

Our team decided on a heart-shaped package because hearts carry a sense of love, an emotion we aim for consumers to feel as they share a Coke. The heart design sparked an innovative idea: picture each person grabbing one side of the heart, pulling it open, and revealing two ice-cold Cokes for shared enjoyment. This pull-apart feature not only elevates the "Share a Coke" campaign but injects a playful and interactive element for consumers during their shared Coke experiences. The heart's flat left and right edges offer practical advantages for stockers. The package can be placed in a refrigerator in any orientation, with graphics oriented for easy reading, regardless of its placement. Sustainability is at the forefront, as the package is meticulously crafted from 100% recyclable material. This not only aligns with Coke's commitment to environmental responsibility but also ensures consumers can seamlessly integrate it with their other recycled products.

Our heart-shaped packaging stands out on the shelf among the usual plastic bottles and cans in refrigerators, catching consumers' eyes with its unique design. The practicality extends to a discreetly designed insert at the top of the package, securely holding the cans together during the pull-apart process. What's more, the insert is thoughtfully made from the same recyclable materials as the package, simplifying the recycling process for consumers. Maintaining the heart theme in graphics, predominant color palettes of red and light pink create an aesthetically pleasing and recognizable design. The script on either "peak" is strategically placed for easy reading from any orientation. On the top of the heart we added two arrows pointing away from each other to ensure that there is no question about how the consumer is supposed to open the package. The back of the heart features a playful pattern formed by the iconic "Coca-Cola" script and hearts, further enhancing the overall design.

A cutout confirms the presence of two 7.5oz cans of Coke, with the heart clearly marked as containing two cans. This design not only ensures our product stands out on the shelf but also effectively communicates its content to consumers. In summary, our heart-shaped package is more than a visual standout – it's a symbol of shared moments and shared enjoyment, all while being environmentally conscious.