



48HR REPACK **CHALLENGE**

2024 BRIEF



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.





Dual Can "Share a Coke" Packaging

Project Scope

Develop a concept to physically connect two mini cans (7.5oz) for refrigerated convenience store merchandising.

Background

7.5oz mini cans are currently sold in non-refrigerated multipacks; this new package concept will provide an option for consumers to purchase this smaller portion size in the immediate consumption market.

Started in 2011, the Share a Coke campaign has been introduced in over 80 countries. By replacing part of the Coca-Cola graphics with a name, song lyric, or other personal touch, Share a Coke has created millions of unique consumer experiences, all centered on sharing a delicious beverage. This concept will take the next step and put a beverage designed for sharing into the consumer's hand.

Objective

Provide consumers an easy and enjoyable way to "Share a Coke" while introducing the 7.5oz can size to the immediate consumption market.

ARE YOU UP TO THE CHALLENGE?



TECHNICAL DETAILS AND REQUIREMENTS



A Successful Solution Will:

- Connect two 7.5oz mini cans so that they can be merchandised in a convenience store cooler and be **sold together** as one **without modifying the can structure**.
- Provide a **unique and fun experience** for sharing a beverage.
- Evoke the spirit of previous Share a Coke campaigns **without duplicating** them.
- Use novel or known (paperboard, shrink/stretch film, corrugate, etc.) secondary packaging materials while maintaining alignment with Coca-Cola's World Without Waste **sustainability goals**.





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:

Forms:

- [Entry Form \(download here\)*](#)
- Student IDs

Project Details

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

Your Design Project Images and Video:

Images should be uploaded in a zipped folder if you have more than three (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 mp4 video file if it does not exceed 20MB.

Qualifying entries must be submitted by 7:00 pm EST, on Sunday, February 4th, 2024!



HELPFUL LINKS

Inspiring Concept: <https://www.youtube.com/watch?v=SLLR9VR2-7w>

<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>



Good Luck!

Submit the design project at www.48hrrepack.com/submit-project/