



## Properties list:

packaging as a new medium  
end-user packaging  
single product  
extra-use of packaging  
new product  
pharmaceuticals  
blister-pack  
plastics  
pharmaceutical  
contemporary  
transparent  
photo to evoke  
identity by shape  
recycled materials

From ColaLife website: "The AidPod is at the heart of the ColaLife model. It is a wedge-shaped container that fits between the necks of the bottles in a crate of Coca-Cola. The original concept for the AidPod, was to make use of that unused space to get simple medicines, such as oral rehydration salts, and other social products like micro-nutrients to the places that commodities like Coca-Cola get to i.e. most places." The packaging is dimensioned to contain the right amount of water to take the medicines and it is made with recycled PET.

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Reference: <http://www.colalife.org/about/aidpod/>

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## Credits:

**Country:** Sub-Saharan Africa

**Year:** 2013

**Agency:** ColaLife

**User:** Kit Yamoyo

**Designer:** pi 3 (Pi Global Partners Ltd.)

**Producers:** Amcor Flexibles,  
Charpack Ltd.

Other images:

