

Coca-Cola

DESIGN BLITZ 2020

DESIGN RATIONALE

COCA-COLA'S MISSION IS TO REFRESH THE WORLD IN MIND, BODY AND SPIRIT. TO INSPIRE MOMENTS OF OPTIMISM AND HAPPINESS THROUGH THEIR BRANDS AND ACTIONS. TO CREATE VALUE AND MAKE A DIFFERENCE.

WE SOUGHT TO CREATE A MORE ENGAGING, DYNAMIC, AND ENVIRONMENTALLY RESPONSIBLE SOLUTION TO EXTEND THE 24-PACK'S USABILITY. DOING THIS INTRODUCES A PLEASANT USER INTERACTION AS WELL AS INCREASING STORAGE CAPABILITIES OF THE PACKAGE. IT'S UNIQUE, CRATE-LIKE FORM LENDS ITSELF TO A MORE OPEN AND FUNCTIONAL USAGE CASE, ENCOURAGING CUSTOMERS TO REUSE, AND RECYCLE.

THE DESIGN CAN ALSO BE SCALED TO FIT ANY NECESSARY PACKAGING ARRANGEMENTS. IT'S UTILITARIAN FORM ENCOURAGES REUSE AFTER IT'S ORIGINAL PURPOSE, AND ENABLES AN ENTIRELY NEW PRESENTATION FOR COKE PRODUCTS AND THEIR CONSUMERS. IN RESOLUTION, THIS RE-DESIGN INCORPORATES COKE CORE VALUES AND PROMOTES ENVIRONMENTAL RESPONSIBILITY THROUGH A NEW MEDIUM.



