



48HR REPACK **CHALLENGES**

2023 BRIEFS



Taste the Challenge

The Coca-Cola Company is an American corporation, and manufacturer, retailer, and marketer of nonalcoholic beverages. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Atlanta, Georgia. By 1895, Coca-Cola was being sold in every state in the union. Coca-Cola's first ad read "Coca Cola. Delicious! Refreshing! Exhilarating! Invigorating!"

Today the Coca-Cola Company offers more than 200 brands in over 200 countries, aside from its namesake Coca-Cola beverage.

Coca-Cola advertising has "been among the most prolific in marketing history", with a notable and major impact on popular culture and society as a whole. The logo, bottle design, and brand image are internationally recognizable. Their product is ranked the number one soft drink, repeatedly, internationally, and has notoriety as the first soft drink consumed by astronauts in space.

Our mission is to refresh the world and make a difference.



2 Challenges – pick one and proceed.

This year The Coca-Cola Company is providing you with **two (2) different challenges** for you to chose from. Pick one of the following and uncage your creative!

#1: Universal Returnable PET Package for CSD or Juice

#2: Premium PET Package for Sports Drink

ARE YOU UP TO THE CHALLENGE?



Challenge 1

[Choose one of the two challenges]



#1: Universal Returnable PET Package for CSD or Juice

Project Scope

Develop a new universal 750mL-1L PET bottle concept that can be returned and used multiple times. The scope includes the bottle's shape, closure, label and label placement.

Background

Creating a circular economy is an important initiative at The Coca-Cola Company and refillable/returnable packaging is an effective way to reduce single use plastic waste.

Popular in Latin American markets, the returnable bottle is meant to be filled again and again. After its use, the consumer returns the package to the outlet to be collected. The bottle is washed, sanitized, re-labelled, and filled again. This process can be repeated up to 25 times during the lifetime of the bottle.

Objective

Target the Simply Juice or Coca-Cola Sparkling portfolio. The bottle should be easily rinsed and have shape appeal across multiple brands, keeping in mind the Coca-Cola visual identity

ARE YOU UP TO THE CHALLENGE?



TECHNICAL DETAILS AND REQUIREMENTS

Today's Returnable Bottle:

- Universal contour shape
- Made of PET
- Can be washed and refilled up to 25 times.



All flavors



Challenge 2

[Choose one of the two challenges]



#2: Premium PET Bottle for Sports Drink

Project Scope

Design a 20oz Premium PET bottle targeting one of The Coca-Cola Company's functional Sport Drink brands. The scope includes the bottle's shape, label size, its placement and material.

Background

The Coca-Cola Company is focused on delivering beverage options for everyone, including offering a wide variety of sports drinks to keep you hydrated. The company is looking to resonate with GenZ consumers with a premium, healthy, on-the-go active hydration experience.

Objective

Target one of The Coca-Cola Company's active hydration brands: Body Armor, Powerade, or vitaminwater. The package should align with the company's sustainability goals in plastic reduction and a reduced carbon footprint, as well as creating a new iconic shape suitable for the category.

ARE YOU UP TO THE CHALLENGE?



TECHNICAL DETAILS AND REQUIREMENTS

Today's Sports Drink Bottles:

- 20oz PET bottles
- Hot fill or aseptic processing



All flavors



PROJECT DELIVERABLES AND EXPECTATIONS

1. One of the solutions, or components of multiple solutions, may be commercialized by The Coca-Cola Company.
2. The students may use the name, logos, or trademarks for Coca-Cola products in preparation of the challenge submissions to deliver professional / appropriate to a corporate environment.

3. The Entry must be accompanied by the following:

Team Information

- Team Name
- Primary Contact Email

Forms:

- Entry Form
- Student IDs for all team members

Project Details

- Project Title
- School Name
- Names of Team Members
- Design Rational supporting your entry, maximum 500 words, plain text. You also can upload a Word doc (.docx) or PDF.

Your Design Submission (Project Images):

Images should be uploaded in a zipped folder if you have more than there (3) images. The total size of the zipped folder cannot exceed 15MB.

- **1 Hero Image** - 1000 pixels (w) x 500 pixels (h) at 72 dpi (2:1 ratio) of your product design
- **2-4 Gallery Images** – 1080 pixels (w) x 810 pixels (h) at 72 dpi (4:3 ratio) to show off your product from different angles and showing functionality
- **1 YouTube style video** with your “sales pitch”, max. 2 minutes
Provide the link to the video URL on YouTube.
You can also upload a small mp4 video file if it does not exceed 20MB in size.

Qualifying entries must be submitted by 7:00 pm EST, on Sunday, February 5th, 2023!



HELPFUL LINKS

<https://www.coca-colacompany.com/sustainability/packaging-sustainability/design>

<https://www.coca-colacompany.com/sustainability/packaging-sustainability>

<https://www.coca-colacompany.com/brands>

<https://www.coca-colacompany.com/news/coca-cola-announces-industry-leading-target-for-reusable-packaging>

<https://ellenmacarthurfoundation.org/circular-examples/a-reusable-drinks-bottle-design-for-multiple-brands-universal-bottle>

Good Luck!

[Submit the design project at www.48hrrepack.com]

ARE YOU UP TO THE CHALLENGE?