

## **#ShareTheExperience with the New Coca-Cola Mini Duo Pack**

To advance the Share a Coke campaign, we are introducing a novel packaging concept that pairs two Coke Mini cans together. Our primary goal is to revolutionize the Coca-Cola customer experience with an interactive package for two people. The dual Coke Mini cans will be secured together via an outer secondary package designed to be easily separated for sharing. We have incorporated a wishbone-breaking style game into the packaging experience, adding an element of excitement and interactivity for consumers. Upon separation, each user will be greeted with an insert on their selected can, featuring engaging messages such as "Next Coke is on Me" or "Sharing in 3... 2... 1..." fostering a sense of enjoyment while also incentivizing future purchases. The bottle cap graphic featured on the tokens pays tribute to Coca-Cola's original glass bottles. These inserts serve as versatile tools that can be effectively utilized for sweepstakes, social media campaigns, holiday promotions, and other strategic marketing initiatives. The hashtag #ShareTheExperience promotes sharing this new package design and the consumers' personal experiences online and through social media.

Our packaging solution, crafted from 18-point 100% PCR paperboard, offers both structural integrity and environmental sustainability. Utilizing a wrap-and-glue assembly method, the package can be efficiently produced and is fully recyclable across the United States and internationally. Furthermore, the adaptability of the graphics and messaging allows for seamless customization to reflect local cultural nuances and preferences.

Our vertical stacking configuration ensures compatibility with convenience or grocery store dispenser dimensions, with the mini cans' diameter ideally suited for drink dispensers. Additionally, the stacked cans' height mirrors a 16 oz bottle, facilitating easy transportation before reaching the consumer's point of interaction. By leveraging the inherent stacking capabilities of the mini cans, we have minimized the reliance on secondary packaging, thereby adhering to Coca-Cola's sustainability objectives through minimal material usage. A second benefit of this design is that it allows the design of the Coca-Cola cans to be the main design feature. This helps customers find the familiar Coke can on the shelf while highlighting the new "Tear and Share" feature. To preserve the integrity of the iconic Coke bottle shape, we have chosen to utilize two smaller bottles on the secondary package, each customizable to cater to diverse consumer preferences with the Share a Coke campaign. Our decision to incorporate two smaller bottles within the secondary package, as opposed to a single larger one, ensures that the iconic shape remains intact and instantly recognizable upon separation. Perforations are strategically placed where the two bottle cut-outs meet to facilitate easy separation and sharing of the cans. Additionally, we have reinforced the package with top and bottom closures and side support to ensure structural integrity and containment.