

# WHITE COCA COLA

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## Properties list:

- packaging as a new medium
- limited edition packaging
- end-user packaging
- single product
- extra-use of packaging
- update
- soft drinks
- can and tin
- metals
- contemporary
- identity by illustration
- identity by colour

Coca-Cola's drive to create a safe haven for polar bears in the high Arctic has thawed the pockets of environmentalists throughout North America, generating over \$2 million for the World Wildlife Fund (WWF).

The "Arctic Home" campaign is designed to encourage people to learn about and help protect the polar bear's Arctic home. Funds raised will support the World Wildlife Fund's polar bear conservation work, which includes working with local communities, supporting cutting-edge research and carrying out other conservation work.

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Reference: <http://www.coca-colacompany.com/our-company/coke-raises-over-2-million-to-save-polar-bears>

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## Credits:

**Country:** USA

**Year:** 2011

Other images:

