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 & Ma ther 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:



