

THE SHARING CAN



Properties list:

- unit dose packaging
- end-user packaging
- single product
- new product
- soft drinks
- can and tin
- metals
- mass-market
- playful
- contemporary
- identity by shape
- identity by modular structure

For years, Coca-Cola has encouraged people to share happiness and has even provided surprising ways to share a Coke.

But, until recently, one thing couldn't be shared: an actual can of Coca-Cola. "So we asked ourselves, 'what if they could?'" explains Eugene Cheong, chief creative officer, Ogilvy & Mather Asia Pacific. With that same sentiment, Ogilvy & Mather Singapore and Ogilvy & Mather France pooled resources and thinking to take the Coca-Cola can and design it to be twisted, turned and shared.

This can has been distributed in March in Singapore.

Reference: <http://www.coca-colacompany.com/stories/coke-for-2-sharing-can-doubles-the-happiness>

Credits:

Year: 2013

Agency: Ogilvy & Mather

Other images:

