

## 48HR REPACK CHALLENGE

Project – Coca – Cola : Dual Can "Share a Coke" Packaging

School Name – Rochester Institute of Technology

Team – **Fusion KNOT**

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Coca-cola is all about sharing moments of happiness. Whether it is a daily chore or a big celebration, Coca-cola adds magic to it. Our concept has been borrowed from this very essence where a quick drink can change the flavor of the day.

In a world where convenience shapes what consumers choose, the dual mini can pack- "The Hangout Pack" responds to changing market trends and what people like. This project embarks on a new yet extended journey of the "SHARE A COKE" campaign, making drinking beverages more personal and enjoyable.

The idea is to design 7.5 oz mini Coca-Cola dual cans stored in refrigeration units. These are currently sold as multi packs and are stored in non-refrigerated condition.

The premise of the design are the following :-

- ◆ Convenience
- ◆ Sleek
- ◆ Experiential
- ◆ Shareable
- ◆ Sustainable
- ◆ Sturdy
- ◆ Quirky

Our concept has evolved from the need of quick drinks where a grab and go model is in demand. Our idea and design depicts our moto "Two for togetherness" where a quick Coca-Cola break, brings people closer.

### DESIGN & STRUCTURE - **The Hangout Pack!**

The new concept introduces two cans in a pack, which makes sharing convenient. Our design concept takes into consideration the operational efficiency, ease of stacking and sustainability. We have taken into account that the design has the least die cut loss during manufacturing and also the feasibility of transportation in flat.

The Z structure gives strength to the entire pack while allowing branding space with good visibility of the cans. The structure is sturdy enough to account for mishandling at any stage from packing to the end consumer.

## BRANDING -

We have included the following illustrations-

1. Two shareable cans- The tilted can portrays the gesture of putting forward a can to enjoy it with someone.
2. "Two for Togetherness" & "The Hangout Pack"- Our proposed tagline is an extended version of Coca-Cola's successful campaign "Share a Coke". The tagline takes into account shareable moments with friends, family, partner or even a stranger.
3. The two hands meeting- We chose the two fist bumping hands to showcase a bond between people, which just gets stronger with a Coca-Cola moment.

To sum it all, we considered the following -

Manufacturing -

- ◆ Multiple impositions on one sheet.
- ◆ Simple die design.
- ◆ Possibility of shipping in flats.
- ◆ Sturdy stacking ability throughout the supply chain.

Retail presence -

- ◆ Fun and quirky design standout in a retail outlet.
- ◆ The SBS 24 board would stand tall in the refrigeration unit. Our recommendation would be to use Michelman coating.
- ◆ The Hangout packs are stackable one on top of another. The topmost pack will have the handle protruding up for easy removal.
- ◆ Can be used like a promotional pack as hangers in retail space.

Consumer Experience -

- ◆ The dual-pack is designed for ease of carrying, featuring on-the-go experience.
- ◆ Our concept incorporates an area for a personalized message. This is an extension of the "Share a Coke" campaign, which includes personalisation to every pack.
- ◆ The visually appealing pack attracts and amuses the consumer towards the product.

Sustainability -

- ◆ Used a fully recycled paper for "The Hangout Pack".
- ◆ Easy disposal of product and package in the Blue Bin.
- ◆ Less material consumption.

