



D&AD New Blood // Superunion x Black Girl Gamers

# OUR TEAM

TEAM 3



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# WHO ARE BLACK GIRL GAMERS?

## HOW IT STARTED

a small Facebook group  
founded in 2015

## HOW IT'S GOING

an international collective of  
8,000+ black women



# WHAT IS BLACK GIRL GAMERS®?

in addition to the online community, BGG now also includes:

- Brand content creators & streamers
- Sponsored gaming-centered activations
- Online and IRL gaming events
- BGG Talent: talent brokering
- Consultancy for diversity in game development



# WHAT IS THE PROBLEM?

## THE BRIEF

Create an identity and graphic-led campaign.

## THE PROBLEM

BGG is still viewed as a community, not a business with a mission.

## THE CHALLENGE

How might we design a *brand image* that balances the *seriousness* of an established business with the fun and *quirky culture* of the BGG community?

# MARKET RESEARCH

## CURRENT MARKET

- ❑ Gamers are not the minority as TV and film paint them out to be. Newzoo reports there were 2.69 billion gamers in the world by the end of 2020.
- ❑ Most people assume that the gaming market is dominated by a male-dominated player base.
- ❑ BGG offers safe gaming community group for female gamers. BGG partners with brands and offers their partners authentic, informed insight for character development, go-to-market strategies, lore development and more.

## MARKET OBJECTIVES

- ❑ BGG needs to be perceived by people in the gaming industry as a business with a mission to change the gaming world, not just a gaming community.
- ❑ BGG as a business with a serious ambition to change the gaming industry, as well as BGG as a brand with authentic cultural capital that is fun, quirky, and down-to-earth.
- ❑ BGG aims to keep their members (multi-platform gaming community of over 8,000+ Black Women that is age and LGBTQIA+ inclusive) safe, connected and to nurture their interests via internal events and workshops.
- ❑ BGG wants the brand to be authentic to the community it represents.

# TARGET AUDIENCE

## MAIN DEMOGRAPHICS

- ❑ Main target audience/market are women, mainly black women or other women of color that love gaming.
- ❑ Campaign also targets non-women of color in order to elevate the brand image to all women.
- ❑ Age range of women is between the range of 15-mid 30s.

## PSYCHOGRAPHICS

- ❑ Targeted towards women with various lifestyles, whether they have a regular job or they are still in school.
- ❑ Also targets women with an open mindset of accepting others for who they are and not judging them based on their race, sexuality, or class.
- ❑ Since many of these women have experienced discrimination of some kind, many of them have equality, acceptance, and community as their core values, which is what this campaign aims to bring to this market.

# CREATIVE STRATEGY

## DESIGN CRITERIA

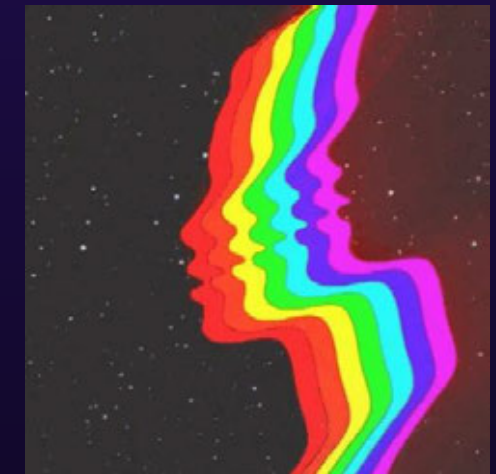
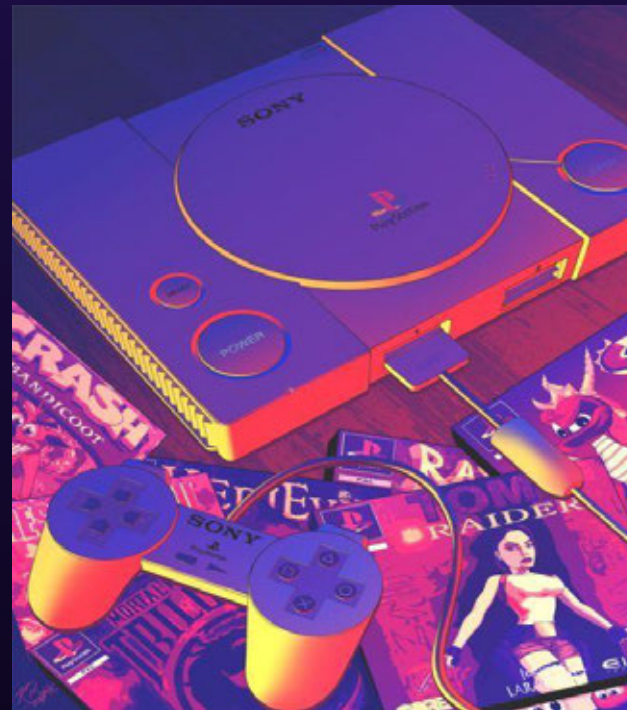
**GOALS** Communicate the values of BGG while striking the balance of "representing BGG as business with a serious ambition to change the gaming industry, as well as BGG as a brand with authentic cultural capital that is fun, quirky, and down to earth."

POWERFUL

INCLUSIVE

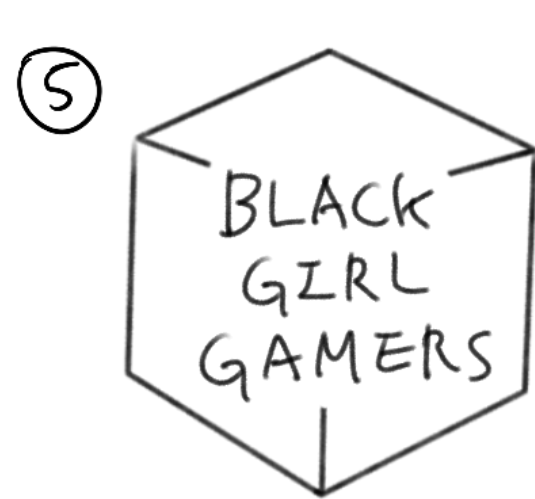
GEEKY

PASSIONATE





# LOGO THUMBNAIL



# TYPE STUDIES

**BLACK  
GIRL  
GAMERS**

Pricedown Black

**BLACK  
GIRL  
GAMERS**

Suggested Regular

**BLACK  
GIRL  
GAMERS**

Orbitron Medium

**BLACK  
GIRL  
GAMERS**

Crack Man Regular

**BLACK  
GIRL  
GAMERS**

VDub Regular

**BLACK  
GIRL  
GAMERS**

Anisette Std Light

**BLACK  
GIRL  
GAMERS**

Ethnocentric Bold

**BLACK  
GIRL  
GAMERS**

Eurostile Extd Regular

**BLACK  
GIRL  
GAMERS**

Tachyon Regular

# LOGO ROUGHS

BLACK  
GIRL  
GAMERS



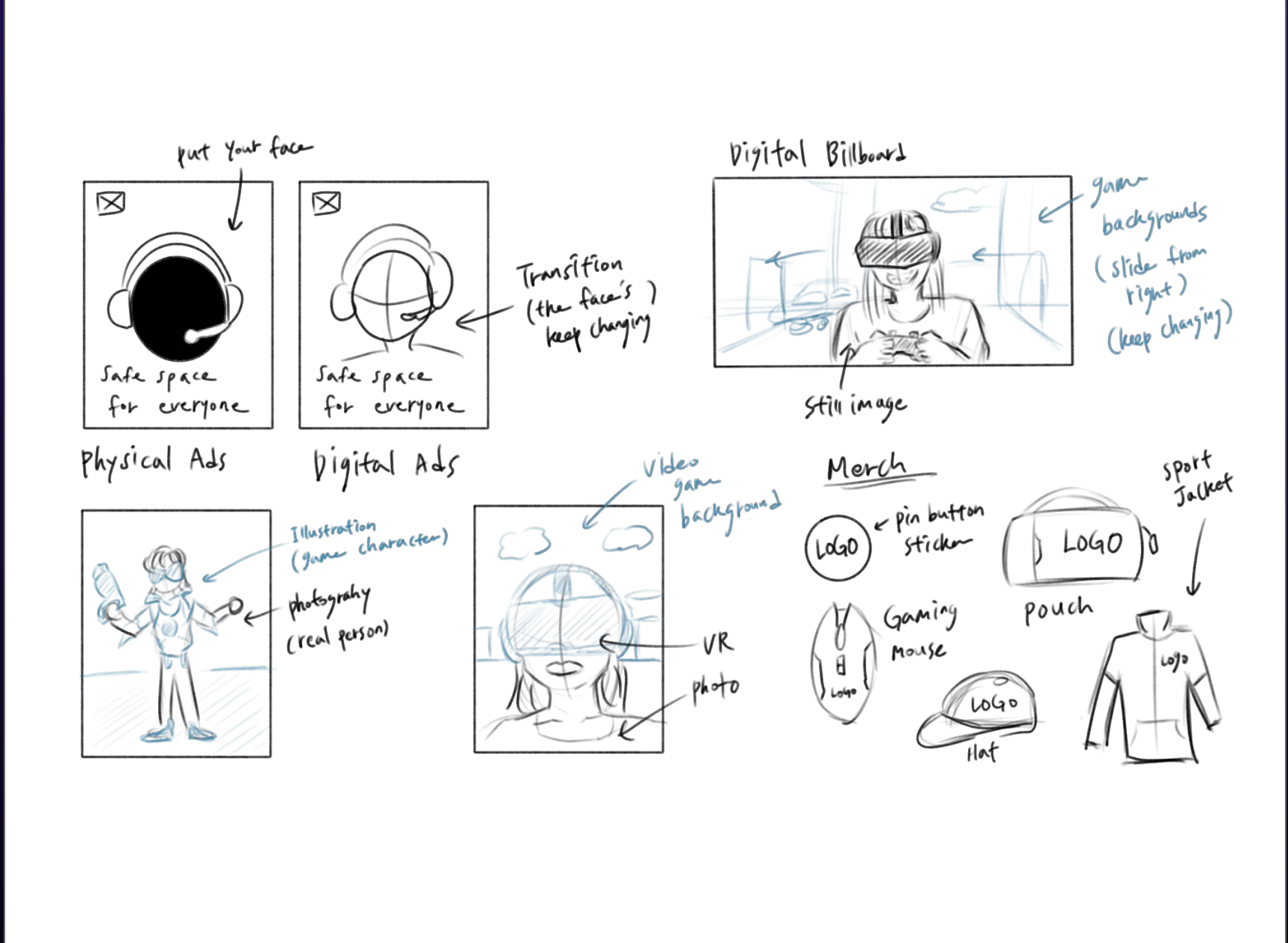
BLACK  
GIRL  
GAMERS

BLACK  
GIRL  
GAMERS

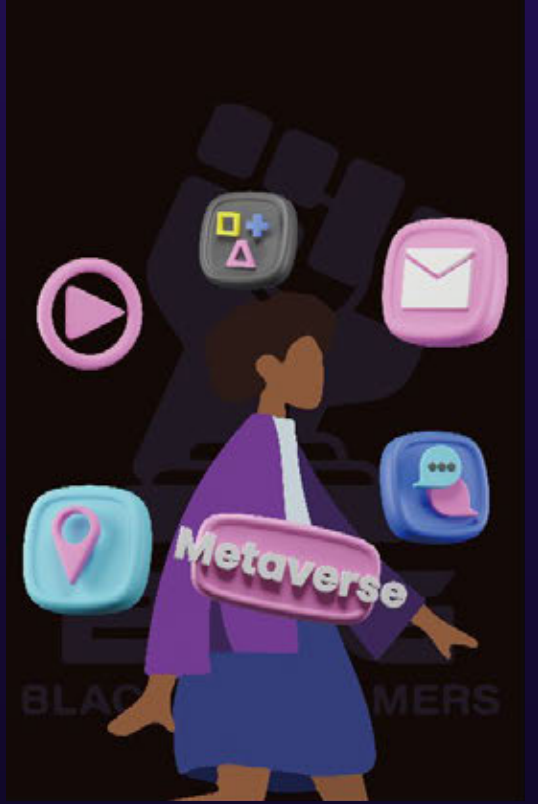
BLACK  
GIRL  
GAMERS

BLACK  
GIRL  
GAMERS

