



GREEN → CLEAR



Recycled Records

Brand

Sprite

Brand owner

Coca-Cola Company

Agency

M&C Saatchi Sport & Entertainment New York

Market

North America (general region)

Media channels

Word of mouth, Influencers, KOLs, Social media, Public relations, Online video

Budget

1 - 3 million



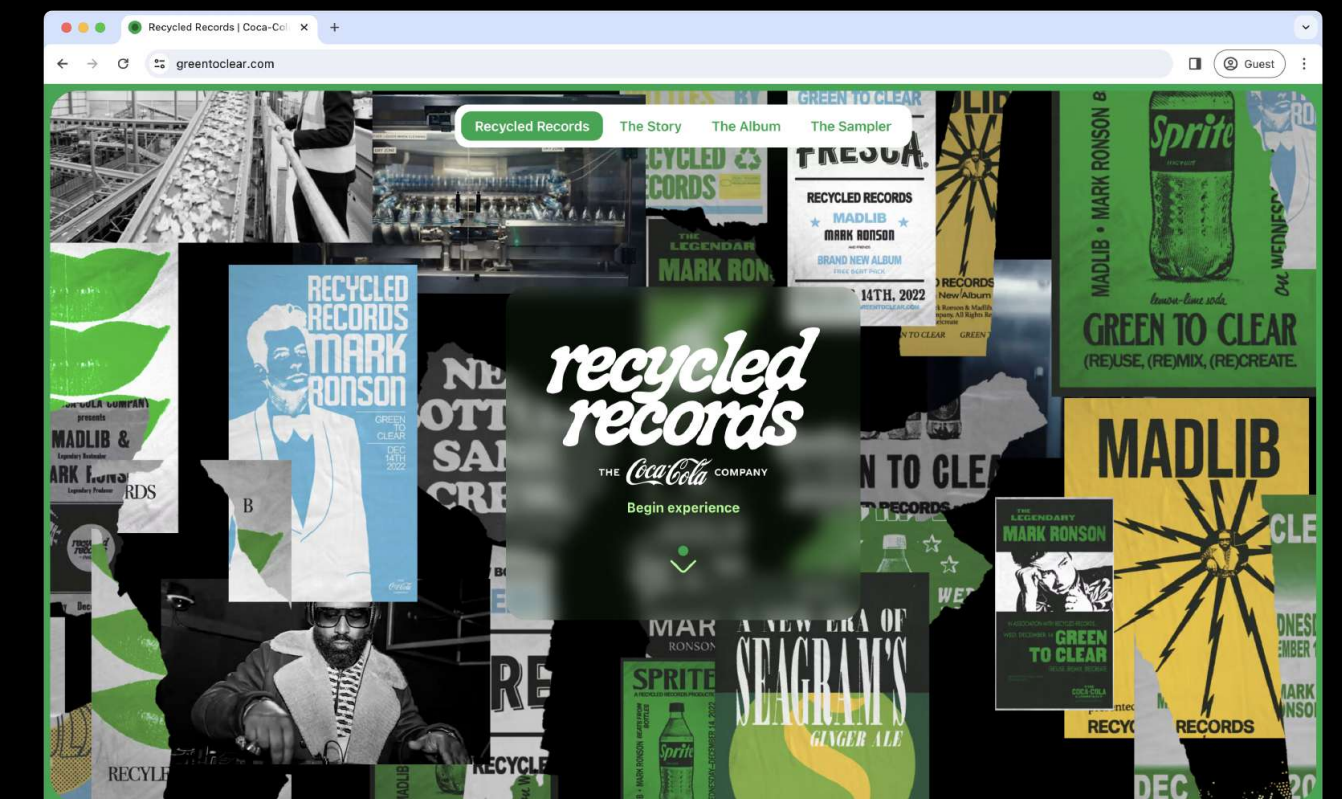
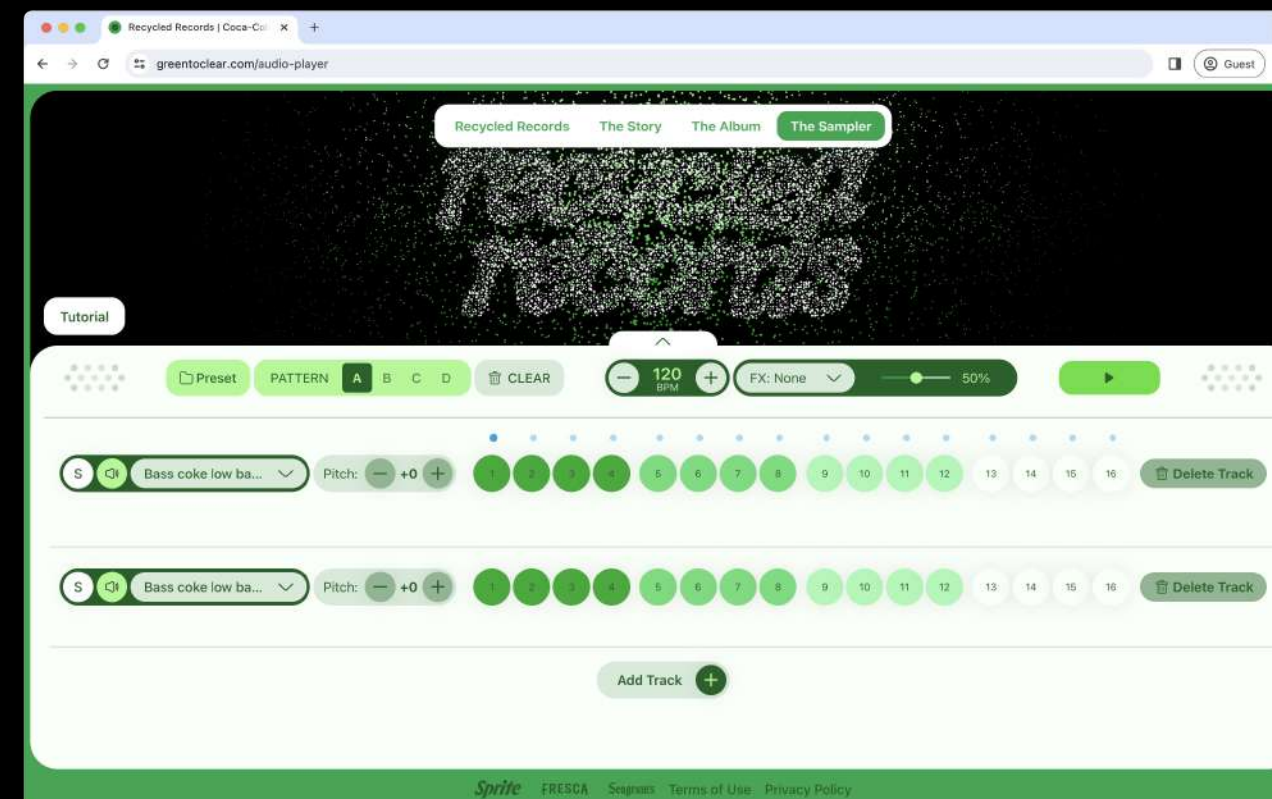
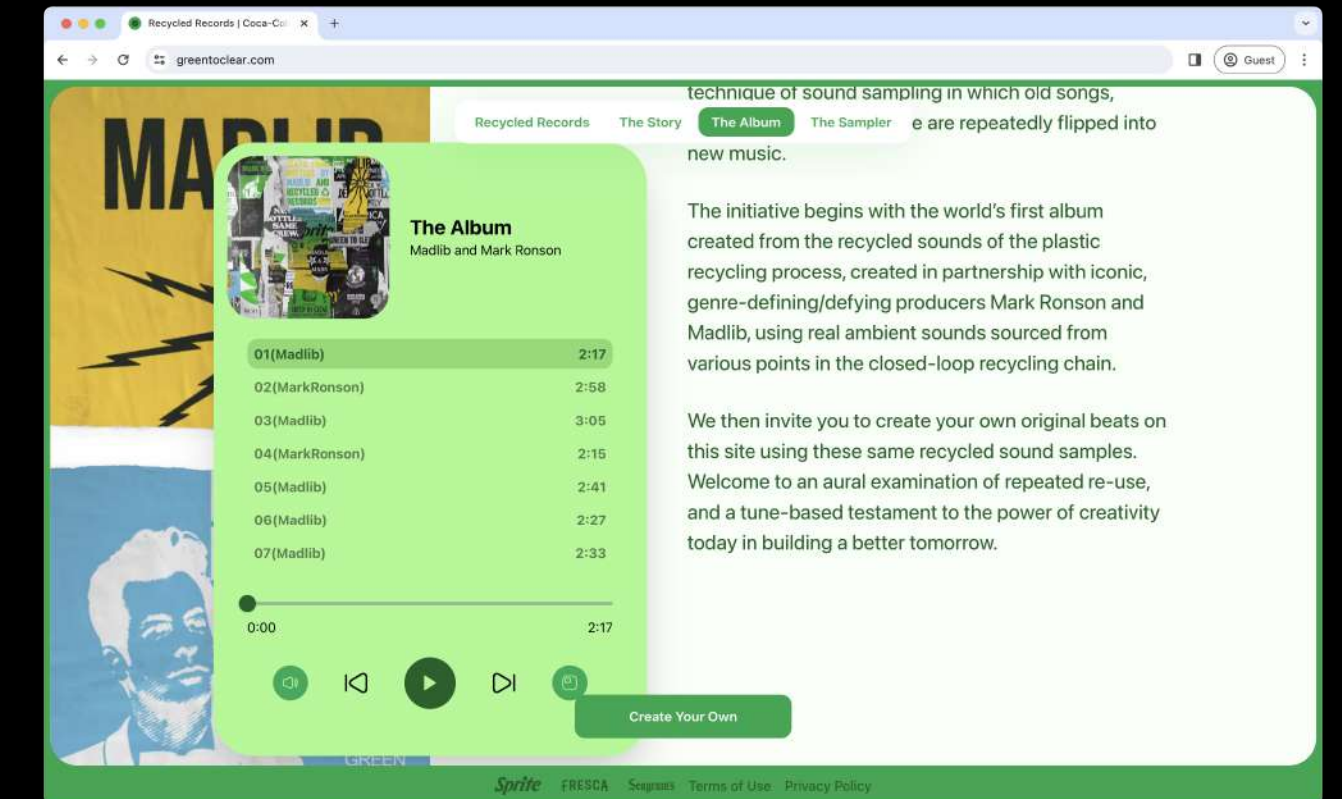
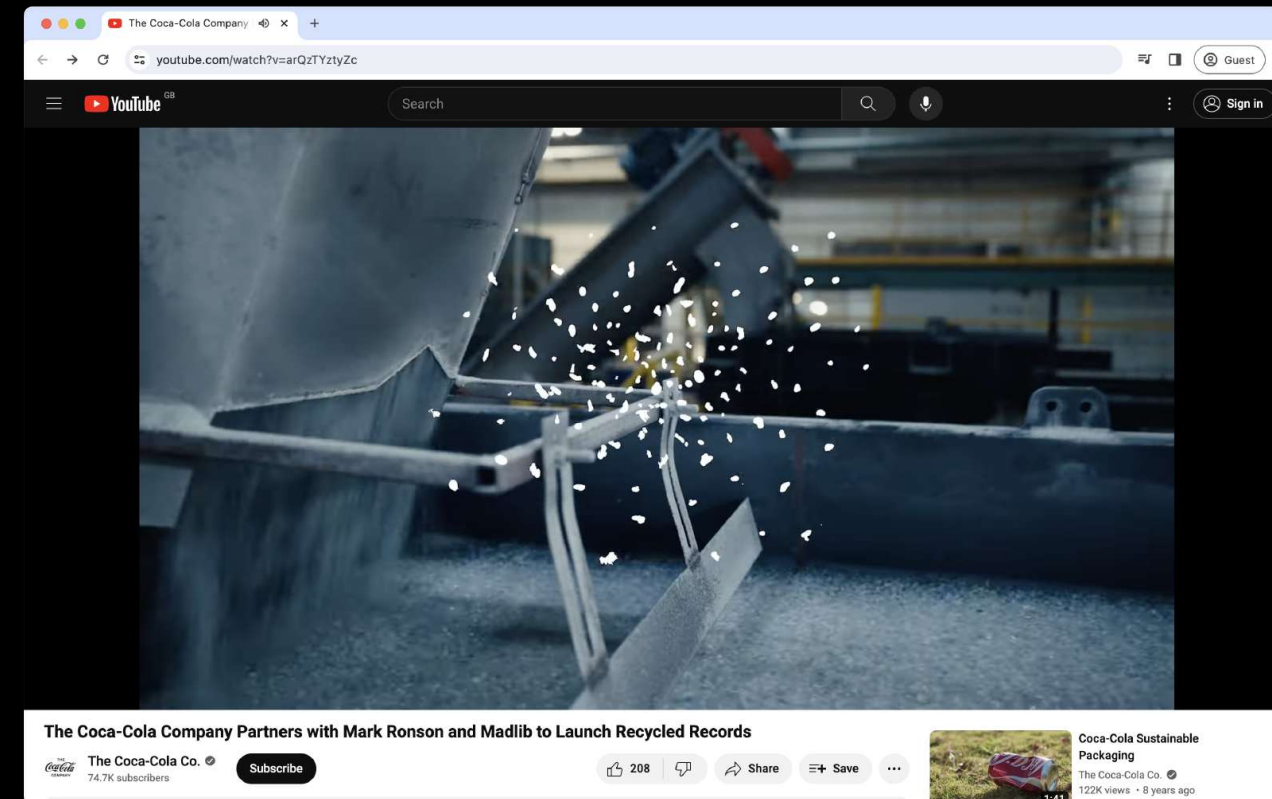
Recycled Records

Documentary-style video

EP

Website & synthesiser

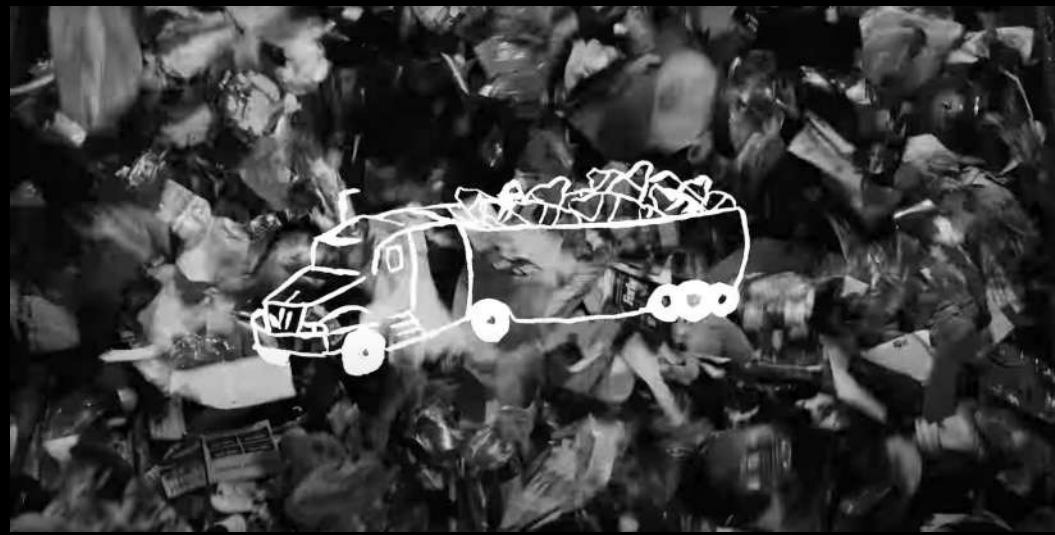
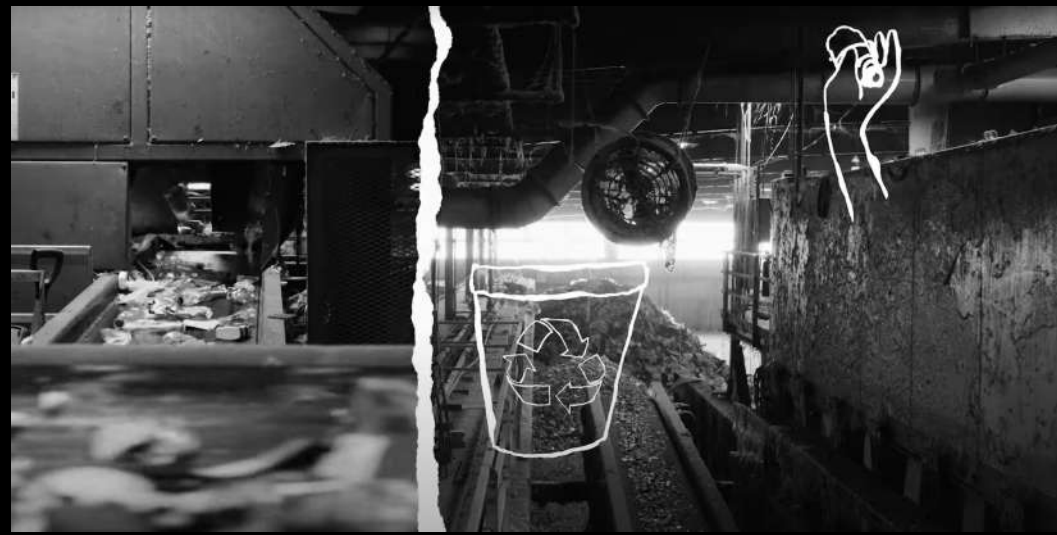
Vintage posters



“The way that brands greenwash their practices to signal their good and ethical practices and how they continue to create products and services branded as sustainable that we just do not need but never challenge the system that created problems to begin with.”