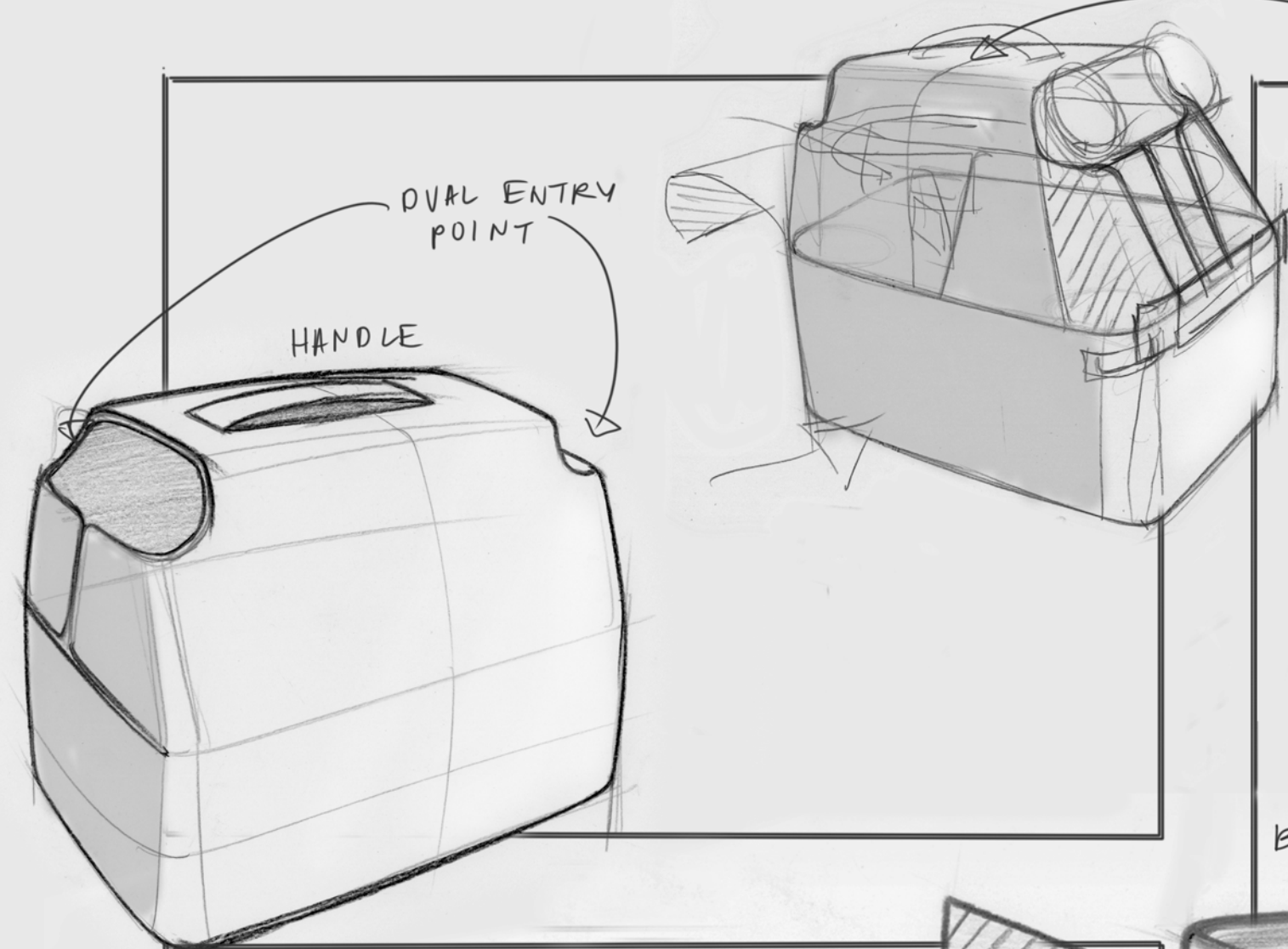
RESEARCH

45

PERCENT OF RECYCLABLE
GOODS END UP IN THE
LANDFILL EVERY YEAR.

