

# COKE



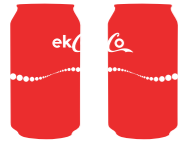
## COKE3 PRODUCT CONCEPT

THIS CAN IS THOROUGHLY MODERN AND FLIES IN THE FACE OF CONVENTIONAL CAN DESIGN. THE CAN IS TRULY WELL-ROUNDED IN ITS PRESENTATION. THE CONSUMER OF THIS DRINK WILL HAVE TO TURN THE CAN ALL THE WAY AROUND TO EXPERIENCE THE TOTALITY OF THE NAME "COKE 3". SENSE OF DISCOVERY AND MOVEMENT ARE KEY HERE. THE DIMENSIONAL QUALITY - ROTATION OF THE CAN - COULD BE DEVELOPED INTO AN IMPORTANT BRAND ATTRIBUTE AND WOULD TRANSLATE WELL INTO ONLINE AND TELEVISION MEDIA. THE USE OF STARK WHITE (OR PURE ALUMINUM) AS THE BACKGROUND TO THIS CAN SIGNIFIES A DRASTICALLY NEW DRINK FROM COCA-COLA, WHILE STILL EXISTING WITHIN THEIR ESTABLISHED BRAND WORLD.



#### COZ PRODUCT CONCEPT

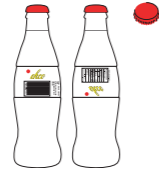
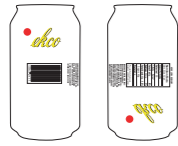
AN ALL WHITE PACKAGE WITH THE COCA-COLA SCRIPT "C" + 2 DOTS REPRESENTING "2" & THE FIRST DOT READING AS "O" AS IN CO2 (CARBONATION). THE SECOND DOT FEATURES THE NUMBER "2" AS TO BE CLEAR THAT THEY ARE INDEED MEANT TO BE COUNTED. THE INTERESTING THING ABOUT THIS DESIGN IS WHAT HAPPENS TO THE LOGO AS YOU DRINK THE PRODUCT. THE LOGO READS TO OTHERS WHILE BEING CONSUMED. WHEN THE CAN IS SITTING UPRIGHT, IT IS SMILING AND WINKING AT YOU, WAITING PATIENTLY TO MAKE YOU SMILE TOO.



# ekCo

## EKCO PRODUCT CONCEPT

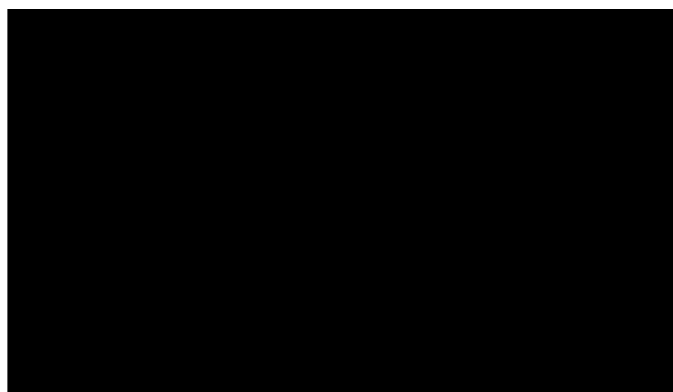
THIS NAME IS A RE-SHUFFLING OF THE WORD "COKE" BUT WITH ONLY THE CLASSIC SCRIPT "C". IT IS THIS NOD TO HISTORY THAT HELPS MAKE THE TRANSITION FROM THE OLD TO THE NEW. 20TH CENTURY > 21ST CENTURY. THE CAN IS ENTIRELY RED AND FEATURES A NEW TWIST ON THE DYNAMIC RIBBON DEVICE, WHICH USES CIRCLES (ALSO REFERENCED IN THE LETTER "O" IN THE NAME) THAT ECHO ENTIRELY AROUND THE CAN. THE END ANGLE OF THE LETTER "E" ALSO ECHOES THE END ANGLE OF THE LETTER "K".



*ekco*

**EKCO (SCRIPT) PRODUCT CONCEPT**

THIS LOGO TAKES IT CUES FROM THE TRADITIONAL COCA-COLA SCRIPT, BUT RE-SHUFFLES THE LETTERS TO FORM THE WORD "EKCO". ITS PRESENTATION IN LIME GREEN SIGNALS A CLEAR DEPARTURE FROM THE "RED" DOMINATED WORLD THAT COCA-COLA EXISTS IN, AND ALSO SIGNALS TO THE CONSUMER THAT IS SOMETHING VERY NEW WHILE STILL MAINTAINING THE REFERENCE TO ITS ORIGINS THROUGH THE SCRIPT TYPE. THE NOD TO RED IS A MODERN VERSION OF THE COCA-COLA BOTTON, A SMALL RED CIRCLE THAT ECHOES BACK TO ITS HERITAGE. THE BOTTLE CAP ON THE BOTTLE IS JUST RED - NO TYPE. THE CAN IS WHITE, SIMPLE AND FEATURES A LESS TRADITIONAL PLACEMENT OF DESIGN ELEMENTS. THE LOGO ITSELF IS ECHOED ON BOTH HALVES, FLIPPED AS THOUGH IT WERE A MIRROR IMAGE.



STOA@JONSTOA.COM