

Pepsi x Domino's Pizza Box

TWO SENTENCES: Describe the intent of your project in 100 characters

Pepsi x Domino's convierte la caja de pizza en un equilibrio ideal entre alimento y bebida lleno de sabor.

PARAGRAPH

Pepsi x Domino's presenta una colaboración desarrollada para finales de la temporada mundialista, como parte de una relación de cuatro años entre ambas marcas. El proyecto consistió en diseñar una caja de pizza que integrara la presencia de Pepsi dentro del nuevo sistema visual de Domino's, resolviendo limitaciones técnicas de impresión y jerarquía de marca. La solución final, llamada internamente "Fizz & Ñam", utiliza dos manos en composición casi simétrica —una con una botella de Pepsi y otra con una rebanada de pizza— para representar el balance perfecto entre burbujeo, sabor y disfrute compartido.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

El reto era diseñar una caja donde Pepsi y Domino's pudieran coexistir con claridad dentro de un espacio limitado y con restricciones técnicas importantes. Tras el rediseño de Domino's, su nueva paleta implicaba una tinta adicional, mientras que la caja solo podía utilizar tres tintas. Además, la comunicación debía mostrar específicamente una botella de Pepsi, y no una lata o vaso, para alinearse con la promoción real de Domino's. El diseño debía ser atractivo, claro y funcional sin perder la presencia de ninguna de las dos marcas.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

La solución fue abandonar la representación de personajes completos y concentrar la narrativa en un gesto universal: dos manos compartiendo sabor. Una mano sostiene la botella de Pepsi y la otra una rebanada de pizza, creando una composición en espejo que sugiere equilibrio, colaboración y complementariedad. Esta idea permitió simplificar la escena, reforzar la promesa de la promoción y construir un sistema gráfico flexible a partir de manos, íconos y texturas.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

Las mejores combinaciones funcionan porque cada parte aporta algo distinto. Pepsi suma burbujeo, intensidad y frescura; Domino's aporta el sabor cálido y reconfortante de la pizza. Juntas, ambas marcas crean un ritual de consumo simple y reconocible: abrir la caja, servir la bebida y disfrutar.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

El diseño final se construye alrededor del concepto "Fizz & Ñam", una interpretación visual del balance entre Pepsi y Domino's. Las manos funcionan como recurso gráfico central: aparecen en pares, reflejadas o en equilibrio, reforzando la idea de equipo y colaboración. La composición utiliza texturas, puntos y tramas inspiradas en recursos gráficos de alto contraste, como el punto Ben-Day, para crear profundidad dentro de las limitaciones de impresión. A partir de este sistema también se desarrollaron íconos y stickers donde las manos interactúan con objetos clave como la botella, la pizza y elementos secundarios de la experiencia.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

Resultados pendientes

TWO SENTENCES: Describe the intent of your project in 100 characters

Pepsi x Domino's turns the pizza box into the perfect balance of food and drink.

PARAGRAPH

Pepsi x Domino's presents a collaboration developed for the end of the World Cup season, as part of a four-year relationship between both brands. The project consisted of designing a pizza box that integrated Pepsi's presence within Domino's new visual system, while solving technical printing limitations and brand hierarchy challenges. The final solution, internally named "Fizz & Ñam," uses two hands in an almost symmetrical composition—one holding a Pepsi bottle and the other holding a slice of pizza—to represent the perfect balance between fizz, flavor, and shared enjoyment.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

The challenge was to design a box where Pepsi and Domino's could clearly coexist within a limited space and under important technical constraints. Following Domino's redesign, its new palette required an additional ink, while the pizza box could only use three inks. In addition, the communication needed to specifically show a Pepsi bottle—not a can or a cup—to align with Domino's actual promotion. The design had to be attractive, clear, and functional without losing the presence of either brand.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

The solution was to move away from full-character representation and focus the narrative on a universal gesture: two hands sharing flavor. One hand holds the Pepsi bottle and the other holds a slice of pizza, creating a mirrored composition that suggests balance, collaboration, and complementarity. This idea simplified the scene, reinforced the promotional promise, and built a flexible graphic system based on hands, icons, and textures.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

The best combinations work because each part brings something different. Pepsi adds fizz, intensity, and freshness; Domino's brings the warm, comforting flavor of pizza. Together, both brands create a simple and recognizable consumption ritual: open the box, pour the drink, and enjoy.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

The final design is built around the concept "Fizz & Ñam," a visual interpretation of the balance between Pepsi and Domino's. The hands function as the central graphic device: they appear in pairs, mirrored or in balance, reinforcing the idea of teamwork and collaboration. The composition uses textures, dots, and patterns inspired by high-contrast graphic resources, such as Ben-Day dots, to create depth within printing limitations. From this system, icons and stickers were also developed, showing the hands interacting with key objects such as the bottle, the pizza, and secondary elements of the experience.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc.)

Results pending.

LinkedIn Caption –

Some pairings don't need explaining. 🍕 🥤

Pepsi & Pizza.

Fizz & Ñam.

A perfect balance of crunch, flavor, freshness and pure enjoyment.

That was the idea behind the **Pepsi x Domino's** collaboration: turning the pizza box into a visual celebration of one of the most iconic food-and-drink moments.

Two hands mirroring flavor perfection.

One holding a Pepsi bottle.

One holding a slice of pizza.

A simple gesture that says everything:
this combo was made to be enjoyed together.

Through mirrored compositions, bold textures, playful icons and a system designed to let both brands coexist, we transformed the box into an invitation for a moment of appetite, balance and shared pleasure.

Because when the food is hot, the Pepsi is cold, and the design brings them together...

The perfect combo becomes unforgettable.

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