

## *Coca-Cola: Dare to Share*

The *Coca-Cola: Dare to Share* creates a refreshing take on the Share a Coke line. While previous campaigns focus on the iconography and collectibility of names and songs, the Dare to Share engages with the consumers' want for experience. Following the COVID-19 pandemic, research has found that the future generations place more value in experiences than on physical products. To capitalize on this, the *Coca-Cola: Dare to Share* provides an easy activity through its form. Consumers each grab a coke from the package and pull out with a satisfying pop. Whichever consumer receives the main portion of the packaging takes part in a safe, simple challenge printed on the inside of the label. This helps to create a fun memory for the consumer to tie directly back to their love of Coca-Cola.

Material waste is a defining factor in the packaging industry, especially when it comes to beverages. While use of materials such as shrink wrap cost less space and money, their durability has been detrimental to the environment. Not only do the microplastics infest our waters, but they can easily entangle marine life such as turtles and fish. Paperboard containers also provide their own set of challenges. While it has a much higher recyclability rate, the amount of material needed to enwrap the beverage can lead to higher waste and cost for the manufacturer. The *Coca-Cola: Dare to Share* combines the best of both approaches. Made of out easy to recycle paperboard, the body is simple and straightforward. The tensile strength from the grip keeps the cans rigid in their form for manufacturing and storage while minimizing overall packaging. Printed on the backside is a QR code that takes the user to Coca-Cola's World Without Waste initiative to inform the consumer about their choice to minimize the design. The vertical design takes full advantage of the Coca-Cola mini's smaller form, taking up the same space as a 16 fl. Oz can. The rectangular design keeps the cans modular as they sit on convenience store shelves,

and the inverted take on the packaging keeps consumers from opening the cans in store. The simple packaging also allows for a full view of the can's graphics. The packaging logos are simple mirrors of each other, taking advantage of the iconic Coca-Cola label on the can to complete the whole title. Keep it simple, Dare to Share Coca-Cola with the world.