“We choose to simplest way to look forward and fixating on technology to fix our problems”

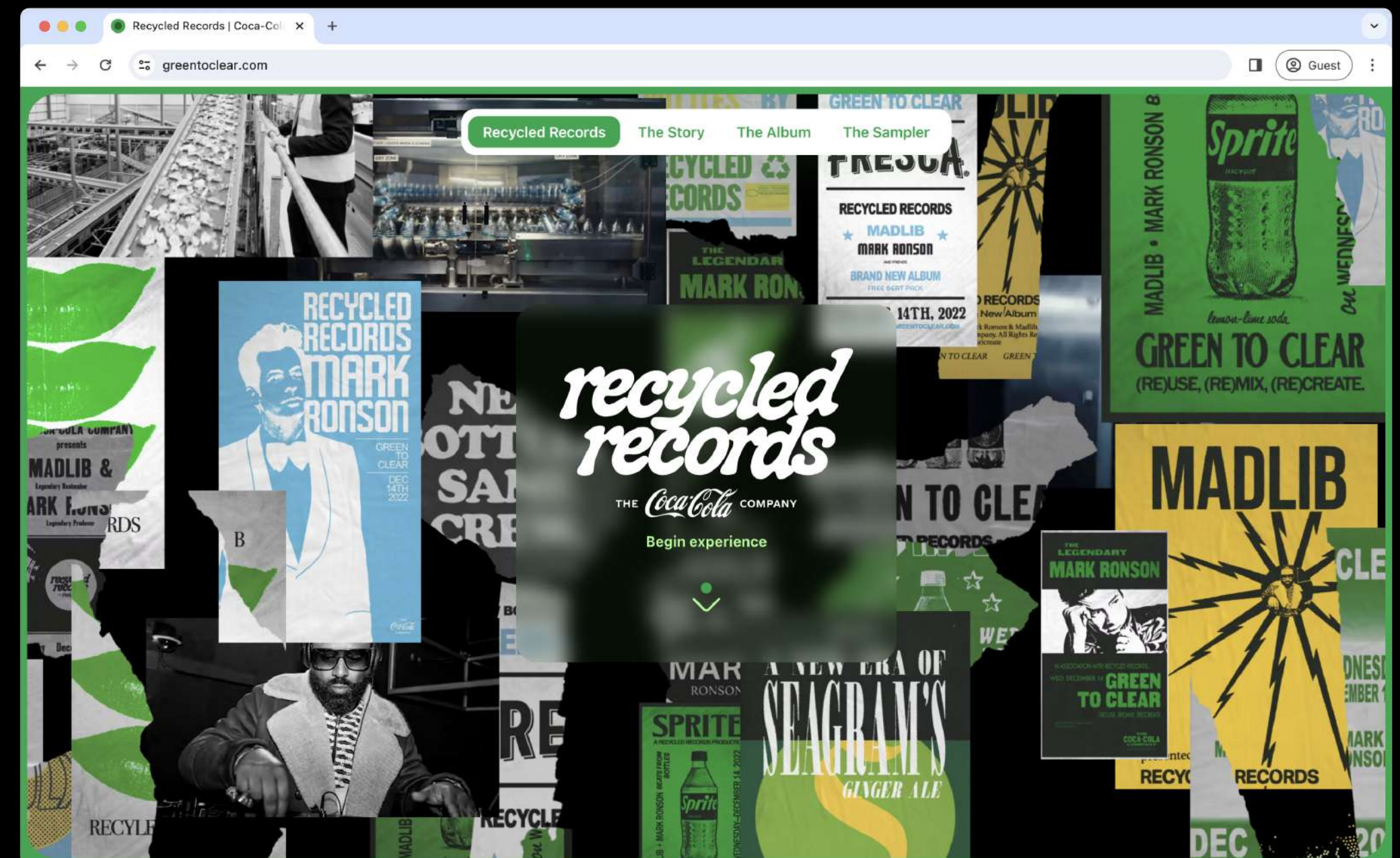
Abdulla, D. (2022) On the Contradictions of Sustainability. Available at: <https://futuress.org/learning/contradictions-of-sustainability/> (Accessed: February 10, 2023).



Coca-Cola System

The Coca-Cola Company

The primary way that our products reach the marketplace starts with Coca-Cola, which manufactures and sells concentrates, beverage bases and syrups to bottling operations. **Coca-Cola also owns the brands and is responsible for consumer brand marketing initiatives.**



Bottling Partners

Our Coca-Cola **bottling partners** **manufacture, package, merchandise and distribute final branded beverages to our customers and vending partners**, who then sell our products to consumers.



Customers

All bottling partners work closely with **customers** – **grocery stores, restaurants, street vendors, convenience stores, movie theaters and amusement parks, among many others** – to execute localized strategies developed in partnership with our company. Customers then sell our products to consumers at a rate of **2.2 billion servings a day.**



Recycling system

Recycling rate

Landfill

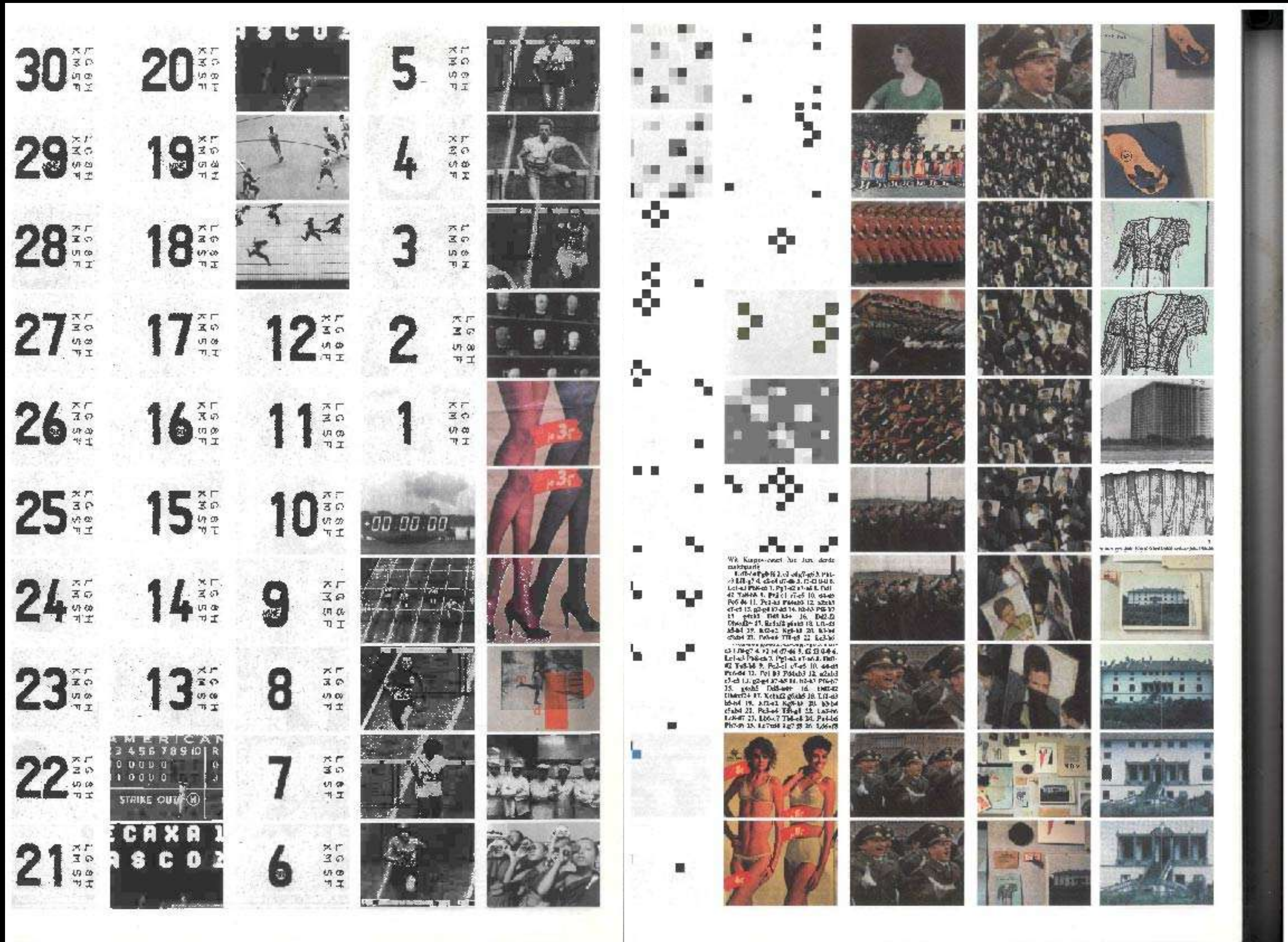
Down-cycling, micro-plastics

Exporting recyclables

Materials



Waste sorting at a recycling centre, Photograph, Encyclopædia Britannica ImageQuest, Retrieved 12 Feb 2024, <https://quest.eb.com/images/132_1518112>.



Martens, K. and Fitzpatrick, C. (2017) Karel Martens: Motion. München: Kunstverein München.





