

The Coca-Cola Colaciti is the car for your cans. Whether you want to sip in style or break it down and load it in the cupholders the Colaciti has got you covered. Inspired by on-the-go sipping the car modeled packaging breaks down to fit in your cupholders for ease or can look great with your Coca-Cola collectables.

When creating an on-the-go package for two 7.5 Coke cans we thought about who it is for, and why they're buying it. When you need a quick soda and are in your car the can not fitting in the cupholder is the worst, the Colaciti box is made to break into two pieces and fit in the cupholder perfectly. Not only is the packaging fun, exciting, and useful, it also fits in with Coca-Cola's pre-existing marketing structure while remaining it's own entity.

We were inspired by Coca-Cola's share a coke campaign and their large catalogue of collectables. Modeling the packaging after a car allows the product to exist on it's own, the package itself can become a fun keepsake similarly to the Christmas Coke bottles that turned into gift bows.