

Double Click Case

Portfolio Center (M.Ad School of Ideas)

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VIDEO LINK: <https://www.youtube.com/watch?v=OojUbbWnO8k>

The Coca-cola 12 can Fridge Pack has been a staple in grocery store aisles since its inception in 2001, despite few changes in the design since. We chose challenge prompt #1, which asked teams to redesign the 12 can Fridge Pack while maintaining its sustainability and functionality.

Our newly designed Double Click Case is a two piece can carrier and organizer. The first piece of our unique design fits securely over the tops of the base row of cans. The bottom of the second row of cans, then, clicks into that piece. A second piece with a handle fits over the tops of the stacked row of cans, allowing consumers to pick up the package and carry it with ease.

The center piece of the package sturdily holds the cans in both an upright and sideways position, allowing for multiple storage solutions. The exposed view of the cans creates easy access for the consumer to not only grab a can from the package, but also know exactly how many cans of soda remain in their 12-pack.

The Double Click Case was created out of a strong commitment to sustainability. The recycled High Density Polyethylene plastic is not only made from previously recycled materials, but also remains fully recyclable. Recycled HDPE is a very accessible and cost effective material, with a current comparable price per pound to cardboard that, based on market demand, can dip below the price per pound of cardboard.

Additionally, we wanted to create a design for the top of the package that signaled sustainability to the consumer. This eye-catching design includes a person planting the seeds of a new, greener future. The seeds, of course, are shaped like Coke bottles to represent Coca-cola's dedication to doing business the right way, and goal to recover and recycle every bottle or can sold.

The Double Click Case is a smart solution to merge renewed design with functionality and sustainability. Its sleek and easy to use design is sure to make it a new shelf staple for consumers and its innovation in sustainability will set it apart as the new standard in waste reduction design.