80

PERCENT OF RECYCLED GOODS
THAT ENTER INTO THE HOME
END UP BEING TRASHED

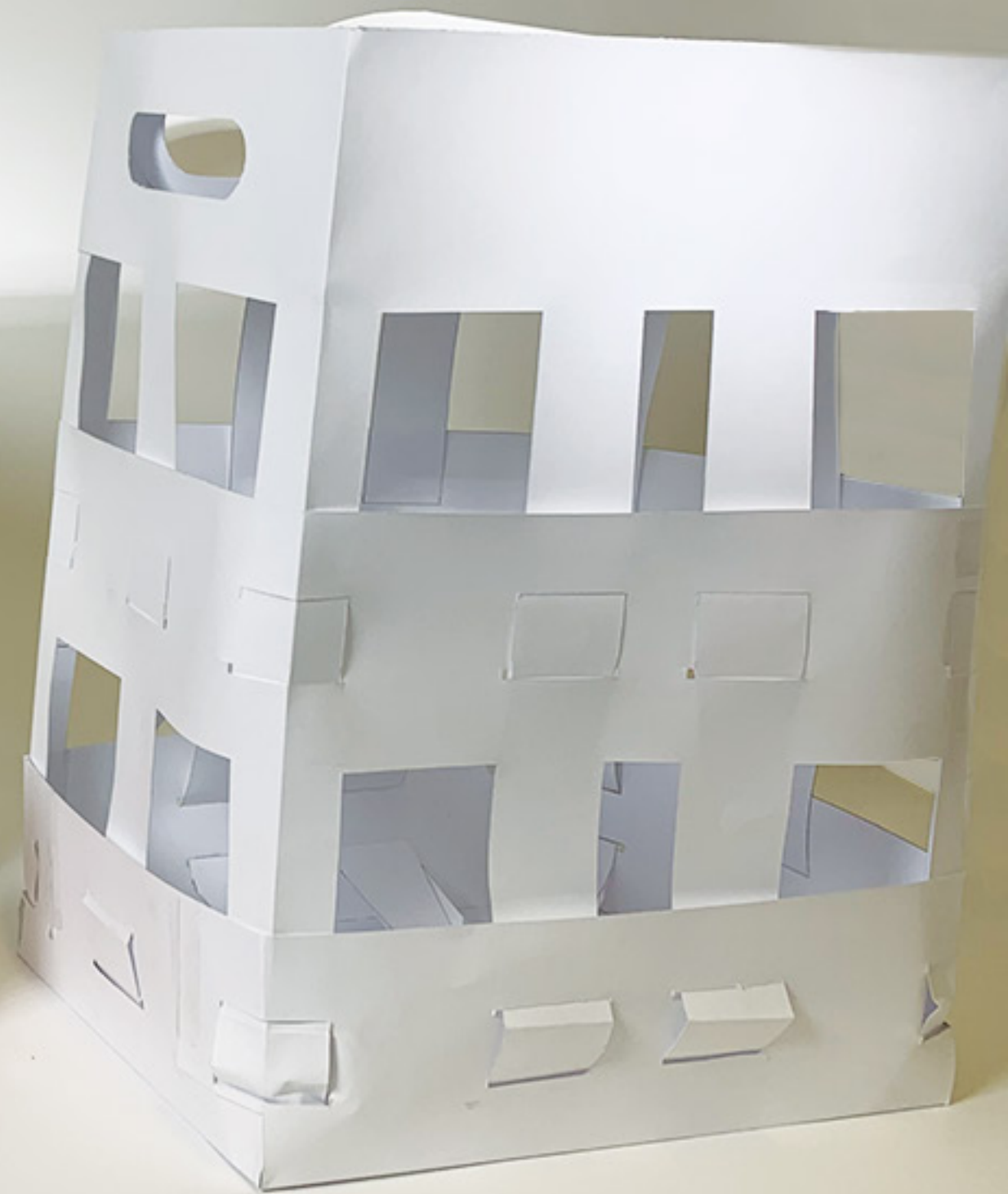


BOX DOUBLES IN SIZE

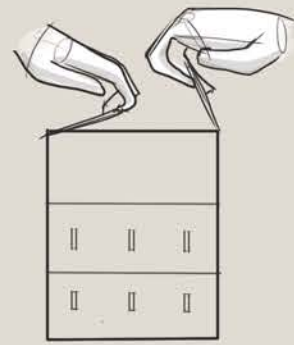
DUAL ITERATION

2X

INITIAL
PROTOTYPES



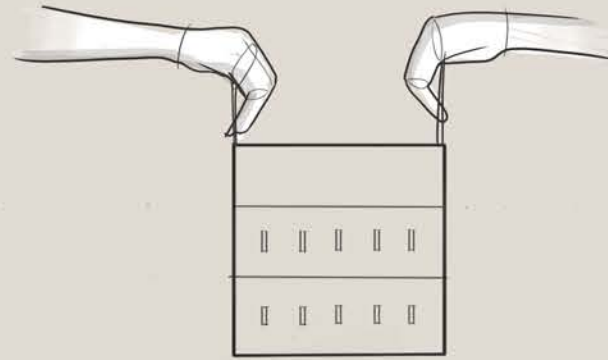
