



Design Brief

48 Hour Repack: 7-Eleven Challenge

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Justification

This packaging solution focuses on the idea of sustainability, convenience, and transportability. With the birth of delivery apps (Grubhub, Doordash), there needs to be a convenient packaging solution for delivery and users. 7-ELEVEn is focused on delivering convenience with sustainability initiatives, and eco-friendly materials. This segwayed the decision-process towards 100% recyclable materials and a matte kraft-based façade. The mission of this design is personalized convenience focused on fast delivery, focusing on the 27% portion of Gen-Z users that prefer delivery methods.

The improved functionality is displayed throughout our design. The handles work as the cover and create a visually pleasing reveal as it opens to showcase the combo meal. The handles work double to carry the products and secure the cup in place. The carrier insert securely contains the individual primary packages during delivery and transportation.

The decreased number of materials creates a cost-efficient solution using cutouts for primary packages. The primary packages are fairly standard designs, allowing for easy manufacturing process and construction. The circular cutouts on the side allow for better securement of the cup and allow for complete closure of the handles. The cost of plain kraft paper will be a beneficial cost choice.

Creativity and Originality

The stand-out design promotes the user experience, as the fold-out creates an environment to share and transport easily. The kraft façade keys in the consumer that sustainability is the focus. This signals and creates an emotional connection to the brand image of 7-ELEVEn. Most carriers fail to include a space for cups and drinks, whereas this product places the cup holder in the center. This creates a stable containment of the drink during delivery and transportation while all components of the combo meal remain upright.