

## 48 Hour REPACK – Coca-Cola Redesign

February 2-4, 2024

Our proposal for the redesign of the Share a Coke campaign involves a corrugated paperboard tube. This tubular structure includes a perforation along the middle length of the stacked mini coke products. Once the product is ready for consumption, we created a package that allows you to tear the two drinks apart while also creating a koozie. To showcase the sustainability of the product, we created a window in the side of the package to showcase the recyclability label on the can while keeping the attractive quality.

When starting the beginning of this process, we easily landed on the idea of stacking the cans to allow for easier transportation, while also providing more room to display the beverage in the refrigerators that stores provide. With an easier design, and more available space on the package to lure consumers towards the Share a Coke campaign, Coca-Cola can not only save money, but promote sustainability on the packaging while creating endless opportunities for advertising on the secondary packaging. For advertising this design, marketing the koozie design, and sustainability, will intrigue the consumer to the point of purchasing and sharing their experiences with others, creating an endless loop of free marketing.

My package is not only a basic design, but it is also extremely practical. We have created the window to be small enough to the point of limited breakage, but large enough to showcase the cans together. The durability of the cans provides an easily stackable quality in transportation and distribution as well as intentional additional protection of the product contained inside.

This design requires the consumer to tear apart the package into two drink koozies, allowing for the consumer to enjoy the drink in any environment comfortably, while also creating a memorable experience of consumption alone or with another person. The never-been-seen-before packaging instantly draws eyes to the unique, modernly sustainable, package. Our proposed idea leaves the consumer with a reusable emblem of their Coca-Cola experience.