

SUPER CAFFEINE

A MODERN SPIN ON ENERGY DRINKS



THE CHALLENGE

DESIGN AN ENERGY DRINK WITH SUPER CAFFEINE AS THE CHAMPION INGREDIENT

CREATE CONCEPT DESIGNS ON A 16 FL OZ ALUMINUM CAN THAT FOCUS ON:
SUPER CAFFEINE | SIMPLICITY | BRIGHT COLORS | UNIQUE FLAVOR PROFILES | DISRUPTIVE DESIGN

THE CHALLENGE

YOU CAN:

- ✓ COME UP WITH THE NAME
- ✓ USE BRIGHT COLORS
- ✓ CHOOSE UNIQUE FLAVORS AND OR CHARACTERS

YOU CAN NOT:

- ✗ Change the size: must be 16 Fl oz
- ✗ Change container type: must be aluminum can
- ✗ Use trade marks or designs of other brands currently available on the market

EVOLUTION

DON'T MIMIC THE PAST – KEEP AN EYE ON TODAY'S
NEW GENERATION OF ENERGY DRINKS – NEXT PAGE



The original



The next generation



The new generation

INSPIRATION

• SIMPLICITY • BRIGHT COLORS • UNIQUE FLAVORS •

YOU SHOULD THINK OUT OF THE BOX, BUT TAKE INSPIRATION FROM THE BRANDS BELOW:

