

Pac(k)Man
48HR Repack
Design Rationale

We are all familiar with iced coffee on-the-go, we see these products in gas stations, grocery store checkouts, and even vending machines. The convenience of this product has infiltrated the way we view and drink coffee. Currently, the ready-to-drink (RTD) coffee market size is valued at over \$22.44 billion and is only increasing as years go on. It is time we introduce the on-the-go hot coffee wave! Our team selected this challenge because it gave us the opportunity to experiment and explore a product in a new market. This product challenged our knowledge of the current market, our innovation and design skills, along with our graphics and execution skills.

Using TetraPak technology and the new 'Coffee Coozie' made from paperboard, we have designed a new and original package for your hot coffee cravings on-the-go. Created to heat your coffee in the microwave for those early mornings or quick runs out the door, this ergonomic hexagonal shaped pack fits comfortably in your hands, resembling a bottle, with a twist. Drinking out of this new shaped pack creates for a memorable and unique experience like no other. The easy open tab allows for tamper evidence, with a conveniently located slit in the lid to tuck back the easy open tab while drinking.

Designed with the consumer in mind, the 'Coffee Coozie' was created to keep your coffee warm and your hands cool. In order to appeal to Dunkin' loyal consumers, as well as new consumers, the graphics were created to be cohesive with the brand and create a unique "unboxing" experience. The 'Coffee Coozie' creates this experience when opening to the easy tear-tab and drinking spout. We created this product with sustainability in the forefront of our mind, as this package is fully recyclable! Just remove the 'Coffee Coozie' and toss it in the recycling along with the drink package.

Our creative 'Coffee Coozie' will stand out from other on-the-go coffee products in the market for many reasons. Not only does it enhance consumer convenience and experience, it's also sustainable and easy to recycle. Not to mention, it's one of a kind! Although cold coffee has a very strong presence in this market, this microwavable coffee will be coming in hot.