OPEN TOP



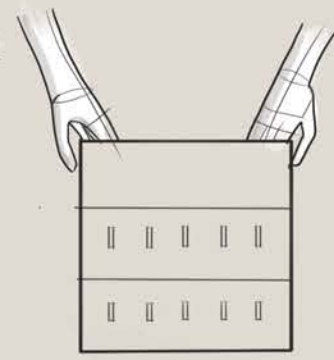
REMOVE COKE



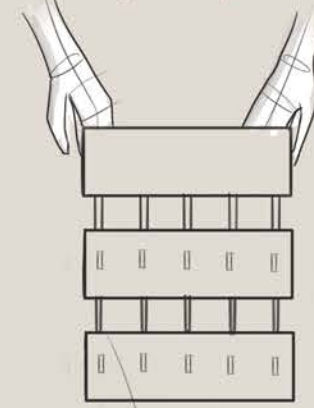
TUCK SIDES



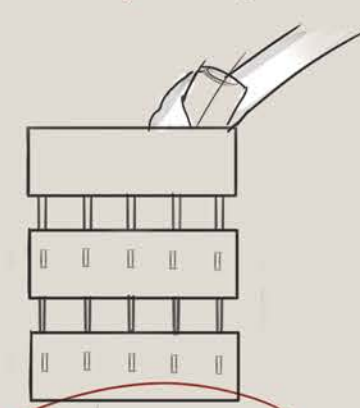
GRAB EDGE



PULL UP



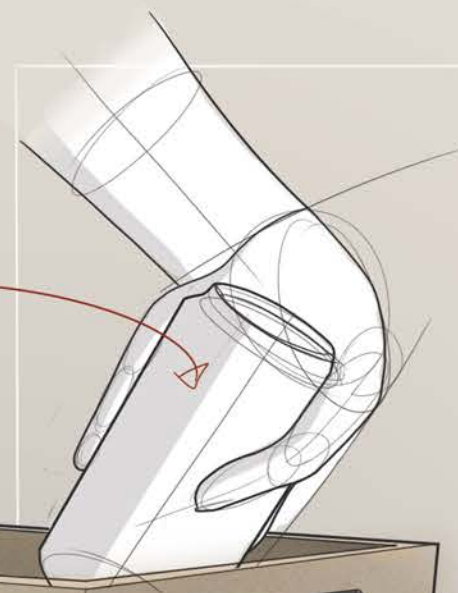
PUT CAN IN!



