

PRESS RELEASE

Big Announcement: Backbone Branding has been named the Agency of the Year 2019 by the Pentawards! *(the contenders to this award are world's very best in the field of packaging design)*

Backbone branding, the Yerevan based Armenian branding and packaging design studio has participated for the 6th time to the Pentawards. The Pentawards is the world's leading network dedicated to sharing and bringing exposure to global packaging design.

*The annual **Pentawards Competition** annually awards the best of the world of packaging design last year, competing in 5 categories:*

Beverages, Food, Body Care Accessories, Other markets Luxury

The works are awarded by a jury of 12 internationally renowned specialists.

*Brands such as **MICROSOFT, COCA COLA, NESTLE, JOHNNIE WALKER, MILKA, ABSOLUTE VODKA** have all been granted the Pentawards for Packaging design in previous years.*

The Pentawards has been honoring the best in packaging design since 2007, and each year the awards ceremony takes place in a different city around the world.

This year's big gala ceremony has taken place on **8 Northumberland Avenue**, one of London's finest venues. The event has taken place on **Thursday 12th of September**, during a glittering ceremony attended by leading studios and the world's very best in the packaging design field.

A part of our team with our Creative Director Stepan Azaryan have participated in the event.

As well as Gevorg Poghosyan representing The Crowdfunding Formula (for our collaboration on the Bristly project) and Irina Qamalyan (for our collaboration on the Artsocks project)

We have 2 very important news to announce:

Backbone Branding has been named as AGENCY of the

YEAR **This is an honor to us, but most of all we dedicate this victory to all**

Armenians.

It is our biggest pride to be named the best of the best and be representing Armenia to the world. The contenders to this award are the very best in the field of packaging design. **They are every year's most successful and most talented design agencies coming from all the parts of the world working with World renowned brands (such as MICROSOFT, COCA COLA, NESTLE, JOHNNIE WALKER, MILKA, ABSOLUTE VODKA)** and it is our honor to be chosen as number one.

Also..

Backbone Branding has received 6 awards for 6 of their works and projects.

- *Platinum Pentawards (Only granted for a handful selected projects every year) – for RICEMAN*
- *Gold Pentawards for Coloreat*
- *Silver Pentawards for Artsocks (our work for Hellotex, Artsocks collection)*
- *Silver Pentawards for Boon Bariq*
- *Bronze Pentawards for Beak Pick!*
- *Bronze Pentawards for Bristly (collaboration with the Crowdfunding Formula)*

(please find the photos of the projects attached to this email)

Backbone Branding Website: <http://backbonebranding.com>

Backbone Branding Facebook Page: <https://www.facebook.com/backbonebranding1>

Pentawards Website: <https://www.pentawards.com/2019/en/page/home>