



| Identity



Approach:

Nintendo needed a packaging design partner to help in the early adoption of their new Gameboy system and game packages. GIRVIN was hired because we understood that in order for the packaging to be successful it needed to capture a child's sense of fun, action and adventure.

Result:

Collaborating on product positioning and identification, we lead the illustrative direction and designed the product-group palette, seals, packaging, copy, merchandising and collateral for both national and European application. According to the CEO, the packaging of the games themselves had significant impact on sales. Our history with Nintendo has had us assist in the launch of four individual game platforms and work on the design, advertising and product launches of over 350 individual game packages.



Packaging |