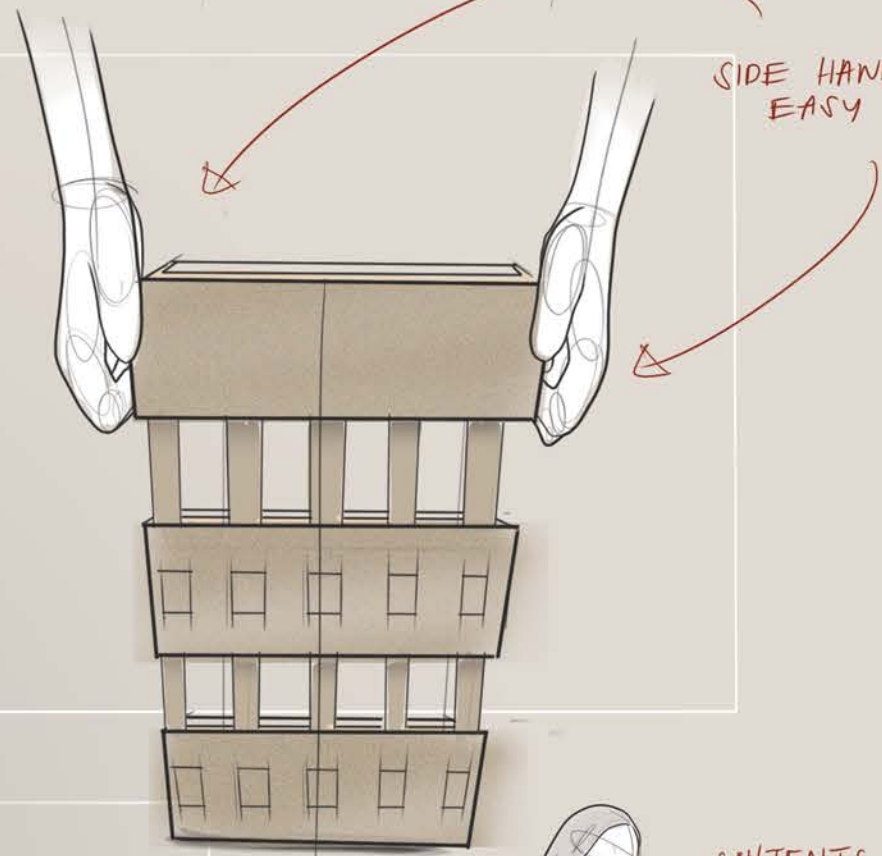
RED BAND MAKES PRODUCT POP ON SCREEN



EMPTY CANS CAN BE PLACED IN BIN



