

The rebel in every gamer...

Creating a texture that helps portrays the rebel in every gamer

A bit of background...

Our work with Zedlabz has continued over a number of years - we even named them! They are a premium service game accessory company, delivering innovative products that have a quality that every gamer looks for.

What was the challenge?

With being as 'green' as possible being solidly within their future vision, ZedLabz wanted to move away from needless secondary (mainly plastic) packaging. They came up with a set of cardboard mailer packs.

This project was to help deliver packaging that would help to promote the idea of becoming one of their product tester teams, to become one of their 'Labratz'. As well as being more environmentally friendly, the packaging had to be brand driven, and have a uniqueness about it.

Our thinking and solution?

Our solution was to create a 'rebellious' background layer to sit on top of the current ZedLabz identity. It's something that looks like a doodle, including representations of a whole bunch of retro gaming characters from products that we have all grown up with.

Illustrations of anything from a Gameboy to a PS1 controller to the Atari logo and a ghost from Pac-Man.

The rebel doodle has texture and energy, tessellating to form the backdrop to all their packaging and associated literature. Add this to the ZedLabz zip, the hidden messages and a 'scan me' QR code.

With all this you have a simple, yet memorable packaging solution. It gets the message across to the audience, and helps portray ZedLabz as the gamer centric accessory producer it is.

What we did

- branded packaging
- illustrations



The inside of the packaging



The ZedLabz zip