

GRABARZ & PARTNER

PRESS RELEASE

Grabarz & Partner wins pitch for Bahlsen's brand communication

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The Hamburg-based creative agency Grabarz & Partner is taking over the strategic and creative brand communication for Bahlsen. In a multi-stage selection process, the Hamburg creative powerhouse prevailed and will now accompany the brand relaunch of the traditional company from a communications perspective.

Bahlsen is one of the most well-known brands in the German confectionery market. Since 1889, the company has been based in Hannover and has been family-run for four generations. The brand is now undergoing a major repositioning, including a comprehensive design relaunch. The goal: to establish Bahlsen products as an indispensable companion for everyday moments of indulgence.

"Bahlsen products have stood for exceptional enjoyment for generations – and continue to evolve. We are truly excited to help position a brand like Bahlsen even more strongly for the future. We believe in communication that not only stands out but resonates: modern, relatable and relevant," says **Felix Fenz**, Managing Creative Director at Grabarz & Partner. "We will support Bahlsen on its path into the future – with strategic sensitivity and creative clarity. With emotional communication that firmly anchors the brand in people's everyday lives." The relaunch includes not only the new packaging design but above all a strategic repositioning with a clear focus on consumer needs. A key part of this is the launch of the innovative new product *Hazelnut Cream & Choc*. Starting in June, the products will appear on shelves in their new packaging. A communication campaign is planned for late summer, through which Grabarz & Partner will bring the new brand identity to life. With this strategic realignment, Bahlsen aims to gain market share and excite a younger, enjoyment-oriented target group.

"The brand relaunch is a crucial step in repositioning the Bahlsen brand for the future. With Grabarz & Partner, we have a creative partner at our side who understands how to bridge tradition and innovation. We look forward to developing strong brand communication together that strikes an emotional chord with our consumers," says **Alexandra Megid**, Group Marketing Director at Bahlsen.

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Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About Bahlsen:

Bahlsen is a German family-owned company in its fourth generation. For more than 130 years, the company has been producing a wide range of baked goods, such as biscuits and cakes. In this category, Bahlsen is the market leader in Germany and one of the leading manufacturers in Europe. The company produces its baked goods at four locations across Europe and exports them to more than 80 countries worldwide. Since its founding in 1889, Bahlsen's headquarters have been located in Hannover.

About Grabarz & Partner:

Grabarz & Partner was founded in 1993 in Hamburg and operates as an independent advertising agency. It is considered one of the most creative agencies in Germany and worldwide. With around 300 employees, the agency works with clients such as Deutsche Bahn, Burger King, IKEA, Bahlsen and Porsche. In the 2020 Cannes Lions Creativity Report, it was listed among the "Top Ten Independent Agencies of the Decade." *Horizont* named the management team "Men and Women of the Year." *w&v* named the agency "Agency of the Year," as did the Eurobest and Clio Awards. According to *Campaign*, Grabarz & Partner is one of the "World's Leading Independent Agencies."

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