

1/2 New Comb Form

New form brings new recognition.



Solution

As Coca Cola will introduce new Coke with stevia sugar, it will have to convince the customer of the new healthier and sustainable product for human being and for nature. Hereby the form of the box represents the octant forms of the chemical structure formula of any molecule and comb. For marketing Coke could use the structure formula for stevia. Coca Cola can show the customer, that the product will be completely new without losing its taste.

I choose a black colour with a little bit of transparency for larger bottles to reduce its large appearance due to the black colour. The red crate is used for smaller bottles / cans and therefore the red colour can emphasize the vividness of this lifestyle.

Status: 18.06.2018

2/2

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Creative's profile