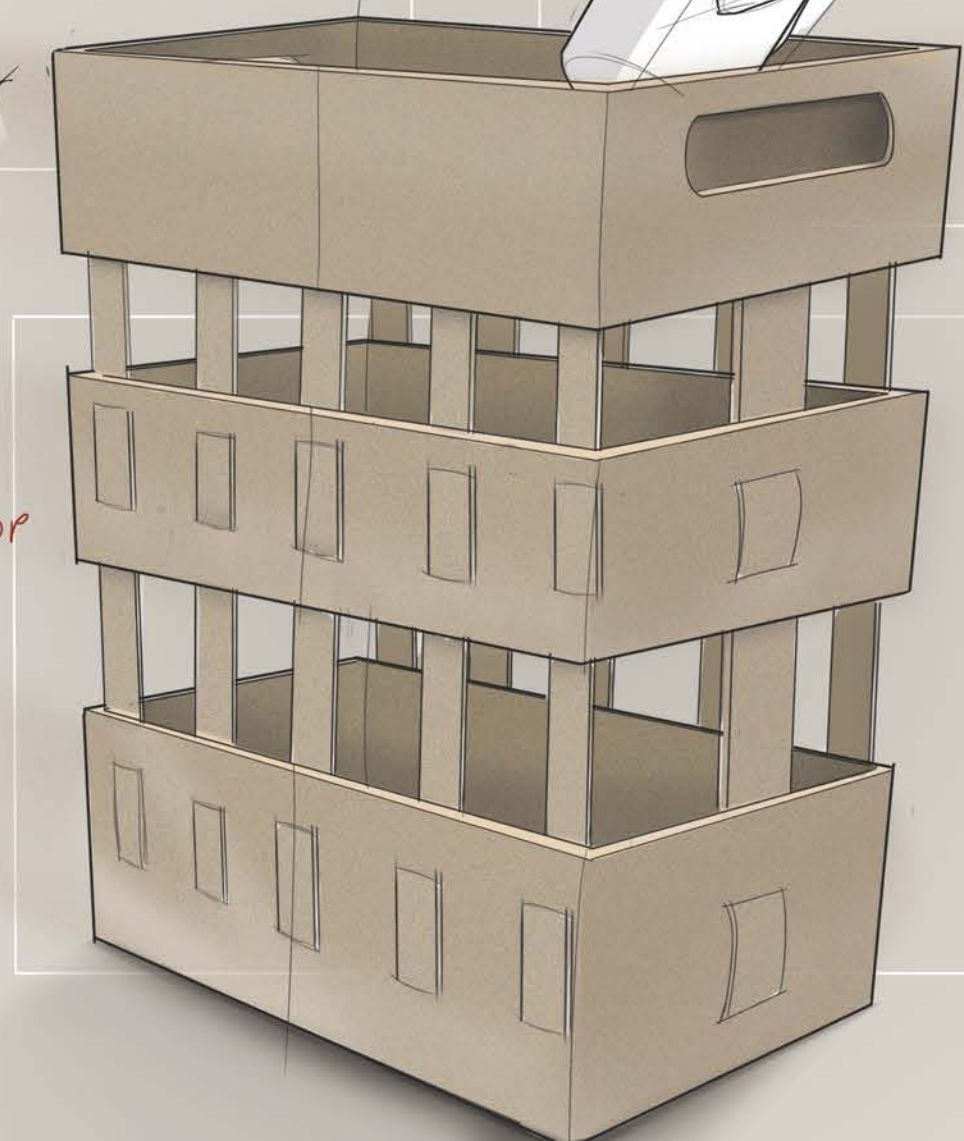
SIDE HANDLES FOR EASY CARRY

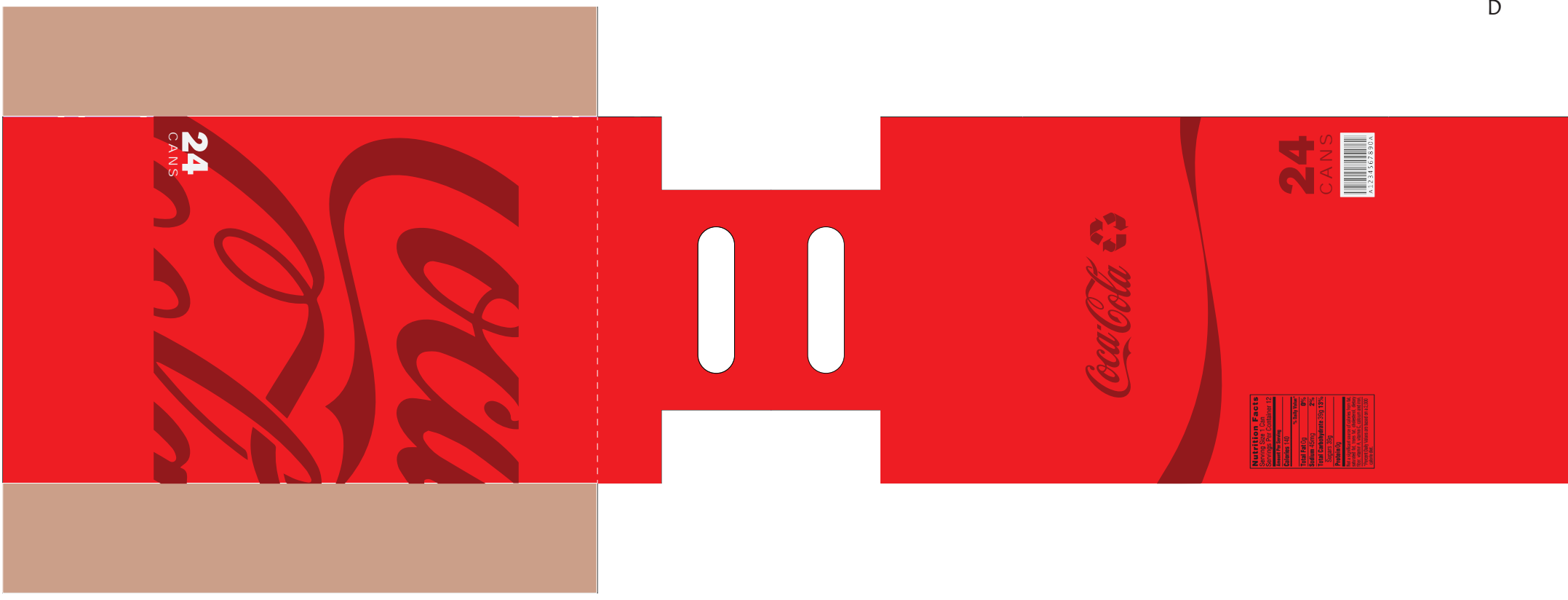
