

Title: Coca-Cola: Share-A-Coke and Plant-A-Tree

Introduction:

Today, we present an innovative and sustainable packaging solution that aligns perfectly with Coca-Cola's sustainable solutions. Our vision is to revolutionize the Share-A-Coke campaign by introducing a fully sustainable package that empowers consumers to contribute to a greener future.

The Challenge:

Connect two 7.5oz mini cans so that they can be merchandised in a convenience store cooler and be sold together as one without modifying the can structure. Provide a unique and fun experience for sharing a beverage. Evoke the spirit of previous Share a Coke campaigns without duplicating them.

Our Solution: Inspired by environmentally friendly designs we created our innovative packaging to give users the experience to go green. We chose to use hemp fibers and reused paper to fit with coke's sustainability goals. Not only do you get your favorite beverage you get the experience of planting a tree with a friend. The fun part is tearing apart the packaging and planting it back into the earth, the pod contains native trees that once on the ground grow on their own. Ultimately our goal is for you to connect with each other while connecting with the earth through coca cola.

Share-A-Coke, Plant-A-Tree:

We are taking the Share-A-Coke campaign to new heights by integrating a unique repurposing function. After consumers share a refreshing Coca-Cola from our packaging solution, they can transform the pods into a plantable seed pod. This simple act allows them to actively participate in reforestation efforts, as each pod contains a fast-growing tree seed. This allows consumers to participate in sharing a beverage and helping the environment at the same time.

Conclusion:

The introduction of our sustainable packaging solution presents an opportunity for Coca-Cola to redefine its commitment to sustainability while creating a lasting and positive impact on our planet. By combining the iconic Share-A-Coke campaign with our innovative Plant-A-Tree initiative, we can inspire consumers to join us on a journey towards a greener future. Together, we can create a world where sharing a Coke also means planting a tree – a tangible symbol of our shared responsibility to protect our environment.