Recycling bin



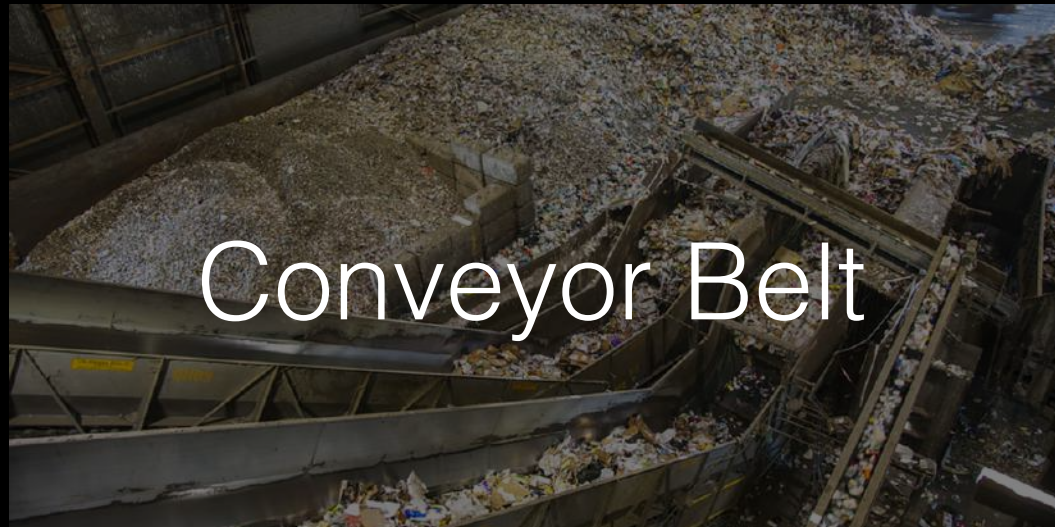
Plastic arriving at Sorting Centre



Sorting truck



Sorting workers



Conveyor Belt



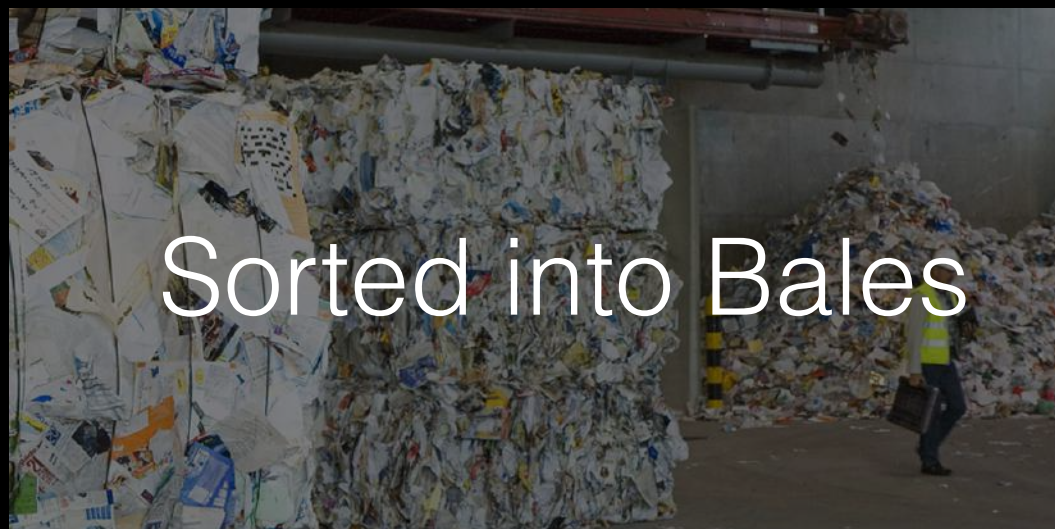
Recycling site at Kenya



Sorting site in China



Manual sorting in China



Sorted into Bales



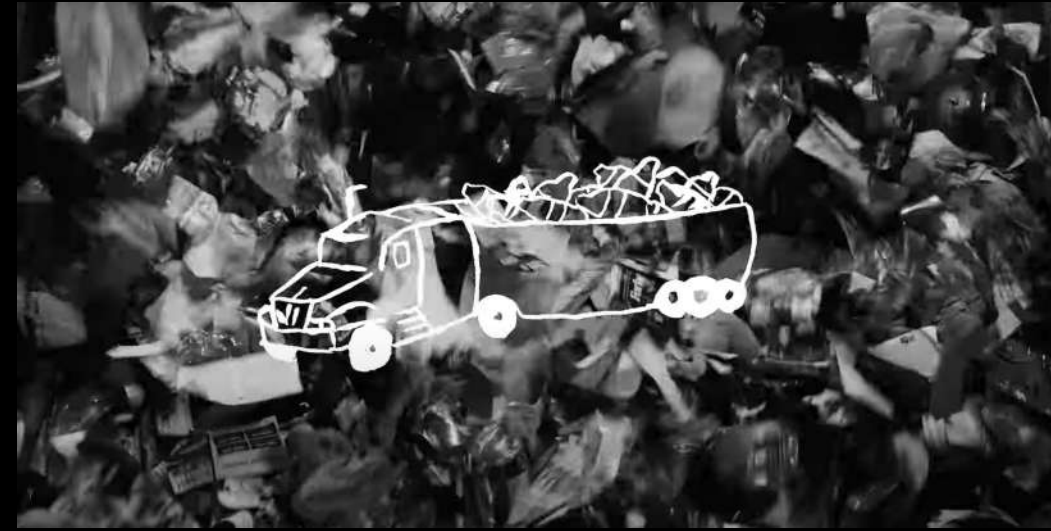
Landfill



Microplastic on the coast




PET Microplastic




Designers also trade in storytelling. The elements we must master are not the content narratives but the devices of the telling: typography, line, form, color, contrast, scale, weight. We speak through our assignment, literally between the lines.



PRESENTING...
A NEW ERA OF
SEAGRAM'S
GINGER ALE



GREEN TO CLEAR
RECYCLED RECORDS
(RE)USE. (RE)MIX. (RE)CREATE.

 **DEC 14**

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THE *Coca-Cola* COMPANY

INTRODUCING:

RECYCLED RECORDS

NARRATED BY
MC LYTE