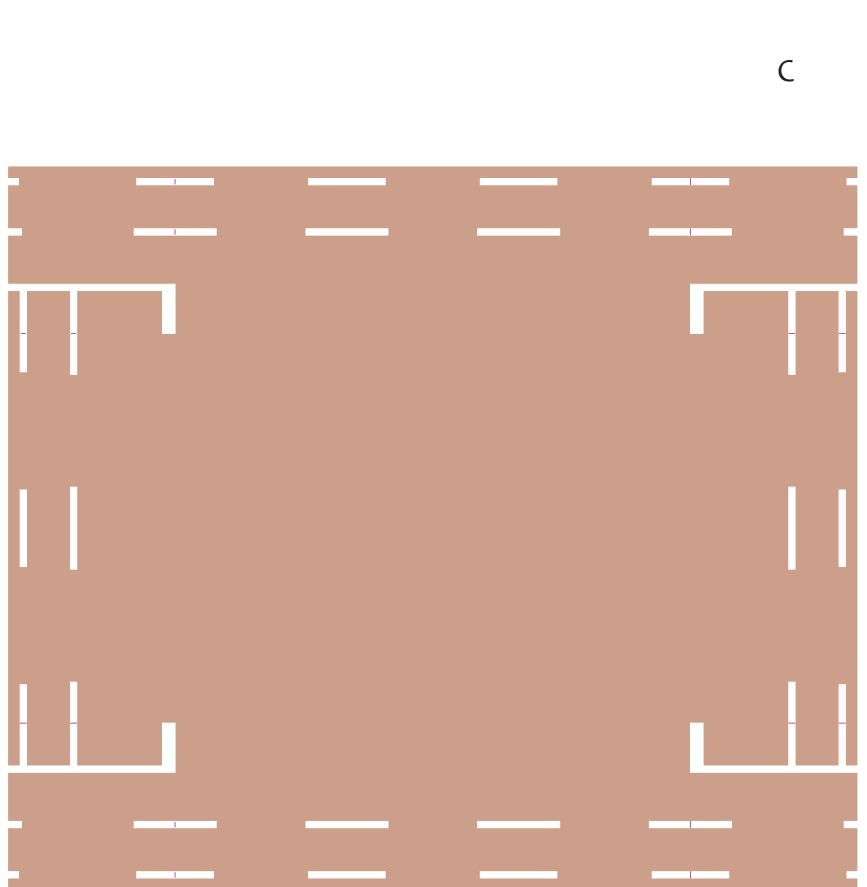
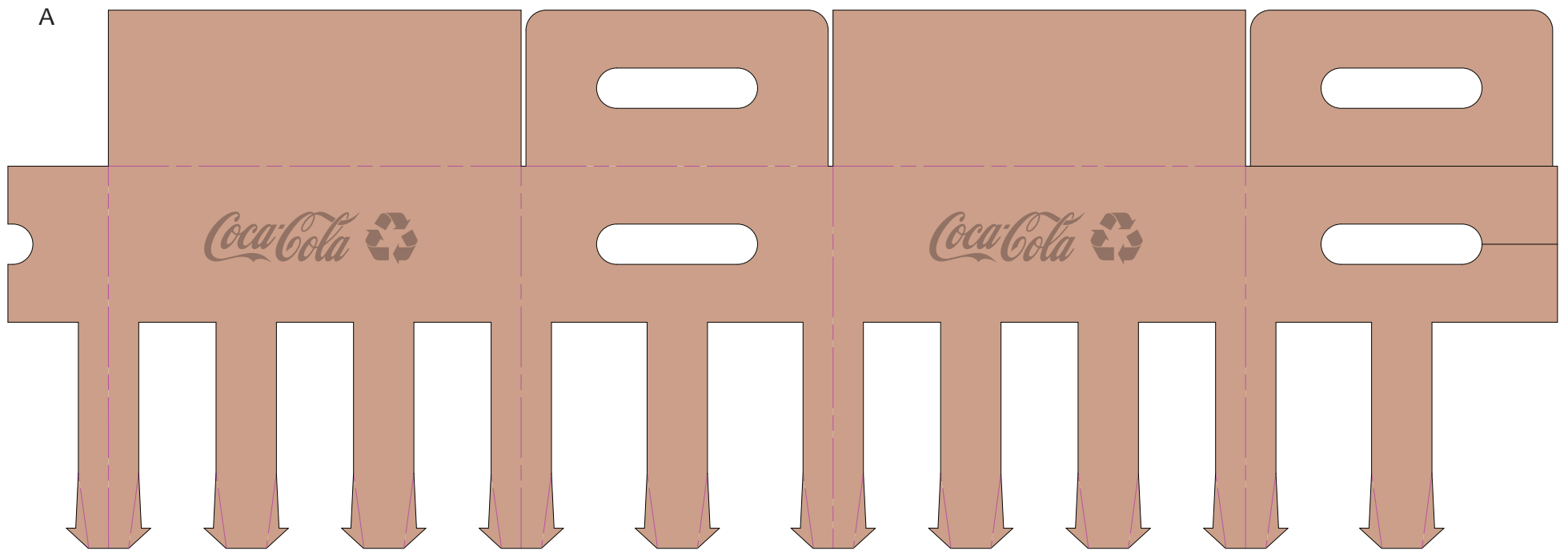


