

## BVD helped Candyking to create Premiymum – pick-and-mix sweets for connoisseurs

After two years of putting finishing touches to the product and a small-scale test launch, it's now time for the grand première of Premiymum, which gives every lover of luxury the chance to buy their own favourite sweets by weight. Responsible for the new concept are Candyking (parent company of Karamellkungen) and BVD which has come up with the name and the graphic identity. Premiymum will be available in 150 shops all around Sweden from week 46.

"Swedish consumers are possibly the world's most discriminating buyers of sweets, and they are becoming even more knowledgeable," says Gunilla Hägglund, Marketing director at Candyking. With Premiymum we are developing our choice of pick and mix and can moreover reach those consumers who may not usually buy sweets in this way. Premiymum is Candyking's largest venture in ten years and is encountering two strong growing trends; the premium trend and the chocolate trend.

BVD has previously given a new profile to Karamellkungen/Candyking's: an undertaking that has been awarded prizes in several design competitions and naturally provided BVD with important experience for their work with Premiymum. At the same time this concept makes new demands because the target group is different. That is why BVD has not just created a new name and graphic design, but, for example, has also ensured that the product pictures maintain an extra high finish. Premiymum's intention is to feel more adult than normal pick-and-mix sweets although it has been equally important not to be excessively exclusive.

The Premiymum range comprises mainly premium chocolate, complemented with other exclusive natural sweets of real berries and selected nuts, as well as well-loved classics such as burnt almonds and marzipan eggs.

**”** *Test launching in 10 shops show that the new concept is being seen and experienced just as well as we had hoped. As Premiymum is now being launched more widely in 150 shops, it feels like a wonderful confirmation. Moreover it feels great to put a little luxury into people's daily lives.*

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