

PRESS RELEASE

For immediate release

Backbone Branding is named AGENCY OF THE YEAR 2020 by the Pentawards for the second CONSECUTIVE year.

On September 24th was held the Gala ceremony world's leading and most prestigious competition for packaging design. This is the 14th edition of the competition which has been recognising each year's best and most successful packaging designs from all around the world.

The biggest names in the packaging design field are awarded each year in this competition with packaging works to some of the world's leading top brands such as (Microsoft, Coca Cola, NESTLE, Johnnie Walker, MILKA, Cadbury etc.)

Exceptionally this year, due to the pandemic, the Festival was held online for 3 days which culminated with an Online Gala to award the 285 winners this year among more than 2000 participating works from 64 countries.

The Armenian agency Backbone Branding has been yet again the biggest winner this year, just as last year, receiving the most amount of awards.

The agency has been the recipient of 5 Pentawards for 2020!

4 GOLD and 1 BRONZE

Gold Pentawards for [HERO'S](#)

Gold Penatwards for [Tomacho](#)

Gold Pentawards for [ΦΙΛΟΣΟΦ](#)

Gold Pentawards for [Ani Dairy](#)

Bronze Pentawards for [Mrgastan](#)

And most notably Backbone Branding has been selected as the **Agency of the Year 2020** by the Pentawards.

This is the second time that Backbone Branding gets this title, given that it was Agency of the Year 2019 also.

Adding to this Backbone branding is the first in the region to be awarded with this title and the only agency in the history of this competition to be given the title consecutively twice.

Please find attached to this email the images of the awarded works along with the official Pentawards winning corresponding logos.

You can learn more about the Backbone Branding works through these links

<https://www.facebook.com/backbonebranding1>

<https://backbonebranding.com/>

Learn more about the Pentawards through this link

<https://www.pentawards.com/2020/en/page/home>

Learn in detail about our 5 Pentawards 2020 winning projects here:

Φ I L O S O Φ <https://backbonebranding.com/works/%d1%84-i-l-o-s-o-%d1%84/>

HERO'S <https://backbonebranding.com/works/heros/>

TOMACHO <https://backbonebranding.com/works/tomacho/>

MRGASTAN <https://backbonebranding.com/works/mrgastan/>

ANI DAIRY <https://backbonebranding.com/works/ani/>