CANS CAN BE PULLED FROM TOP



CONTENTS CAN BE DISPOSED OFF IN LARGER BIN





TECH PACK

- A TOP SECTION WITH HANDLE
- B MIDDLE SECTION
- C BASE/BOTTOM SECTION
- D WRAP/DIVIDER



1

BOX COMES IN
10 1/4 BY 10 BY
7 3/4

2

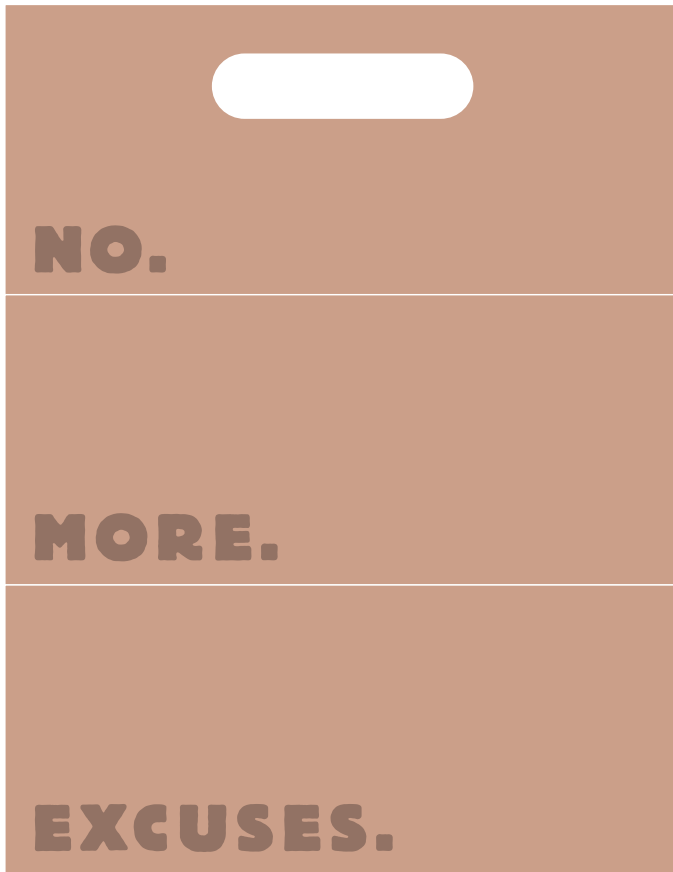
TOP FLAPS OPEN
TO PROVIDE EASY
ACCESS TO USERS

3

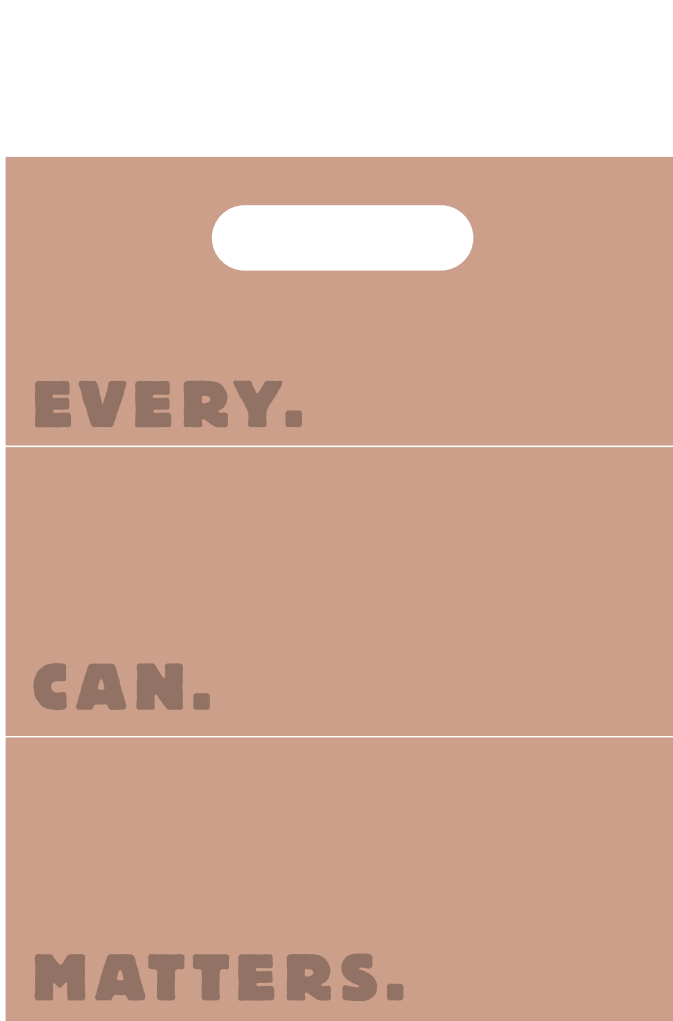
NOTCHES EXTEND TO
DOUBLE BOXES SIZE
AND CREATE BIN

4

BOX IS READY FOR
RECYCLING



GRAPHIC
IDEATION



Nutrition Facts	
Serving Size 1 Can	
Servings Per Container 12	
Amount Per Serving	
Calories 140	
	% Daily Value*
Total Fat 0g	0%
Sodium 45mg	2%
Total Carbohydrate 30g	12%
Sugars 29g	
Protein 0g	
*Percent Daily Values are based on a diet of 1,200 calories per day.	





FINAL

BOX

FINAL
BOX



FINAL

BOX



24
CANS