# CAMPAIGN THUMBNAIL



# POSTER DEVELOPMENT



# CAMPAIGN SUMMARY

**BE YOUR OWN HERO.**

The Black Girl Gamers community is over 8,000 strong and growing every day.

Join us today.





**BLACK GIRL GAMERS**




**BGG**  
BLACK GIRL GAMERS

THE LOGO - VARIANT

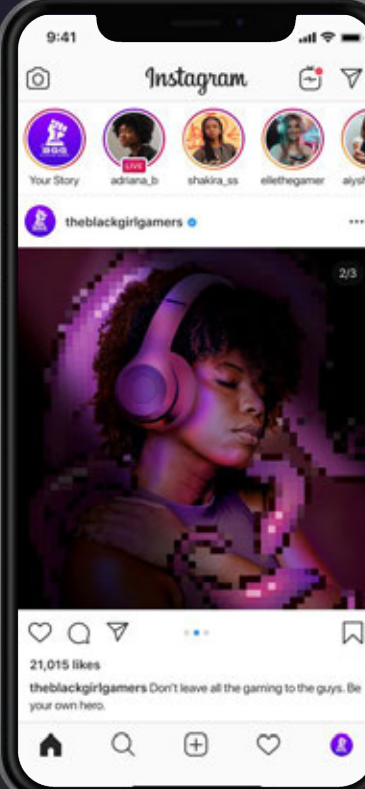


THE LOGO - TYPE & COLOR

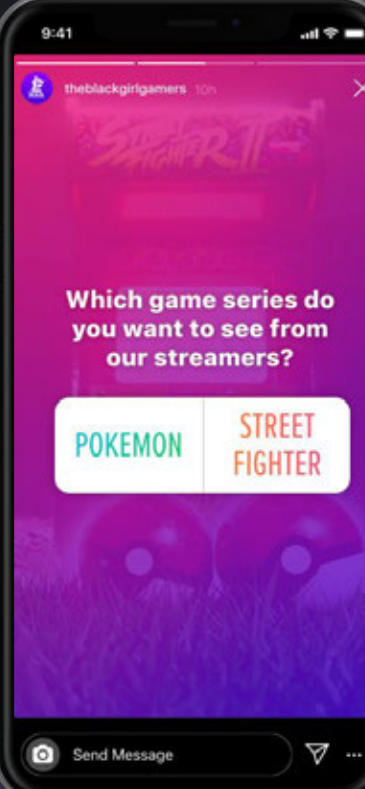


**ABCDEF GHI  
JKLMN OPQR  
STUVW XYZ**

**AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz**



Instagram post from @theblackgirlgamers featuring a woman wearing headphones.



Which game series do you want to see from our streamers?

POKEMON | STREET FIGHTER

**MUTE THE HATERS**

The internet is full of bigots and bullies. Let us provide a safe space, while you focus on winning. Join us today.



**FUEL FOR WINNERS**

BGG Talent will take care of the dirty work, so you can keep on playing. Join us today.

