



# 48HR REPACK **CHALLENGE**

BRIEF



## Possibilities In Every Sip

**The Coca-Cola Company** is an American corporation and manufacturer, retailer, and marketer of nonalcoholic beverages. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Atlanta, Georgia. By 1895, Coca-Cola was being sold in every state in the union. Coca-Cola's first ad read "Coca Cola. Delicious! Refreshing! Exhilarating! Invigorating!"

Today the Coca-Cola Company offers more than 350 brands in over 200 countries, aside from its namesake Coca-Cola beverage.

Coca-Cola advertising has "been among the most prolific in marketing history", with a notable and major impact on popular culture and society as a whole. The logo, bottle design, and brand image are internationally recognizable. Their product is ranked the number one soft drink, repeatedly, internationally, and has notoriety as the first soft drink consumed by astronauts in space.

**Our mission is to refresh the world, to inspire moments of optimism and happiness, to create value and make a difference.**



# Challenge 1

[Choose one of the two challenges]



## Challenge 1: Fridgepack Refresh



### Project Scope

Take the current 12-can Fridge Pack to the next level of convenience, efficiency and sustainability. You've seen others attempt it and you know that you can come up with a more creative design. Show us your "WOW"!

### Background

Coca-Cola's 12oz 12pk Can fridgepack is one of our most popular and recognized packages. However, it has remained unchanged for many years, expanding its use across many other competitive and store brands. The challenge: redesign and refresh the current 12oz 12pk can paperboard package to regain its uniqueness, eye catching shelf appeal and ergonomic functionality to the consumer. Keep in mind sustainability and manufacturability aspects while avoiding over-usage of materials.

### Objective

- Structurally redesign the current 12pk can paperboard package to enhance consumer experience with a new and refreshed look that is convenient and functional while decreasing (or at least maintaining) the amount of paperboard used. High speed manufacturability should also be an important factor to be considered in the new design.
- Main focus should be placed on the 12pk configuration with a secondary approach on 8pk as an alternative.

\*Measured as grams of carton/can

**ARE YOU UP TO THE CHALLENGE?**

# Challenge 2

[Choose one of the two challenges]



## Challenge 2: Hot Beverage Ready-to-Drink Package

### Project Scope

On-the-go hot beverage packaging that can be heated in the microwave.

### Background

On-the-go hot beverages are a necessary staple in today's fast-moving lifestyle. The challenge design a ready-to-drink package for Gold Peak Tea, Costa Coffee or Dunkin' Coffee brands that could be heated in your microwave and consumed safely without burning your hands.

### Objective

- Design a suitable (primary) package to meet the objective
- Choose the right shape and materials to create the right brand identity for the concept – consumers should ultimately recognize and associate the package with the brand along with its use
- Always keep in mind sustainability, recyclability and manufacturability – the package should be both appealing and affordable.



ARE YOU UP TO THE CHALLENGE?

# Deliverables



## Project Deliverables and Expectations

1. Choose one of the challenges and execute idea creating:

- High res photos of the 3D mock up
- High res images or drawings that showcase the design
- Design rationale
- YouTube video with the sales pitch

**Please also check out the information on the new process for project submissions through the 48HR REPACK website.**

2. One of the solutions, or components of multiple solutions, may be commercialized by The Coca-Cola Company.
3. The students may use the name, logos, or trademarks for Coca-Cola products in preparation of the challenge submissions to deliver professional / appropriate to a corporate environment

[www.coca-colacompany.com](http://www.coca-colacompany.com)

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# Good Luck!

[Submit the design project at [www.48hrrepack.com](http://www.48hrrepack.com)]