



# Pentawards 2012: The winners

PARIS, FRANCE: The international jury of Pentawards, the first worldwide competition devoted exclusively to packaging design, chaired by Gérard Caron, has announced its 2012 winners.



This year, the winners received these global awards in Paris in the Grand Salon Opéra at the InterContinental Le Grand hotel, in the heart of Paris.

The Diamond Pentaward 2012 Best of Show was won by the Turner Duckworth (London & San Francisco), for the design of Diet Coke.

"Perfection is achieved, not when there is nothing more to add, but when there is nothing to remove," said St-Exupéry. "Less is more," said Mies van der Rohe ... Nothing better than these two quotes to praise the Diamond Pentaward 2012.

Diet Coke is the No. 2 soft drinks brand in the USA. And leaders need to be innovative. Coca-Cola commissioned the redesign of Diet Coke to the Turner Duckworth agency. The bold result revolves around the letters D and K, the key elements of the brand. The tight framing and original logo gives a graphic identity that is also very successfully used on the point of sale (POS) equipment and in advertising.

First introduced as a limited edition in late 2011, the design of the can, the overpacks and the various forms of advertising and brand presence has been so popular with consumers that, since 1 September 2012, Coca-Cola decided to use this remarkable design permanently.

Enrolment in the second Concept Pentawards 2013 will be open from 4th to 22nd February 2013 and enrolment in the seventh "Classic" Pentawards will be open from 15 April to 24 May 2013.

Discover all winners on [www.pentawards.org](http://www.pentawards.org).