

Coca-Cola

Bottle design award

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ELITE

Summary

New product design contest on Desall.com: Elite invites you to design the new metal Coca-Cola bottle, creating a handy product, suitable for indoor and outdoor use, with an easy to drink system.

Official contest page: <http://bit.ly/CocaColaDesignAward>

Company Description

Founded in 1979, Elite is a leading brand in the cycling industry. The company has 50 employees among which around fifteen are employed in R&D, 15 in the sales area and 20 between logistics and administration.

The company export counts for 90% of the revenues generated in 70 countries.

The main products are indoor training rollers for cyclists, bottles, bottle cages, bike carriers, bike workstands for repair and maintenance and creams for self-massage.

Mission: manufacture products for cycling and free time with great devotion to technological innovation, design and materials.

What we are looking for

Elite relies on your talent for the design of the **new metal bottle** branded by **Coca-Cola**, handy, **easy to carry** and with an **easy-to-drink system**, ideal for **indoor and outdoor use**, available in the **four versions** of the brand, Regular, Light, Zero and Life.

Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

Product typology: you are invited to design the new metal bottle for Coca-Cola, taking into consideration the design of all its elements: **bottle, cap** and **decorative graphics**. The bottle will be used for **cold drinks only** and shall be realised in the **four versions of the brand** (Regular, Light, Zero and Life).

Bottle: the bottle shall be **cylindrical** (or partially cylindrical) providing an easy grasp, handy portability and use. The bottle shall have a **capacity of 55cl**, with a **minimum diameter for the bottle mouth of 40mm**. The **bottle** will be **between 195 and 220mm high**.



Cap: you are free to suggest the solution that best meets the requirements for **direct, abundant and easy drinking, designed for indoor and outdoor settings**. Try also to envision how the cap may improve the bottle portability and its handiness on the whole, possibly drawing inspiration from the bottles so far designed, as shown in the *Material files*. The cap shall be integral part of the design of the entire bottle.

Decorative graphics: in addition to applying the logo that shall receive maximum visibility and importance inside your design (see the *Logo* paragraph), you are invited to suggest the **decorative graphics** to apply around the logo, making sure that the Coca-Cola brand (Regular, Light, Zero and Life) is fully represented in its peculiarity, with themes and distinctive design features that comply with the Coca-Cola values and brand image. For some examples, please refer to the bottles designed so far (provided inside the *Material files*).

Materials: the **bottle will be made in metal** (aluminium or stainless steel) while the **cap will be in plastics**. Materials not suitable for food contact are not allowed.

Production technologies: the bottle can undergo the following processes: extrusion, metal spinning and moulding. The cap and its components will be realised through injection moulding. The graphics will be applied through hot stamping technology. The stylistic interaction between the graphics and the shape of the bottle may give rise to the employment of other technologies. The production cost of every bottle shall be kept at the lowest.

Style: for the new Coca-Cola bottle you are free to suggest a **style of your choice**, for example opting for a **modern style** in line with the latest design codes, or for a **style that draws distinctive design features from the vintage world** and adapts them to the current scenario. At all events, your design is required to **emphasise the metal material of the bottle** and the **Coca-Cola brand** must be given **maximum visibility and main importance**. The **compliance with the brand** will be a **key parameter** in the evaluation criteria: you are thus invited to learn more about the way the brand is represented, how the logo is applied, etc. by browsing the Coca-Cola websites. You can also find some examples of Coca-Cola bottles produced by Elite inside the presentation attached in the *Material files*.

Colours: the bottle will be available **in four versions**, one for each Coca-Cola brand mentioned so far (Regular, Light, Zero and Life). Make sure that in your design the **colour reflects the brand it refers to, giving emphasis to the metal material** (red for Regular, grey for Light, black for Zero and green for Life). For further information about the colours employed by the various brands, please refer to the Coca-Cola websites.



Logo: the **Coca-Cola logo** shall have **maximum visibility** and **importance** inside your design. For the style and application of the logo, please refer to the Coca-Cola websites and to the presentation attached in the *Material files*, where you can also find several examples of Coca-Cola bottles.

Values to convey: the design you suggest for the new bottle shall comply with the brand values and convey a **sense of freshness** and **wellbeing**. The design shall hold **great aesthetic value** and be perceived as a **handy, easy to carry, beautiful** and **quality product**.

Target: the bottle will address the consumers that eat at the restaurants located along the motorway network, in railway stations, airports and shopping centres.

Project presentation: in order to better present your projects, you are invited to represent the **four versions of the bottle**, showing in the first image all the products together and then showing each bottle individually in the remaining images available. You are also invited to attach a .zip archive containing 3D files and possible extra materials. Don't forget about the abstract and description to give further info about your projects. There are no maximum entries per user for the contest.

Evaluation criteria: in the evaluation of your submissions Elite will take into account the following criteria:

- **Brand compliance**
- **Functionality/usability**
- **Technical feasibility**
- **Aesthetic quality**
- **Economic sustainability**

Language: Since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Timeline

Upload phase: 14th April – 3rd July 2017 (1.59 PM UTC)
Client Vote: from 3rd July 2017
Winner announcement: approximately by the end of October 2017



Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to “Coca-Cola Bottle Design Award” will be accepted.

Award

1st: €3000

The selection of the winner by Elite will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a price of Euro 1,500 (one-thousand-five-hundred) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals. At the end of the option right, the users will be free to propose their projects to third parties but they will be obliged to remove from such projects any graphic contents, logos or references to materials of the sponsor or of third parties.

For more info, please login and read the [Contest Agreement](#) from the upload page.