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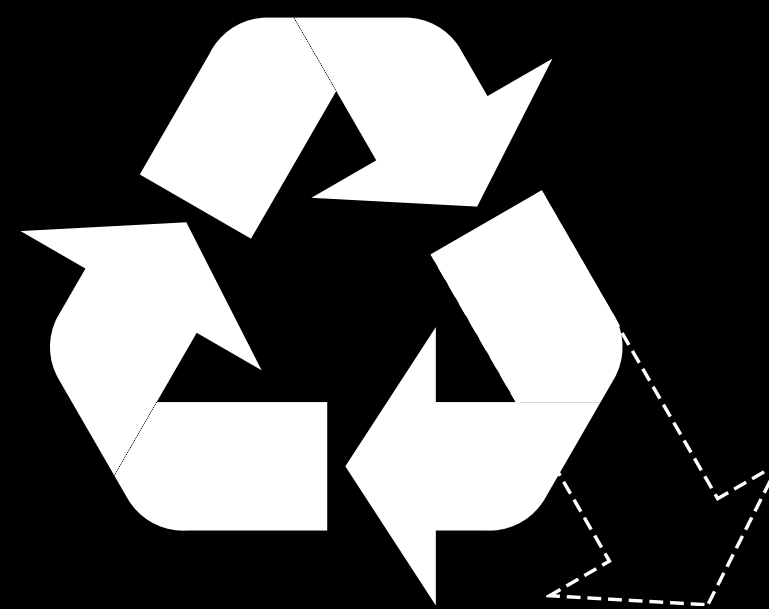
THE COCACOLA COMPANY

INTRODUCTION:

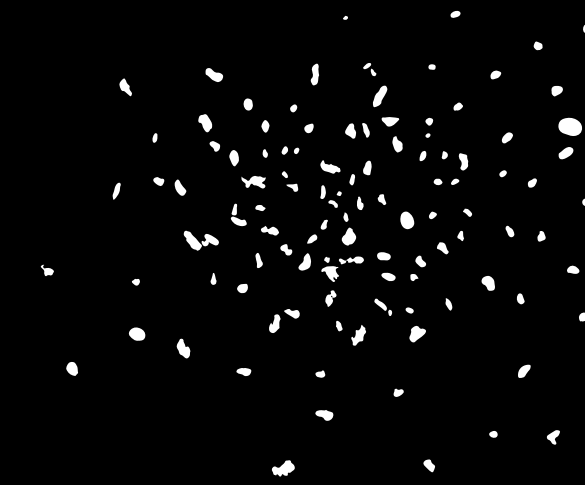
RECYCLED RECORDS
NARRATED BY
MC LYTE



Exporting



downcycling



Microplastic



THE *Coca-Cola* COMPANY
CLEAR PLASTIC
RECYCLED BOTTLE



THE *Coca-Cola* COMPANY
CLEAR PLASTIC
RECYCLED BOTTLE



THE COCACOLA COMPANY
CLEAR PLASTIC
RECYCLED BOTTLE

Jingle



*Wherever there's a pool,
there's always a flirt
Whenever there is school,
there'll always be homework
Whenever there's a beat,
there's always a drum
Whenever there's fun, there's
always Coca-Cola, yeah*

'Always Coca-Cola',
written by Joey Diggs

Rapping (rhythmic speech)

*Transparency unlocks sustainability.
Yes, we could use virgin material to
forge a key. Or, we can pick the lock
using creativity. Through music we
might find our Moment of Clarity.*

Recycled Records