

Bottling the design



The Club Coca-Cola project was launched at Studio One in Cape Town last month as part of a global campaign that will see the world's young adults being introduced to a limited edition, contour shaped aluminium Coca-Cola Bottle.



This Club Coca-Cola bottle is printed with designs in ultraviolet ink from some of the world's leading creative agencies.

The functionality of the contoured, limited edition CLUB Coca-Cola bottles has been taken to the outer edges of global design by a team of five of the world's best design agencies, tagged the M5 (Magnificent 5) by the soft drink brand. The M5 consists of the Designers Republic (Europe); MK12 (North America); Lobo (South America); Caviar (Asia) and Rex & Tennant McKay (Africa).

The common theme of "optimism" and "a better world" was the basis with which these designers started their creative development - key to brand Coca-Cola's identity.

BlueCasting mobile technology enabled partygoers at the launch to instantly download and view a 30 second video clip that was created for Lovebeing, the first design to be launched in South Africa.

South Africa's trend setters and socialites can expect to see the first edition of the Club Coca-Cola series (LoveBeing, produced by Designers Republic), in Cape Town's premium clubs from early January.

Durban and Johannesburg will be launching the next design - Lobo - in February 2006.



Africa



Asia



Europe



North America



South America