected by a team at Henkel.

### SET-UP



#### Project Type

This was a 5-week NDA crowdstorm, visible only to invited creatives.



#### Participants

The top 10% of jovoto's creatives (approx. 7 600) were invited to submit ideas.



#### Prize Money

A total of €12 500 was awarded, including 3 client's choice awards and 10 community prizes.

## WINNING IDEA



**Somat ::: fresh dynamic swush**

by 7tyfour (Germany)

## RESULTS

On **jovoto.com**

**32**

participants from  
24 countries

**2.3k**

votes & 1 400  
comments

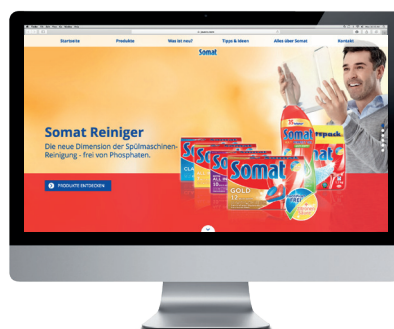
**62**

entries & 582  
idea variations

**14k**

idea  
views

Henkel's **implementation**



The current version of Somat based on the winning idea **licensed by Henkel**

## FRESH AND SUBTLE

In the end, **the winning idea featured a shiny glass with a fresh twist**. Combining Somat's traditional design elements with a subtle but effective "tick" logo in yellow, green, and blue, **the design's color scheme stands out** from Somat's distinctive red

branding, with **clean imagery that evokes a feeling of sustainable values**. The revolutionary design hit the shelves in April 2016 and is helping the company **promote the product's environmental credentials** whilst **retaining a strong brand identity**.

*jovoto is a platform connecting global brands with 80 000 creative professionals.*

**FIND OUT MORE AT [jovoto.com](https://jovoto.com)**



**Contact Us**

**Conradin Sonnenberg**

Creative Strategy

[csonnenberg@jovoto.com](mailto:csonnenberg@jovoto.com)

+49 (0)30 802 08 78 - 10